Organizational Communication Strategy of Forest Management in Mundeh Kauh Village, Selemadeg District, Tabanan

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ABSTRACT

In general, communication occurs in a particular situation. The process of communication, of course, requires a communication strategy. A communication strategy is essential in the organization, as it aims to plan work programs to be carried out correctly to achieve the expected goals. Good communication can increase motivation, and the information conveyed can be well received, improving performance. Social Forestry Organization As an organization that regulates forest management under the auspices of the Environment and Forestry Service, it is obligated always to be prime in performance and community service. Therefore, the Social Forestry Organization is aware that it is necessary to take concrete steps to improve the quality of communication between group members and leaders. This study aims to determine the organization's communication strategy and how it is carried out to achieve the goal. The research results obtained by drawing this conclusion are organizational communication strategies that are very well established between members of the organization and leaders.

1. Introductions

There is a lively conversation taking place within the community regarding environmental issues, with a specific focus on those that are associated with geography, and as these concerns have been investigated by the community, there is a particular emphasis on those associated with geography. Additionally, it is vital to underline that the significance of this matter extends beyond the immediate ramifications it has for the existence of humans and also entails concerns for the environment. This is something that should be emphasized. Regarding this particular matter, it is important to take it into mind. The degradation of the environment is caused by a variety of different factors, including the unpredictability of the weather, as well as a number of other variables. Factors such as these include the actions of living creatures, regardless of whether such actions are carried out intentionally or by accident. In addition to being the body that is liable for management, the Ministry of Environment and Forestry is the one that is responsible for this task.

Studies have also examined the behavior of geography students in relation to environmental citizenship. While there is an interest and sense of responsibility among geography students to educate others about environmental issues, this does not always translate into pro-environmental behaviors (Robinson, 2014). Furthermore, the importance of integrating physical and human geography to address environmental challenges has been highlighted. The need to bridge the gap between school and university geography to ensure a seamless transition in education has also been emphasized (Butt, 2019). Moreover, the significance of geography in understanding environmental issues and promoting sustainability has been underscored, especially in the context of the Anthropocene (Pascale, 2016).

Within the context of this phase, it is absolutely essential to keep an open line of contact with the surrounding environment. The most essential component of environmental communication is the presence of individuals who are able to communicate effectively about the environment. An initiative that is led by the government with the goal of improving the well-being, environmental equilibrium,

and dynamics of local communities or communities that adhere to customary law is known as social forestry. This initiative is carried out through the sustainable management and implementation of forest processes in State Forest Areas or Private Forests/Customary Forests. Customary forests, community forests, community park forests, village forests, and forestry partnerships are all examples of what are known as socio-cultural endeavors. The category also encompasses the woodlands that are found in villages. Studies have shown that social forestry programs play a crucial role in poverty alleviation, ecosystem conservation, and equitable distribution of resources (Nurfatriani et al., 2023). By involving local communities in forest management through the transfer of rights, these initiatives aim to improve forest governance and enhance environmental outcomes (Skulska et al., 2019). Additionally, initiatives like community forestry have been instrumental in improving farmers' income, conserving forests, and promoting sustainable land use practices (Nurfatriani et al., 2023).

Efforts to decentralize forest management and promote democratic governance have shown promise in enhancing forest management, livelihoods, and enfranchisement of local communities. However, challenges such as certification, public participation, and conflict resolution need to be addressed to ensure the long-term success of community forestry initiatives. By fostering partnerships between stakeholders, including government agencies, communities, and NGOs, community forestry programs can effectively address environmental issues and promote sustainable development (Abrams et al., 2017). In September of 2017, the Ministry of Environment and Forestry of Indonesia made a public announcement regarding the expansion of the country. The announcement brought attention to the fact that Indonesia has always been considered a peripheral territory from the very beginning. In order for these two forest services to continue operating in the future, it is not only required for the community to be actively involved, but it is also necessary for environmental communication to be carried out in an effective manner.

According to Cox, environmental communication is a method that serves the purpose of providing information to the general public about the environment and the link that exists between human beings and the natural world. This information is provided with the intention of educating people about the environment. The material presented here is meant to be viewed from the point of view of the general audience. By acting as a symbolic tool, it is possible to achieve the objective of raising the level of public awareness regarding issues that are associated with the environment. The subject of communication science spans a wide number of research fields that go beyond the constraints of academic institutions, and ecological communication is one of the subfields that falls under the umbrella of communication science. Communication about the environment is the process by which communities actively participate in the protection and preservation of forests. Additionally, it is referred to as environmental communication. This process is what we are referring to when we talk about environmental communication.

2. Method

The data collection and analysis for this study were carried out using a qualitative technique (also known as qualitative research). Based on the findings of Basrowi and Suwada, qualitative research is utilized in situations where the subject of the study cannot be subjected to quantitative analysis. The material in question was cited in the essay that Ghony and Almanshur wrote in 2017, which was published in 2017. In accordance with the findings of Miles and Huberman, qualitative research is carried out with a great deal of caution and requires an approach that is drawn out. This is due to the fact that qualitative research needs to be conducted in order to study live occurrences.

Generally speaking, this phenomenon serves as a sign of the typical occurrence of numerous facets of existence among individuals, groups, communities, and organizations on a daily basis. This is the case in the majority of instances. In order to conduct qualitative research, it is essential for researchers to take part in community activities that take place inside the particular region that is being

investigated. This is because the researchers will be doing the research themselves. When performing qualitative research, some of the methods that are utilized include conducting interviews, making observations, and closely studying documents. Other approaches include reading and analyzing papers.

3. Results and Discussion

In Mundeh Village, Selemadeg District, Tabanan, researchers were able to identify and get results from research on organizational communication techniques in forest management. This research was conducted in Tabanan. This was accomplished by performing observations utilizing interview techniques with individuals that were deemed acceptable to the problem object in the research and going straight to the research place, which was Mundeh Kauh Village, Selemadeg District, Tabanan. Both of these methods provided the necessary information to fulfill this goal. Subsequently, Tabanan prompted a conversation regarding the communication strategy of the organization, which was carried out by the superior (DLHK Leader) to the individual who was in charge of the social forestry organization. Following that, the conversation continued to include members of the company as well as members of the team that would be responsible for implementing this activity, and to conclude, it would be brought to the notice of the community.

Both the communication and the effectiveness of it went really well. All of the members and officers involved in forest management activities in Mundeh Village agree that the communication that is currently in place is adequate, and some even say that it is very good. On Monday, April 3, 2023, on the basis of interviews that were conducted regarding ongoing communication strategies and how the organization's communication strategy process takes place when holding work meetings regarding the implementation of forest management in the event that problems occur in the field, researchers with the first informant, Mr. Wayan Suardana, who is the Head of the Environment and Forestry Service (DLHK), stated that:

> *"Of course, before I start communicating in an organization, I have thought about the strategy first, such as what message I want to convey, then determine whom the message is addressed to, and then the purpose of conveying the message so that it is not misunderstood. "Then it is also important to ensure that the message or information conveyed is understood, so during the meeting, the audience must also listen simultaneously so that there is reciprocity so that the communication process runs smoothly..."*

According to Mr. Wayan Suardana, if the audience provides feedback by attentively listening to what the speaker has to say, then communication will be more harmonious. The significance of attentive listening in fostering harmonious communication is emphasized by Mr. Wayan Suardana, highlighting the role of active engagement from the audience in enhancing the communication process Zulli & Zulli (2020). The results of interviews with the second resource person, more specifically Mr. I Putu Artayasa in his capacity as Chair of the Organization, provide further evidence that this is the case. He stated that:

> *"For good communication, in my opinion, it is necessary to distribute the job desk to several members such as secretary, treasurer and the like. I have formed sections in the implementation to make it easier for members to get information according to their respective duties so that the communication process can achieve one meaning."*

In the realm of effective communication, the strategic allocation of roles within a team, such as designating tasks to a secretary, treasurer, and other team members, can enhance the communication process by facilitating information flow and ensuring clarity of responsibilities. This structured approach to job distribution can lead to smoother communication channels, ensuring that each team member is well-prepared to fulfill their specific duties, thereby contributing to a more cohesive and efficient workflow (Turilli et al., 2018).

Segmenting tasks based on job roles allows team members to access information pertinent to their responsibilities, fostering a shared understanding and alignment of goals within the team. This task segmentation can streamline communication processes, reduce ambiguity, and promote a unified approach towards achieving common objectives (Kharismasyah et al., 2017). Moreover, clearly

defined job roles and responsibilities can enhance accountability and cultivate a sense of ownership among team members (Hong et al., 2020).

The third resource person, who was a member of the organization and served as the source for the third researcher, Mr. I Putu Darmawan, made the following correction to the statement that was made by the Head of the Organization, which was Mr. Putu Artayasa:

> *"I was appointed to be a member of the implementation team by the Chairman to make it easier for us to communicate and coordinate situations and obstacles during the event. "I have also prepared several messages that must be conveyed to the public during socialization to create effective communication."*

To effectively communicate and coordinate situations and obstacles during an event as a member of the implementation team, it is crucial to have a structured approach to disseminating messages to the public. This can enhance the clarity and impact of the communication process. One possible reference that could provide insights into effective communication strategies in qualitative research is the article by (Ponterotto & Grieger, 2007). This article emphasizes the importance of researchers having a solid understanding of the philosophy of science and research paradigms to conduct exemplary research and communicate effectively to various audiences. By incorporating these principles into your communication strategy, you can ensure that your messages are clear, impactful, and well-received by the public. Both quantitative and qualitative researchers must have a firm understanding of the philosophy of science and research paradigms to conduct exemplary research and communicate effectively to various audiences.

According to Pace and Faules (2015), the most important aspect of organizational communication is the dissemination of information to all sections of the organization. This information should be able to be transmitted in a comprehensive manner to all elements of the organization. This information was communicated by Luh Gede Heryan, who is a member of the group, in the following statement:

> *"So far I feel that the support and openness from the leadership and head of the organization has been very influential in the continuity of this forest management activity so that subordinates like me are not afraid to convey any obstacles I face, perhaps also because during the meeting all members listened to orders well..."*

The significance of support and openness from leadership in facilitating effective communication and coordination within an organization is well-documented in the literature. For example, Zainab et al. (2021) demonstrated the impact of transformational leadership and transparent communication on employees' openness to change, highlighting the crucial role of trust and communication in promoting positive organizational outcomes. Similarly, Mcpherson et al. McPherson et al. (2022) emphasized the importance of leadership styles that encourage relationship transparency, openness, and support in addressing burnout symptoms in academic medicine.

Moreover, Bäckström et al. (2016) discussed how communicative leadership, characterized by openness and dialogue with employees, can improve organizational effectiveness and governance in healthcare settings. Joseph & Carolissen (2022) highlighted the significance of perceived organizational support, proper training, effective leadership, and regular feedback in enhancing volunteer satisfaction and retention.

Regarding this matter, it can be strengthened that the organizational communication strategy carried out by the social forestry organization can create harmonious and good communication, as stated by Gede Agus Wibawa, a community member in Mundeh Village, Selemadeg Tabanan District, who said that:

> *"At first I didn't understand what the purpose of carrying out this activity was. I thought it would be detrimental to the village because I was curious. Finally I attended a meeting at the village hall which was held to socialize this activity, because the choice of words, language and method of delivery from this social forestry organization was good and prepared carefully so that it is easy to understand and conveyed well to all village communities..."*

This statement, which was recently presented to the audience, offers information that is not only truthful but also succinct with regard to the manner in which communication takes place. Researchers came to the conclusion that communication between leaders and subordinates, as well as

communication between subordinates and leaders, has the potential to be successful, resulting in effective communication and meaning. This conclusion was reached as a result of the findings of the study. This conclusion was reached as a consequence of the findings that were obtained from the research that was carried out by the researchers so that they could draw this conclusion.

4.Conclusion

The conclusion that can be drawn is that the Organizational Communication Strategy in Forest Management in Mundeh Kauh Village, Selemadeg Subdistrict, Tabanan, with the communication strategy of the flow of signs, the messages that are conveyed can be understood well by the superior to subordinate levels and has been mutually fulfilled. This is the conclusion that can be drawn. One can reach this judgment as a result of the evidence. Because it is possible to arrive at this conclusion, it is possible for one to arrive at this conclusion. The conclusion that may be drawn from this is as follows. By analyzing the results of this investigation and drawing conclusions based on those findings, it is feasible to arrive at this conclusion. In the context of the process of adopting forest management in Mundeh Kauh Village, which is situated in the Selemadeg District of Tabanan, an efficient communication system has been established in order to fulfill the organization's collective goals. This was done in order to ensure that the organization is able to achieve successful outcomes. The fundamental task of this system is to ensure that the organization's common goals are achieved, which is the system's objective.

5.References

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