

**PROSES KOMUNIKASI DALAM MELINDUNGI JAMBU AIR DALHARI  
SEBAGAI PRODUK KHAS DAERAH BERBAH, SLEMAN,  
YOGYAKARTA MELALUI INOVASI SERTIFIKASI  
INDIKASI GEOGRAFIS**

**Norma Laili Ikhsan**  
(13/354832/PMU/07869)

**INTISARI**

Penelitian ini bertujuan untuk menganalisis. (1) Latar belakang dan isu strategis proses komunikasi Sertifikasi IG dalam melindungi JADBJ sebagai produk khas daerah; (2) Mekanisme dan proses komunikasi Sertifikasi IG JADBJ; dan (3) Tanggapan UMKM Petani JADBJ terhadap proses komunikasi Sertifikasi IG JADBJ oleh BPBPKI DIY. Penelitian ini menggunakan metode penelitian kualitatif-deskriptif dengan pendekatan studi kasus. Subjek penelitian adalah Pengurus IG dari BPBPKI DIY, Konsultan IG dari FH UII, UMKM Petani JADBJ, Penyuluh Dinas Pertanian. Pengumpulan data dilakukan dengan menggunakan metode observasi, wawancara, FGD, dokumentasi. Teknik keabsahan data menggunakan triangulasi sumber dan metode.

Hasil penelitian mengungkapkan sebagai berikut. (1) Terdapat dua isu strategis yang melatarbelakangi proses komunikasi Sertifikasi IG, meliputi: (a) IG sebagai solusi dalam melindungi JADBJ sebagai produk khas daerah dari pembajakan produk, standarisasi produk dan peningkatan ekonomi UMKM Petani JADBJ; (b) Sertifikasi IG sebagai sebuah inovasi dalam merombak subsistem usaha budidaya JADBJ cara lama ke cara baru melalui pembentukan kelembagaan KPIG-JADBJ; Standarisasi produk melalui penerapan SOP-GAP dan Register Kebun; dan Pembuatan logo menggunakan label IG kolektif.(2) Mekanisme dan proses komunikasi Sertifikasi IG JADBJ dilakukan BPBPKI melalui sosialisasi dan pendampingan pelaksanaan program kepada UMKM Petani JADBJ.

(3)Tanggapan dari UMKM Petani JADBJ terhadap proses inovasi Sertifikasi IG meliputi tanggapan: (a) Pro terhadap pembentukan kelembagaan KPIG-JADBJ; (b) Kontra terhadap penggunaan nama Jambu Air Dalhari Berbah bukan Krasakan; (c) Negosiasi terhadap penggunaan SOP-GAP dan Register Kebun. Faktor penghambat Sertifikasi IG meliputi (a) SDM sasaran masih rendah dan susahny mengurus buku persyaratan; (b) Kurangya kapasitas dan kuantitas SDM dari BPBPKI; (c) Dana anggaran yang kurang dan turunnya bertahap. Efek dari Sertifikasi IG JADBJ meliputi sudah terbentuknya kelembagaan KPIG-JADBJ; Sasaran sudah mulai menerapkan SOP-GAP dan pencatatan; Sudah terdapat logo IG kolektif untuk pemasaran JADBJ.

**Kata Kunci:** *Proses Komunikasi, Perlindungan produk khas daerah, Sertifikasi Indikasi Geografis, Jambu Air Dalhari.*

**COMMUNICATION PROCESS IN PROTECTING OF *JAMBU AIR DALHARI*  
AS SPECIAL PRODUCT OF BERBAH AREA SLEMAN YOGYAKARTA  
THROUGH INNOVATION CERTIFICATION  
OF GEOGRAPHICAL INDICATIONS**

**Norma Laili Ikhsan**  
(13/354832 / PMU /07869)

**ABSTRACT**

The purpose of this study was to analyze. (1) The background and strategic issues of the GI Certification process in protecting JADBJ as a distinctive product of the region; (2) The communication mechanism and communication process JADBJ GI; And (3) The response from MSMEs of JADBJ farmers to communication process JADBJ GI Certification by BPBPKI DIY. This research uses qualitative research method - descriptive with case study approach. Research subjects are GI Board from BPBPKI DIY, GI Consultant from FH UII, MSMEs of JADBJ Farmers, Agricultural Extension Service. The data were collected using observation method, interview, FGD, documentation. The technique of data validity uses source triangulation and method.

The results of the study as follows. (1) There are two strategic issues underlying the communication process of GI Certification, the outreach: (a) GI as a solution in maintaining JADBJ as a typical regional product from product hijacking, product standardization and economic improvement of MSMEs of JADBJ Farmers; (b) GI certification as an innovation in overhauling the JADBJ cultivation subsystem of the old ways to new ways through institutional establishment of KPIG-JADBJ; Standardization of products through the application of SOP-GAP and Garden Registers; And Making logos using collective GI labels. (2) The communication mechanism and process of JADBJ GI Certification conducted by BPBPKI through socialization and assistance of program implementation to MSMEs of farmers JADBJ.

(3) The responses from MSMEs of JADBJ farmers to the innovation process of GI Certification include: (a) Pro against KPIG JADBJ institutional establishment; (b) Cons of the use of the name of Jambu Air Dalhari Berbah instead of Krasakan; (c) Negotiations on the use of SOP-GAP and Register of Gardens. GI Certification inhibiting factors include (a) human resources is still low and hard targets take care of the requirements of the book; (b) Lack of capacity and number of employees of BPBPKI; (c) Fund budget is less and the decrease gradually. The effect of JADBJ GI Certification has been the establishment of KPIG-JADBJ institutions; Goals have already begun to implement SOP-GAP and recording; Already many collective GI logos for JADBJ marketing.

**Keywords:** *Communication Process, Protection of special local product, Geographical Indication Certification, Jambu Air Dalhari.*