

Communication Strategy for Petungkriono Development Agrotechno Forestry-Park As a Leading Tourism and Nature Conservation Education

Mubarok¹, Made Dwi Adnjani², Trimamah³
Prodi Ilmu Komunikasi Fakultas Bahasa dan Ilmu Komunikasi
Universitas Islam Sultan Agung (UNISSULA)

Jl. Kaligawe Raya Km. 4, Terboyo Kulon, Genuk, Kota Semarang, Jawa Tengah 50112.
Telp. (024) 6583584 Email: mubarok@unissula.ac.id

Abstract

Petungkriono is one of the upstream areas in Pekalongan district which has great potential to be developed as a leading tourism object with its diversity of wealth, beauty and uniqueness. The development of the tourism sector in the upstream area of Pekalongan Regency such as Petungkriono Subdistrict is vulnerable to the damage of natural ecosystems if it does not receive extra attention from policy makers. On the other hand this area has enormous potential to be developed into a leading tourist attraction with selling points on natural beauty which includes mountain waterfalls, cultural heritage and local wisdom such as ancient cultural heritage sites of the local community, as well as local products such as coffee - Ants-potatoes - black rice for agricultural products. This area can be managed by preparing comprehensive policies and careful planning, so that it can bring benefits to the local community and also develop the image of Pekalongan district. For this reason, it is necessary to develop an appropriate communication strategy so that the development of Petungkriono Agrotechno Forestry-Park can be used as a means to develop regional leading tourism and at the same time as a nature conservation education tour.

Keywords: Communication, Strategy, Petungkriono Agrotechno Forestry-Park

1. Introduction

Petungkriono is one of the upstream areas in Pekalongan regency which has great potential to be developed as a leading tourism object with its diversity of wealth, beauty and uniqueness. However, there are things that must be considered by the regional government when developing this region, namely how to make concrete policies and programs in addition to improving the social and economic welfare of the community, also to minimize the impact of the rate of climate change and have an impact on the positive image of tourism in Pekalongan district. This policy must be made by taking into account (i) disaster mitigation due to human development and landscape changes, (ii) wealth of local culture, (iii) creative economic development efforts to the community, (iv) developmental demands.

Petungkriono is a sub-district in Pekalongan Regency, which still holds the only tropical rain forest which is still preserved on Java. In this forest there are still endangered protected flora fauna, such as gibbons, lagoons and Javanese tigers. Life is also here in large bamboo species with a diameter reaching 15-20 cm known by the masyarakat as Bambu Petung. Along the forest and hills of Petungkriono, scattered ancient relics such as yoni and temples. Therefore, developing Petungkriono needs carefulness and precision in order to preserve the ecosystems and nature preservation in it.

The results of the study (Setiyono, Sarwono, & Hermawan, 2012) show the importance of involving local communities in developing forest areas. The government cannot impose policies without hearing the aspirations of the local community. Research from (Utama, 2014) in Tlogo Village Pakis Petungkriyono illustrates the ability of communities to live in harmony with nature to meet their daily needs. They are able to take economic benefits from the Petungkriyono forest while preserving nature. This condition explains the importance of their opinions being heard in the context of developing the Petungkriyono area. To create a forest area as an integrated tourist area that combines economic elements, nature conservation, and become a regional superior product, a deep analysis of potential and opportunities is needed. The study (Sumantra, 2017) shows the importance of in-depth analysis of policy supporting documents, and SWOT analysis and the beliefs of the main products that can be superior to the region. Therefore, restructuring related to biopics, social and culture must run continuously. Local people must be invited to discuss together so that they understand the direction of developing the Petungkriyono area. This is where the importance of the right communication strategy so that it can reach all stakeholders both internal and external. Tourists who visit Petungkriyono must also understand these aspects of development so that they also support by preserving nature and avoiding acts of destruction. The construction of the hotel area and supporting infrastructure must also be in line with the rhythm of the development of Petungkriyono Agrotechno Forestry-Park. This study aims to describe the communication strategies that must be developed so that all stakeholders involved are able to understand the concept of developing Petungkriyono Agrotechno Forestry-Park as a leading tourism and nature conservation education.

2. Method

The paradigm of this research is the interpretive paradigm that is different from other paradigms in terms of epistemology, ontology, axiology, and methodology (Denzin & Lincoln, 2005). This type of research is qualitative descriptive. The researcher describes the current condition of the object of study under study. Data collection techniques were carried out through field observations, in-depth interviews, focus group discussions, documentation studies and visual impressions. Observations were carried out in Petungkriyono Subdistrict as a tourist attraction location, tourism support community and natural conditions in the area. The researcher conducted in-depth interviews with related parties, namely the Pekalongan District Tourism Office, Tourism Awareness Group (Pokdarwis) Petungkriyono, Coffee SME Manager, UKM Sugar Semut, and people who sell around Petungkriyono tourist attractions. Study documents, namely data collection techniques by conducting a study of documents relating to research which include Laws, Regulations, Governor Regulations and Regional Regulations, and other documents / regulations relevant to research.

3. Result and discussion

Tourism sector policy development is often not done comprehensively by taking into account the ecological sustainability factor, the continuity of social, cultural, economic life and improving the quality of life of local communities and pandas will ultimately only give birth to new problems. The agrotechnopark program was pioneered aimed at increasing technical and economical and environmentally friendly technology transfer, building pilot areas that could facilitate and provide added value to agricultural products through the application of integrated agrotechnology, improving the quality of skilled, reliable and independent human resources (Kuswardani et al. , 2013). In Pekalongan District Regulation Number 1 of 2018 concerning the Master Plan for Pekalongan Regency Tourism Development Year 2018-2025 it is stated that the Regional Tourism Destination (DPD) development plan includes Regional Tourism Strategic Areas and Regional Tourism Development Regions. Petungkriyono is one of the DPDs set by the Government of Pekalongan Regency. The DPD of Petungkriyono District consists of 7 (seven) KSPD and 2 (two) KPPD. The intended KSPDs were Kayupuring, Kasimpar, Yosorejo, Tlogopakis, Curugmunca, Tlogohendro and Gumelem. While the two KPPDs included in the Petungkriyono DPD were KPPD Songgodadi and Simego.

The local government regulation shows the strong desire of the Pekalongan Regency Government to develop the southern region which has so far been neglected. So far, the government has only concentrated on development in the downstream area in the northern region while in the upstream area in the south where the natural conditions are mountainous and the forest is underdeveloped. People in the south have only become spectators and have not been maximally involved in developing forest areas. Pekalongan District Government has progressive initiatives to build with the concept of biodiversity balance.

The Pekalongan District Government collaborates with the Indonesian Forestry Foundation to develop the concept of Petungkriyono; Cultural Techno Forestry Park (CTFP). Through Petungkriyono CTFP,

forests can be utilized not for extractive interests, but to develop other benefits from forest areas with a technological approach. Forests have potential as providers of food, seeds, medicines, and even produce oxygen as well as absorb carbon dioxide, and others. Technology will help develop forest use without changing the face of forest landscapes. The results of these studies were further developed to improve the quality of life of the community, while becoming a new source of environmentally friendly economy. With comprehensive, integral handling and adequate budget support, the entire Petungkriyono area can be used as a "park" for culture-based forestry technology. Conceptually some regions can be mapped into several zones; closed zone, open-limited zone, and public zone. Of course the treatment of each zone is also different. Important strategic steps are carried out with various parties who truly have a commitment to jointly develop ideas that integrate the economic interests of the community, increase PAD and at the same time the interests of ecological conservation. The importance of Tripartite Synergy between Pekalongan District Government, Perum Perhutani East Pekalongan KPH and Indonesian Forestry Foundation to take strategic steps in managing the Petungkriyono area.

These programs should be followed up by communicating to all stakeholders involved. One important element is community involvement. In Petungkriyono there was a Tourism Awareness Group (Pokdarwis) which became the opening pioneer of tourism in the area. This community group contains young people who understand the potential of their area and are eager to develop. The results of interviews with Kang Abe and Bagus (Management of Pokdarwis Petungkriyono) showed that so far the concept of Petungkriyono development desired by the local government had not been fully understood by all stakeholders. Those who are members of Pokdarwis can understand the program because they have been invited to various trainings as well as being involved in various tourism events held by the Government of Pekalongan Regency. Therefore they consider the importance of structured and massive communication that is able to reach all stakeholders in Petungkriyono to be involved in developing the area. The importance of empowering existing potential and local wisdom is a communication issue that must be put forward so that the community does not feel left out or just used. The Petungkriyono community is not only a spectator of this program but they are the main actors who must be fully involved. They are area owners who have demonstrated the ability to live in harmony with nature. They have demonstrated the ability to take advantage of nature while keeping it sustainable. The concept of balance in order to maintain natural sustainability, including ecological functions, and make a wider contribution to society is the next important issue that must be communicated correctly. The Petungkriyono community must be involved in every process, both planning and implementing the program, so that it will grow a sense of crisis and a sense of belonging or caring and a sense of belonging to the community to help maintain the purpose of this program.

The right communication strategy as the results of the study (Trimanah & Mubarak, 2014) will be able to bridge the planned program so that it can be understood by all stakeholders. Petungkriyono not only has tourism potential but also unique coffee products. Kopi Petung is a type of arabica and robusta coffee that grows on the Petungkriyono plateau (900-1600 masl), one of the districts in Pekalongan district. One area that is located in the Dieng plateau area but is the most polluted part of Pekalongan district. It has an area of 7,359 hectares where 5,300 hectares or 70 percent are tropical rainforests and primary forests that are still left on the island of Java. Sokokembang and Kayupuring are two hamlets whose citizens may rely on coffee as their livelihood. They produce coffee Petung which later uses the brand "Kopi Owa". Gibbons are taken from the name of an ape-like endemic animal in the protected Petungkriyono. The use of the Owa name, in addition to following the Kopi Luwak brand so that it is easy to remember, but also as a form of participation of farmers and producers of Petung coffee to preserve protected Gibbon animals because of the increasingly scarce number.

One of the well-known local coffee brands is Kopi Petong. The owner of this brand, Pak Purwo, stated that his product actually has a fairly broad market. The uniqueness of the coffee attracted interest from various parties to buy it. The problem they face is limited production due to lack of raw materials. The area of Petungkriyono should be productive land for coffee. To realize this, of course, it needs local government policies that are communicated massively so that people want to be involved and have sufficient knowledge in processing coffee. Pak Purwo regretted that coffee farmers in the area sell products to collectors at lower prices, even though if they want to process further they will have a higher selling value. From these conditions it can be concluded that intensive communication is needed so that people understand the importance of the ability to process coffee so that the value of their products will be better. Petong Coffee Brand as shown below:



Figure 1. Example of Petong Coffe

Kopi Petong already has regular customers as well as foreign markets. Their difficulties regarding production materials should be overcome if they are able to invite coffee farmers in Petungkriyono to jointly process coffee to be more valuable and not sell in raw conditions. This issue is still hampering because so far intensive communication from both the government and Pokdarwis has not been carried out to the full. Another product that can be superior is Ant Sugar. This product was pioneered by young people who were members of Pokdarwis. They saw that the potential of sugar owned by Petungkriyono could be developed into higher-value ant sugar.

Apart from the beauty of nature and coffee, Petungkriyono also offers historical, culinary and educational tours. The history of the mountain and the surrounding of Petungkriyono is told from generation to generation. The history of the nation's struggle that places Petungkriyono as part of a guerrilla area can also be traced. Historical tourism and education can go hand in hand with each other. In addition to historical education, Petungkriyono can also be a natural laboratory for biological, agricultural, medical, economic and other research. Various historical sites in this area include the Gedong site, Nagapertala, Watu Kamar, Watu Lapak, Guci and Logam, Rabwan Inscription, and Petilasan Kyai Bagus. Sokokembang Forest is one of the tropical rain forest areas that is still preserved. A number of wild animals still live freely in their natural habitat. With an area of around 5,000 hectares, this area has a high diversity of flora and fauna. There are at least 250 species that have been identified in this region, including some endangered species such as leopards, panthers, java eagles, squats, langurs, and Javan gibbons. Sokokembang primary forest is relatively intact. The ecological system in the wild is relatively balanced. Many researchers, both from within and outside the country who conducted studies in this place.

Based on these descriptions, the communication strategy developed should be able to become a leverage for the development of Petungkriyono. Various potentials that have both the potential of nature, human resources, relations, the uniqueness of the product can only be synergized if there is a strategy that is able to unite these potentials. A good communication strategy must be developed by building a positive understanding with all involved with the organization, and the target audience as the main target of corporate communication. For organizations, recognizing the needs and involvement of target audiences in organizations and products is very important. Communication channel management: organize all aspects of intangible or issues related to the existence and operations of the company, control communication flows between various parties involved.

The following is an overview of the communication strategy process that can be developed by the Pekalongan Regency government to invite all stakeholders to be willing to be part of the development of the Petungkriyono Area.

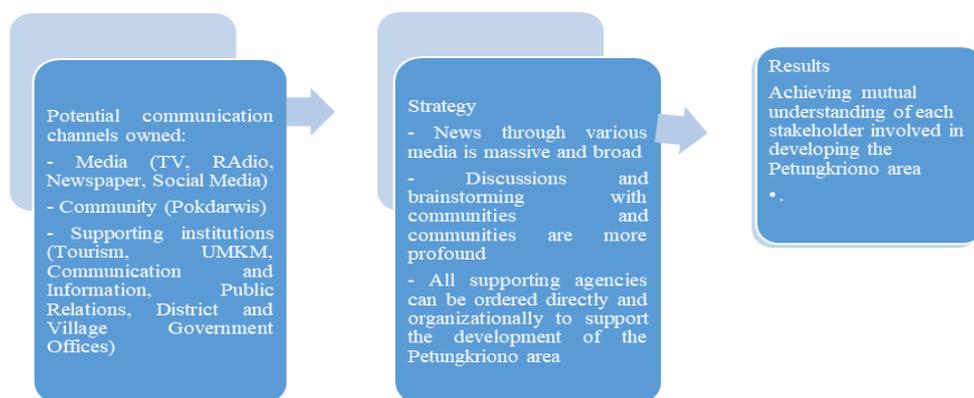


Figure 1. Process of Strategic Communication

The description shows that the success of the communication process depends heavily on the synergy of all the components involved. Local governments have formal networks and authorities while communities better understand the informal situation. Media is a channel that influences massively and quickly because they have the ability to distribute messages over others. Therefore these three key elements must sit together to equate perceptions and choose the right strategy so that the communication message arrives correctly.

4. Conclusion

From this description the conclusions that can be drawn are:

- a. Pekalongan Regency Government has a clear direction in developing the Petungkriono area. This has been stated in the applicable laws and regulations
- b. Some developing issues are: the importance of the involvement of the local community, the development of local coffee products, and the right communication strategy to invite all stakeholders to be willing to be actively involved in the development of the Petungkriono area
- c. Effective communication strategies can only be achieved when local governments, mass media and communities are able to build harmonious synergies.

Acknowledgements

Our thanks go to LPPM Unissula Semarang, Bappeda Pekalongan, Pokdarwis Petungkriono, Petong Koffie, and all the Petungkriono people who have been willing to provide information to researchers.

Reference

- Trimanah, & Mubarok. (2014). Communication Strategy of Pasar Tiban Relocation in Pekalongan. *Litbang Kota Pekalongan*, 22, 141–150.
- Utama, A. P. W. (2014). Diversifikasi Produksi: Studi Ekonomi Politik Pedesaan di Jawa. *Forum Ilmu Sosial*, 41(2), 195–206.
- Denzin, N. K., & Lincoln, Y. S. (2005). *Handbook of Qualitative Research*. London: Sage Publication.
- Kuswardani, R. A., Simanullang, E. S., Siregar, N. S., Fakultas, D., Universitas, P., & Area, M. (2013). Kajian Pengembangan Kawasan Agrotechnopark di Sumatera Utara. *Agrica*, 6(1).
- Patton, Q. M. (2002). *Qualitative Research Evaluation Methods, third edition* (third edit). Thousand Oak:
- Sumantra, K. I. (2017). Pengemban LPPM gan Agro-Technopark Untuk Mendukung Agrowisata Salak Sibetan Berkelanjutan. In *Perencanaan Pembangunan Inklusif Desa Kota* (pp. 135–140).