

Participatory Development Communication in Mitigating Forest and Land Fires in Riau Province

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Abstract

This study examines CSR programs for mitigating forest and land fires in Riau Province carried out by the private sector, namely PT Pertamina Refinery Unit II Sungai Pakning through a participatory development communication approach. This research was conducted in the community assisted by CSR of PT Pertamina (Persero) Refinery Unit II Sungai Pakning located in Sungai Pakning Village, Bukit Batu District, Bengkalis Regency, Riau Province. This research method uses qualitative methods by collecting data through participant observation. The results of this study indicate that the participatory development communication approach carried out by PT Pertamina (Persero) Refinery Unit II Sungai Pakning CSR in carrying out forest and land fire mitigation activities is carried out through four stages of participatory communication namely heteroglossia, polyphony, dialogue and carnival. These four stages of participatory communication are supported because of the still close communitarian tradition and the enactment of deliberative communication in the decision-making process at the local level. In this study it was also found that the role of local leaders as opinion leaders was still needed in conveying important information. The role of local leaders is not merely an informal symbol, but also an influential party in determining the diversity of the community, mediators in public discussions and dialogues, and guards of local customs that are still held by the community. Therefore, the participatory communication approach based on the four characters mentioned earlier is important to involve the role of local leaders so that the messages communicated can be more optimal.

Keywords: *CSR, Development Communication, Participatory Communication*

1. Introduction

Forest and land fires that have occurred in Riau Province in the last few years, at least since 2013 have become national disasters. The occurrence of forest and land fires occurs not only because of natural factors, but in fact most of it is caused by human activities that do forest and land burning for the purpose of opening plantations (Walhi, 2017). Data on forest and land fires in 2014 in Riau, Sumatra, Indonesia, surged to a point that had not been found since the Southeast Asian haze crisis in June 2013. The World Resources Institute (WRI) through

the Global Forest Map project mapped the location of Riau hotspots during February 20 - March 12, 2014 with the help of Active Fire Data from the United States Aeronautics and Space Administration (NASA).

From February 20 to March 11, 2014, Global Forest Watch found 3,101 hotspots on the island of Sumatra. This number exceeds the period of June 13 to June 30, 2013 which was 2,643 hotspots. Of these, in the period of March 4 - 11, 2014, 87% of hotspots in Sumatra were found in Riau. In Riau itself, there are regions with high and low fire point densities. Hotspots

are in the forest concession areas of industrial plants such as pulp and paper, oil palm, HPH, and outside the concession. One area in Riau Province that has the largest peat area is Bengkalis district with an area of 1,714,505 hectares, based on NOAA 18 satellite data during 2014, the number of hotspots in Bengkalis Regency was the highest in Riau province, namely 6,667 hotspots (Fauzan, Purwanto, Widhagdha, & Pakpahan, 2017). At the local level, forest and land fires also have a negative impact on people's livelihoods in Sungai Pakning Village, Bukit Batu District, Bengkalis Regency. Until 2014, at least 86 hectares of forest and land were burnt which ensured the disruption of community activities such as economic activities, education to health. This certainly becomes a problem for local people who depend on the existence of forests and peatlands around them as fulfillment of sustainable livelihoods.

Responding to these conditions, PT Pertamina (Persero) Refinery Unit II Sungai Pakning implemented a CSR (Corporate Social Responsibility) Mitigation program on Forest and Land Fires which included the handling and prevention of fires, restoration of ex-fire land through productive agricultural activities to the use of forests as an economic source oriented environment through maintaining peat arboretum. This program is carried out to the local community, especially to the people who are assisted partners of the PT Pertamina (Persero) Refinery Unit II CSR, the Fire Batu Community Care Forum (FORKOMPA) and the Tunas Makmur Cooperative (Koperasi Tani Tunas Makmur) in Sungai Pakning Village. The implementation of CSR is part of corporate social responsibility that leads to the 3P concept of Profit, Planet and People (Elkington, 1997).

The Bukit Batu FORKOMPA is a collection of 46 volunteers carrying out patrols and small-scale fire fighting activities initiated by the Sungai Pakning Village Government while the Tani Tunas Makmur Cooperative is a community group of 45 people who conduct pineapple farming activities on peatland and manage peat arboretum located in the Sungai Pakning peat forest area. The Bukit Batu FORKOMPA group has routinely managed forest and land fire control in 5 villages with a total operating area of 86 ha and beneficiaries covering 3,823 people, meanwhile Koperasi Tani Tunas Makmur has managed 14,5 ha of burned land with beneficiaries reaching 200

people. At present the two groups have been considered successful in managing fire prevention activities and managing burnt land into productive activities and produce economic value to be able to improve people's welfare. The success of the two groups in managing this program is partly because they are supported by strong social capital in their group to be used as a driver of community empowerment activities (Hidayat & Widhagdha, 2017).

In implementing the Forest and Land Fire Mitigation CSR Program, PT Pertamina (Persero) Refinery Unit II Sungai Pakning conducts development communication so that the community can understand the development messages in order to mitigate forest and land fires by using existing resources in the community. The communication approach taken is to conduct participatory communication that places community groups in an equal position so that two-way communication occurs (Morsing & Schultz, 2006). The concept of participatory communication used adopts the notion of participatory communication explained by Rahim (Dewi & Ayufika Nulul, 2018; I. Satriani, Muljono, & Lumintang, 2011; Syarah, 2016) which is a two-way communication process that produces a common understanding of the message delivered. Rahim (2004) then divided participatory communication into four concepts to encourage the creation of participatory communication, namely heteroglasia, dialogue, polyphony and carnival.

The concept of heteroglasia is the understanding that development is a complex system consisting of various variations such as economic, social, and cultural that fill one another. The dialogic concept is the understanding that the communication process takes place transactionally so that communicators and communicants interact with each other over a period of time and share common meanings. The concept of polyphony is the understanding that dialogue is a forum for various voices and opinions that are not the same but do not cover each other. While the concept of carnival is an informal process of delivering messages through various variations such as customs, legends, myths, entertainment, etc. to achieve a common understanding.

This approach is used because the concept of participatory is one of the right methods to initiate social action collaboration

between outsiders (internal) and insiders (internal) to empower the ability of the community to become a social force capable of changing themselves (Widhagdha, 2017). The existence of external and internal parties are two factors that influence the process of community participation. External factors are the linkages of various interested parties and have an influence on the implementation of a program. Whereas internal factors are the condition of society in the form of behavior, values, social relations that influence the willingness of the community to participate in a program. The process of participatory communication and the existence of two factors that influence development are internal and external factors that will be further examined through this research.

2. Method

This research was conducted using a qualitative method which produce descriptive data from the objects of research observed. This method looks at the experience of individuals/organizations as a whole, so as not to limit the statements of individuals / organizations into certain hypotheses. While the approach taken is a case study by casually looking at the implementation of the Forest and Land Fire Mitigation Program in Riau Province by CSR of PT Pertamina (Persero) Refinery Unit II Sungai Pakning during the period of 2018. Data collection was done through participant observation and focus Group discussion (FGD). The research informants were selected based on purposive sampling with the intention that the selected informants had known the problem in depth so that they could provide complete information. The research informants were the chairman and figures in the Bukit Batu Community Care Communication Forum (FORKOMPA) group and the Koperasi Tani Tunas Makmur in the Sungai Pakning region.

3. Result and discussion

The participatory development communication process carried out in the CSR Mitigation Program on Forest and Land Fires by CSR of PT Pertamina (Persero) Sungai Pakning Refinery Unit II has the main objective to provide a shared understanding to all communities that a fire disaster is a shared responsibility and must be solved in mutual cooperating. The biggest challenge of implementing this communication is inviting the involvement of the entire community to participate in the program, not just being an audience. So, the existence of participatory development communication is carried out to mobilize all available resources from various sectors to jointly make changes and concrete actions towards handling fires through mitigation activities carried out based on the social conditions of the local community.

The existing social conditions of the community will be discussed further in the four characteristics of participatory communication, namely the existence of heteroglossia, polyphony, dialogue and carnival which are a series in the implementation of participatory communication.

1) Heteroglossia: Diversity and uniformity of community characteristics

In general, the characteristics of the community in Sungai Pakning are a mix of various ethnic groups such as Malay, Javanese, Batak, Chinese and Tamil who have inhabited the area for decades. Even so, the existence of the FORKOMPA Bukit Batu and Koperasi Tani Tunas Makmur is dominated by ethnic Malays and Javanese with all members of the Muslim group. By age, these two groups have a fairly long age range of members, between 18 and 63 years. By gender, the Bukit Batu FORKOMPA group consisted of a majority of men, while Koperasi Tunas Makmur was more balanced between male and female members. In addition, from the education level the two groups have ranges of education ranging from elementary school to college. Clearer data can be seen in the following table

Table 1: Profile of heteroglasia in Fostered Community of CSR PT Pertamina (Persero) Refinery Unit II Sungai Pakning

Profile	FORKOMPA Bukit Batu	Tunas Makmur Farmer Cooperative
Members	49	45
Ethnicity		
Melayu	36	20
Jawa	13	25
Religion		
Islam	49	45
Sexuality		
Male	48	18
Female	1	27
Occupation		
Farmer	11	13
Housewife	-	25
Student	-	2
Freelance laborers	30	5
Unemployment	8	-
Education		
Elementary (SD)	7	3
Junior High School (SMP)	17	16
High School (SMA)	24	20
College	1	6
Age		
15-25	14	4
26-35	13	5
36-45	8	12
46-55	9	13
56-65	5	11

Source: Primary Data, 2018

The diversity in each group does not appear to be a significant gap in the dynamics of the groups. It does not seem that this gap actually occurs because of the similarities in the background that exists between each group, so that the differences in views are not too sharp. This is actually not a feature of heteroglasia, because in the concept of heteroglasia, diversity is the main thing in encouraging participatory communication. However, in this case, the diversity in each group is limited to diversity in age, sex, education level to employment. While the existing homogeneity factors are ethnic and religious profiles that tend to be uniform. Even so, participatory communication can still occur effectively because the existence of a fire disaster that is equally felt to be very disturbing to community activities so that together, the community works together in an effort to control forest and land fires.

2) **Polyphony: Open discussion of interests forum**

The concept of polyphony in the form of freedom of opinion among group members can be observed from the dynamics that occur in the forum for discussion of interests. In forums held by FORKOMPA Bukit Batu, suggestions and opinions of each member can be freely voiced. Equality among members makes opinions can be conveyed in meetings conducted by FORKOMPA. Discussions at meetings usually include problems regarding the readiness of facilities for blackouts, patrol schedules, and out of membership. Meanwhile, at Koperasi Tani Tunas Makmur, the problems discussed included the division of labor, distribution of business results, and product marketing.

Table 1: Issues discussed in the meeting of Fostered Community of CSR PT Pertamina (Persero) Refinery Unit II Sungai Pakning

Issues	FORKOMPA Bukit Batu	Tunas Makmur Farmer Cooperative
issues discussed in the forum for discussion of interests	Sarana prasarana	Pembagian pekerjaan
	Jadwal patroli	Distribusi hasil usaha
	Keanggotaan	Pemasaran produk
	Subsidi dari desa	Pengembangan usaha

Source: Primary Data, 2018

In a forum for discussing interests, each issue can be voiced accordingly freely and openly for discussion. Freedom of opinion can be accommodated because the issues voiced are still within the limits of group interests. The Bukit Batu FORKOMPA group discussed discussions about patrols and forest and land fire control activities. While at the Tani Tunas Makmur Cooperative the most discussed issue was about the division of work on maintenance and management of ex-fire land into pineapple farms. These main issues are openly discussed in forums for discussion of interests. In the Bukit Batu FORKOMPA group, discussions were held on a meeting agenda that was held formally and usually involved the village. At the Tani Tunas Makmur Cooperative, the discussion was held in a routine meeting of members held every month. In addition, there is an informal discussion mechanism where issues will be discussed anywhere and anytime, but decision making will be carried out during routine meetings. The openness of discussion between the two groups occurs because of the strong social capital of bridging that forms a mutually beneficial social relation (Widhagdha, 2019).

3) Dialogue: Tolerance in deliberation

Dialogue is a two-way interaction that occurs between two parties who are equal in their position in communication. Dialogue is also a way to break down differences of opinion that occur because of the diversity of voices that arise in the concept of polyphony. When polyphony accommodates differences in voices or opinions, dialogue bridges those differences to become a common understanding. The process of dialogue in the Bukit Batu FORKOMPA takes place in the form of mutual understanding to fill the patrol schedule for members who have their respective activities, so

that fellow members discuss the patrol schedule by adjusting the time available. In addition, the FORKOMPA dialogue also took place in cooperation in controlling fires that hit villages. To handle the fires that hit inter-villages, each member will conduct discussions and division of labor. Not infrequently, the process of division of labor includes areas outside of their operations, so there must be tolerance from fellow members considering the problems faced are fires that can spread if not handled quickly. So the dialogue process that takes place is done quickly given the high level of urgency of the activities carried out.

Meanwhile, at the Tani Tunas Makmur Cooperative, forms of dialogue can be observed more clearly because this group has a meeting agenda or meeting that is routinely held every month. In these meetings, members will discuss group conditions, existing problems and group development plans. Dialogue occurs because each member is freely and openly allowed to express his opinion, and not infrequently, opinions between members are contradictory. For this reason, when opinions between members contradict, musyawarah will be carried out by prioritizing tolerance and the interests of the group above personal interests, so that decision making can be done well.

The dialogue in discussing the interests of the two groups also shows the existence of deliberative communication, namely the process of expressing opinions and support in deliberations. This happens because the characteristics of society are still in the form of communitarian traditions (Widhagdha, 2019). Communitarian tradition is a form of common values and ideology that encourages a community to work together.

4) **Carnaval: Local wisdom as a binder of social relations**

The existence of local wisdom in the community makes participatory communication more gentle. The uniformity of society which is predominantly Muslim Malay makes Malay Muslim values and norms generally upheld and respected by all people. Values such as mutual cooperation in general are still valid in people's daily lives. In addition, respect for religious rituals is still valid so communication messages are often conveyed through religious events. The existence of PT Pertamina (Persero) Refinery Unit II Sungai Pakning as an external factor also has an influence on the social dynamics of the community, because this company has been in the region for decades and side by side with the community so that the corporate culture has a bit of influence on people's lives.

Corporate culture such as aspects of Safety, Health, Environment is transmitted to the community through the application of good governance for workers so that the process of mitigating forest and land fires by the community can run simultaneously. The close cooperation between citizens also plays a role in facilitating the process of communication and coordination between fire groups so that they can share their tasks and patrol schedules well and complement each other. In the Koperasi Tani Tunas Makmur, which is predominantly of Javanese descent, mutual cooperation is still strong, especially in social matters such as helping each other to ease the burden if there are people who hold events such as wedding ceremonies until the death ceremony.

4. **Conclusion**

This study concluded that development communication carried out in a participatory manner by CSR of PT Pertamina (Persero) Refinery Unit II Sungai Pakning consisted of four concepts namely heteroglasia, polyphony, dialogue and carnival. The concept of heteroglasia is indicated by the diversity of professions, age, sex to education, but the concept of heteroglasia does not support because in terms of ethnicity and religion the

community tends to be homogeneous. The concept of polyphony generally occurs in the Sungai Pakning community because of equal access so that each individual / organization can express its opinion. The concept of dialogue can be observed through deliberative communication that allows differences of opinion on the concept of polyphony to be bridged and their understanding is sought, this search for understanding is easier because of the communitarian tradition that prioritizes the common values and ideologies in society because of the background homogeneity of society.

The concept of carnival or informal communication forums is observed from the existence of local wisdom that is held firmly by the community, especially those with a background of Islamic Malays. The impact of implementing this participatory development communication for Forest and Land Fire Mitigation programs is that programs can be implemented more openly and increase community involvement massively in each region. Environmental improvements also occur significantly because the area covered by the program is quite extensive, besides efforts to control forest and land fires do not just stop at curative efforts but also preventive and productive. Curative efforts were carried out with fire suppression carried out by the Bukit Batu FORKOMPA, while the group's preventive efforts in the form of patrols were also carried out. Meanwhile Koperasi Tani Tunas Makmur made a productive effort by managing ex-fire land to become a pineapple farming area that has high economic value to improve community welfare.

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