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Research Report for Project on “Enhancing Community-Based Commercial Forestry in Indonesia (ACIAR FST/2015/040)”

Communication and Dissemination Report

2021



University of the
Sunshine Coast



ENHANCING COMMUNITY-BASED COMMERCIAL FORESTRY IN INDONESIA
(ACIAR Project No. FST/2015/040)



COMMUNICATION and DISSEMINATION REPORT

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**CENTRE FOR RESEARCH AND DEVELOPMENT ON SOCIAL, ECONOMY,
POLICY AND CLIMATE CHANGE (P3SEKPI, BLI-KLHK)**

Preface

This report is a component of the ACIAR Project No. FST/2015/040 entitled 'Enhancing community-based commercial forestry (CBCF) in Indonesia'. This project runs from July 2016 to June 2021.

Acknowledgement

The team would like to thank to project colleagues from all partner organizations for their support in project communication and dissemination activities.

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Introduction

Project '*Enhancing community-based commercial forestry in Indonesia*' (ACIAR Project No. FST/2015/040) is intended to identify how community-based forestry can increase the incomes of smallholders and the broader benefits from it to local communities and industries. All key stakeholders related to the commercial forestry sector were intended to be engaged. The project team identified the stakeholders as target for its communication and dissemination activities. Activities and achievements of the project need to be communicated in wider communities as an effort of dissemination and disclosure of project information. Various means have been done by the project related to this concern which are presented in this communication report.

Target groups

The project communication and dissemination activities serve two main target groups, namely internal group and external group. The internal group covers partners within the project that consist of project team members from Centre for Research and Development on Social, Economy, Policy and Climate Change (FOERDIA Bogor), Environment and Forestry Research and Development Unit Makassar (FOERDIA Makassar), University of Sunshine Coast (USC), Universitas Gadjah Mada (UGM), Universitas Mataram (Unram), Trees4Trees (T4T) and Australian Agroforestry Foundation (AAF). Other than project team members, the internal group also takes in Australian Centre for International Agricultural Research (ACIAR) and Forestry Research, Development and Innovation Agency of Ministry of Forestry (FOERDIA) as designated authorities for coordinating the project. Meanwhile, the external group consists of local partners in project's study locations and stakeholders including farmers, local communities, FFGs, extension staffs, private sectors, industries, district and provincial agencies, MoEF, NGOs, academics and scientists. In communication activity, the internal group is not only the target recipients of information but also needs to act as the active communicator to the external group.

Project communication plan

Following the target groups of the project, we divide two kinds of communication, namely internal communication for internal group and external communication for external group. For external communication, the project provides information in types of communication namely manual/guideline, training/workshop, newsletter, policy brief, scientific presentation and article as well as website, blog and video. For internal communication, the project provides information as above mentioned plus research report, administrative report and annual report. Detail of project communication plan is presented in Table 1.

Table 1. Summary of project communication plan

Stakeholders	Interest in project	Desired project information	Mode (type) of communication	Frequency of communication
<i>Identify specific positions or groups</i>	<i>e.g. case studies, policy advice</i>	<i>e.g. summary, case studies</i>	<i>e.g. newsletter, research report, blog</i>	<i>How often</i>
Farmer	Market & technical information	Case studies	Manual, training, guideline	4 months
Extension worker	Market & technical information	Summary, Case studies	Manual, training, policy brief, newsletter, guideline	4 months
Private sector	Case studies	Summary	Policy brief, newsletter	4 months
Policy maker (village gov't)	Policy advice	Summary	Newsletter, manual, guidance	6 months
Policy maker (district gov't)	Policy advice	Summary	Policy brief, newsletter	6 months
Policy maker (provincial gov't)	Policy advice	Summary, case studies	Policy brief, newsletter	6 months
Policy maker (central gov't – MoEF)	Policy advice	Summary, case studies	Policy brief, newsletter	6 months
NGO	Policy advice, case studies	Summary, case studies	Policy brief, newsletter	6 months
Scientist	Case studies, Policy advice	Summary, case studies	Scientific article	
ACIAR	Policy advice	Summary	Annual report	1 year
Team member	Market & technical information, case studies, policy advice	Summary, case studies	Research report, newsletter, policy brief, manual, training	1 month

As complement of the communication activities, the project conducts a regular annual meeting held in various locations. The annual meeting is mainly attended by project team members but could also invite stakeholders from external group to give update on progress and results of the project's researches and get their inputs.

Source of communication material

Material of the project communication comes from various project activities and research results. All project team members were encouraged to provide information and material from their project related activities to be shared wider through various of communication means managed by the project. However, most of the communication material prepared by project communication team.

Project communication activities

The project did not hire a professional communication person or journalist to handle various aspects of communication and dissemination activities. Instead, as additional to carry on the project's research and development activities, some of researchers among the project team members in FOERDIA Bogor have been appointed as project communication team to manage the communication and dissemination activities using the available resources both from the project and from FOERDIA Bogor.

Among various of types of communication mentioned above in 'project communication plan' section, here we will only focus in elaboration of project's communication activities through various publication and social media. As an additional, following the closing of project activities in Lampung, we also report our engagement activities held by FOERDIA Bogor in Lampung as part of the project communication activities. Other engagement activities carried out in Bulukumba, Pati and Gunungkidul did not reported here.

Publication

1. Newsletter

The project regularly produces bilingual newsletter every six months. Material presented in the newsletter comes from various sources, mainly from project team field activities or research findings. We printed 500 hardcopies for each edition of the newsletters to be sent to five study locations through the site coordinators. The newsletter is then distributed to related stakeholders either directly or to participants when the project team held meeting/discussion/training at site locations as well as at provincial and national levels. Some of the newsletters were also submitted to dissemination division of FOERDIA Bogor to be distributed when FOERDIA have R&D results disseminations in various place. To complement distribution of the hardcopy of the newsletter, the PDF files are also sent to all project team members for further shared easily to relevant stakeholders and colleagues. In addition, the PDF files are also shared through project's social media.

Table 2. List of project newsletters

No.	Edition	Title
1	No.1/2016	Enhancing community-based commercial forestry in Indonesia (ACIAR FST/2015/040) / Penguatan perhutanan sosial komersial (CBCF) di Indonesia (ACIAR FST/2015/040) [Inception meeting]
2	No.2/2017	Evaluation of the pilot Master TreeGrower (MTG) training courses / Evaluasi atas ujicoba pendekatan pelatihan Master TreeGrower (MTG)
3	No.3/2017	Stories from the fields and the forest / Beberapa cerita dari lapangan
4	No.4/2018	Enhancing capacity of female farmers in Gunungkidul through MTG training course / Peningkatan kapasitas petani perempuan melalui pelatihan MTG di Gunungkidul
5	No.5/2019	Revitalising a stakeholder forum to sustain community forestry / Menghidupkan forum parapihak, menjaga hutan rakyat
6	No.6/2019	Experiences from timber certification within small-scale timber industry in Lampung Province / Pembelajaran dari penerapan SVLK pada industri kayu skala kecil di Provinsi Lampung
7	No.7/2019	Diversity of farmers, diversity of farm forestry: Lessons from the project study tour through South-East Australia / Berbeda petani berbeda pengelolaan lahannya: Pelajaran dari studi tur ke wilayah tenggara Australia
8	No.8/2020	From financial models to gender empowerment: Various aspects of the CBCF project research tasks / Dari model finansial hingga pemberdayaan perempuan: Ragam kegiatan penelitian CBCF
9	No.9/2021	Enhancing community-based commercial forestry in Indonesia / Temuan dan Pembelajaran dari Kerjasama Penelitian 'Enhancing community-based commercial forestry in Indonesia'

2. Policy brief

Communicating research results to policy makers will be easier if it is written in a short paper instead of give them the full research reports. Therefore, the project also produces some policy briefs to present findings and recommendations from the project researches to policy makers. The policy briefs are written in bahasa Indonesia and the production follows guidance of publication of policy brief by FOERDIA Bogor. For each edition of the project's policy briefs, we printed 300 hardcopies. Distribution of the hardcopies and PDF files of the policy briefs is also carried out as the distribution of the project's newsletters. In addition, through

the DG of FOERDIA, the policy briefs produced by the project also submitted to Minister of MoEF, similar with other policy briefs published by FOERDIA Bogor.

Table 3. List of project policy brief

No.	Edition	Authors, Title
1	Vol.14 No.4 (2020)	Rumboko, L.R., Wahyudiyati, K.T., Hayati, N., Bisjoe, A.R.H., & Kurniasari, D.R. <i>Revitalisasi kayu rakyat: Bagaimana menghubungkan petani kayu dengan sektor industri dan pemerintah dalam mewujudkan kemitraan strategis yang kokoh dan berkelanjutan.</i>
2	Vol.14 No.7 (2020)	Rohadi, D., Surati, Herawati, T., & Suka, A.P. <i>Sertifikasi sistem verifikasi legalitas kayu (SVLK) pada produsen dan industri kayu skala kecil: Pembelajaran dari beberapa kasus di Lampung, Pati-Jawa Tengah, dan Bulukumba-Sulawesi Selatan.</i>
3	Vol.14 No.9 (2020)	Suka, A.P., Ariawan, K., Rumboko, L.R., Irawanti, S., Sumirat., B., Bisjoe, A.R.H., Wakka, A.K., & Hayati, N. <i>Adopsi pelatihan Master TreeGrower (MTG) di Bulukumba: Upaya meningkatkan kapasitas sumber daya manusia dan kesejahteraan petani hutan.</i>

3. Journal article

As a research and development project, it is naturally that the project team members need to produce scientific articles for national and international journal. During the project period in 2016-2020, we have published 4 articles for national journal (bahasa Indonesia) and 7 articles for international journal on various topics of project related results (Table 4 & 5). Currently, the project team members are still working in writing and revising some articles.

Table 4. List of articles in national journals (Indonesia)

No.	Year	Authors, Title, Journal
1	2018	Wiyono, Oktalina, S.N., & Hidayat, R. <i>Analisis Rantai Pemasaran Kayu Sertifikasi FSC di Kabupaten Kulon Progo. Jurnal Nasional Teknologi Terapan</i> , Vol. 2, No. 1: 71-80.
2	2018	Wiyono, Lestari, P., Hidayat, R., Oktalina, S.N., Utomo, S., Prasetyo, E., Ngadianto, A., & Nugroho, P. <i>Penerapan Teknik Silvikultur Intensif Pada Pengelolaan Hutan Rakyat di Kabupaten Gunungkidul. Jurnal Pengabdian dan Pengembangan Masyarakat</i> . Vol 1, No 1: 57-70.
3	2019	Muin, N., Bisjoe, A.R.H., Sumirat, B.K., & Isnani W. <i>Peningkatan Peran Gender dalam Pengelolaan Hutan Rakyat di Konawe Selatan, Provinsi Sulawesi Tenggara. Jurnal Penelitian Sosial dan Ekonomi Kehutanan</i> , 16(2): 127-135.
4	2019	Hayati, N., Bisjoe, A.R.H., & Wakka, A.K. <i>Analisis Tataniaga Kayu Bitti (Vitex cofassus) di Kabupaten Bulukumba Sulawesi Selatan.</i>

		Buletin Eboni. Vol.1 (1): 21-31.
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Table 5. List of articles in international journals

No.	Year	Authors, Title, Journal
1	2017	Irawanti, S., Race, D., Stewart, H., Parlinah, N. & Suka, A.P. <i>Understanding the timber value chain in community-based forestry in Indonesia: Analysis of sengon in central Java. Journal of Sustainable Forestry</i> , 36 (8): 847-862.
2	2017	Reid, R. <i>Developing farmers and community capacity in Agroforestry: is the Australian Master TreeGrower program transferable to other countries? Agroforestry Systems</i> , 91: 847-865.
3	2019	Race, D., Suka, A.P., Irawanti, S., Surati, Oktalina, S.N., Bisjoe, A.R.H., Muin, N., Purwanti, R. & Sumirat, B. <i>Smallholder Forestry: the role of commercial forestry in rural livelihoods in Indonesia. International Forestry Review</i> , 21 (2): 225-237.
4	2019	Abdurrahman, M., Reid, R., Race, D., Wakka, A.K., Oktalina, S.N., Agusman, Herawati, T. & Bisjoe, A.R.H. <i>Enhancing the knowledge and skills of smallholders to adopt market-oriented tree management practices: lessons from Master TreeGrower training courses in Indonesia. Australian Forestry</i> , 82: 4-13.
5	2019	Susilawati, D., Kanowski, P., Setyowati, A.B., Resosudarmo, I.A.P. & Race, D. <i>Compliance of smallholder timber value chains in East Java with Indonesia's timber legality verification system. Forest Policy and Economics</i> , 102: 41-50.
6	2019	Robins, L. & Kanowski, P. <i>Megatrends affecting smallholder forestry in Indonesia to the year 2030. International Forestry Review</i> , 21 (3): 350-371.
7	2020	Sylviani, S., Suka, A. P., Surati, S., & Kurniasari, D. R. <i>Social capital in managing community plantation forest: A case study at KPH Boalemo, Gorontalo Province. Indonesian Journal of Forestry Research</i> , 7(1), 71-82.

4. Presentation in conference

Communicating also conducted by project team members in form of presentation in various national and international seminars/conferences to share findings and results from the project's research and development to academic and scientific communities. Seven presentations in national level (bahasa Indonesia) and 16 presentations in international level by the project team members are listed below.

Table 6. List of presentations in national level (bahasa Indonesia)

No.	Year	Authors, Title, Seminar/Conference
1	2016	Wakka, A.K. <i>Meningkatkan Posisi Tawar Petani Hutan Rakyat melalui Pelatihan Master TreeGrower (MTG) di Kabupaten Bulukumba, Sulawesi Selatan</i> . "Seminar Nasional XIX Masyarakat Peneliti Kayu Indonesia (MAPEKI)", 20 October 2016, Ambon.
2	2017	Hayati N., & Bisjoe, A.R.H. <i>Strategi pengembangan bisnis kayu hutan rakyat di Kabupaten Konawe Selatan, Sulawesi Tenggara</i> . "Seminar Silvikultur V & Kongres Masyarakat Silvikultur Indonesia IV", 23 Agustus 2017, Banjarbaru.
3	2017	Hapsari, E., Muin, N., & Bisjoe, A.R.H. <i>Ragam Sumber Penghasilan Petani Hutan Rakyat untuk Menunjang Penghidupan di Dusun Bunja Kabupaten Bulukumba</i> . "Seminar Nasional Perhutanan Sosial", 23 November 2017, Makassar.
4	2017	Bisjoe, A.R.H., Muin, N., & Sumirat, B.K. <i>Dinamika Kemitraan Pengelolaan Hutan Rakyat di Kabupaten Bulukumba</i> . "Seminar Nasional Perhutanan Sosial", 23 November 2017, Makassar.
5	2018	Bisjoe, A.R.H., Muin, N., & Hapsari, E. <i>Membangun Sinergi Para Pihak Hutan Rakyat di Kabupaten Konawe Selatan, Provinsi Sulawesi Tenggara</i> . "Seminar Nasional Meningkatkan Sinergitas dalam Upaya Pelestarian Sumber Daya Alam", 24 October 2018, Manado.
6	2018	Hapsari, E., Muin, N., & Bisjoe, A.R.H. <i>Modal Sosial Masyarakat Dalam Pengelolaan Hutan Rakyat di Desa Malleleng Kecamatan Kajang Kabupaten Bulukumba</i> . "Seminar Nasional Meningkatkan Sinergitas dalam Upaya Pelestarian Sumber Daya Alam", 24 October 2018, Manado.
7	2020	Wakka, A.K. <i>MTG: Sebuah Pendekatan dalam Meningkatkan Kapasitas Petani Hutan</i> . "Seminar Forum Fungsional Sulawesi Selatan", 30 January 2020, Makassar.

Table 7. List of presentations in international level

No.	Year	Authors, Title, Seminar/Conference
1	2016	Bisjoe, A.R.H., Muin, N., Hayati, N., Sumirat, B. & Race, D. <i>Creating synergies among stakeholders to support private forest: Lessons from Indonesia</i> . IUFRO International and Multidisciplinary Scientific Conference, 4-7 October 2016, Bogor.
2	2016	Sumirat, B.K. et al. <i>The urgency of increasing private forest farmers' capacity building towards the increase of their livelihood: Lessons from Indonesia</i> . IUFRO International and Multidisciplinary Scientific Conference, 4-7 October 2016, Bogor.
3	2017	Race, D. <i>Enhancing community based commercial forestry: linking farmers with the commercial forestry sector in Indonesia</i> . IUFRO-INAFOR Joint International Conference, 24-27 July 2017, Yogyakarta.
4	2017	Wahyudiyati, K.T. <i>People's Forest Plantation (HTR) in Indonesia</i> :

		<i>Between expectation and reality.</i> IUFRO-INAFOR Joint International Conference, 24-27 July 2017, Yogyakarta.
5	2017	Wibowo, L.R. <i>Why has the policy implementation on CBCF been slow progress? A critical review of CBFM in Indonesia.</i> IUFRO-INAFOR Joint International Conference, 24-27 July 2017, Yogyakarta.
6	2017	Suka, A.P., Oktalina, S.N., & Irawanti, S. <i>Livelihood assets in managing community forests in Indonesia: Case study at Pati, Central Java.</i> IUFRO-INAFOR Joint International Conference, 24-27 July 2017, Yogyakarta.
7	2017	Bisjoe, A.R.H. <i>Policy on private forest management: a case study in Bulukumba, South Sulawesi Province.</i> IUFRO-INAFOR Joint International Conference, 24-27 July 2017, Yogyakarta.
8	2017	Muin, N. <i>Strategy on increasing farmers income through gender role distribution in managing private forest in South Konawe, South East Sulawesi Province.</i> IUFRO-INAFOR Joint International Conference, 24-27 July 2017, Yogyakarta.
9	2017	Muktasam, A., Reid, R., Race, D., Wakka, A.K., Oktalina, S.N., Agusman, Herawati, T., Hardiyanto, E., & Bisjoe, A.R.H. <i>An innovative approach to community forestry extension: Lessons from the community-based Master TreeGrower project in Indonesia.</i> IUFRO-INAFOR Joint International Conference, 24-27 July 2017, Yogyakarta.
10	2017	Wiyono. <i>Benefits and barriers to implement the certification of community forest in Yogyakarta.</i> IUFRO-INAFOR Joint International Conference, 24-27 July 2017, Yogyakarta.
11	2019	Abdurrahman, M., Reid, R., Race, D., & Perdana, A. <i>Extension approaches to promote effective adoption of agroforestry practices: Lessons learned from Indonesia.</i> The 4th World Congress on Agroforestry, 20-22 May 2019, Montpellier, France.
12	2019	Reid, R. <i>25 years on landholder group validates alternative extension model for fitting trees into the family farming landscape.</i> The 4th World Congress on Agroforestry, 20-22 May 2019, Montpellier, France.
13	2019	Race, D., Abdurrahman, M., Reid, R. & colleagues. <i>Farmer to farmer mentoring as an approach to extension for small-scale forestry: Lessons from Indonesia.</i> IUFRO 3.08 Small-scale Forestry Conference 2019, 8-10 July 2019, Minnesota, USA.
14	2019	Race, D. <i>Connecting science to a dynamic policy context: Experiences from community forestry research in Indonesia.</i> International Conference of Indonesia Forestry Researchers V (INAFOR) EXPO 2019, 28 August 2019, Bogor.
15	2019	Sumirat, B.K., Suka, A.P., & Ariawan, K. <i>Exploring the benefits of Master TreeGrower (MTG) training in dealing with climate change, case studies in Gorontalo Province.</i> International Conference of Indonesia Forestry Researchers V (INAFOR) EXPO 2019, 28 August

		2019, Bogor.
16	2019	Suka, A.P., Surati, Kurniasari, D.R., & Justianto, A. <i>Sources of income from HTR areas in Boalemo: No single policy for improving welfare of the communities</i> . International Conference of Indonesia Forestry Researchers V (INAFOR) EXPO 2019, 28 August 2019, Bogor.

Social media

The project also opens to the dynamic of communication world in which currently social media become one amongst the important means of communication. Therefore, the project also actives in sharing information and activities through social media. The project's social media account is 'CBCF Indonesia' and exists in Instagram, Twitter, Youtube and Facebook. Besides, the project is also managing a website namely www.puspipjak.org/cbcfindonesia or www.cbcf-indonesia.puspipjak.org (will drive to a same homepage), as a part of the official FOERDIA Bogor website. The social media is managed by some researchers – project team members – with no journalist involved. Therefore, the social media is not under specific journalist team. However, some team members have already received know-how on managing project social media.

Development of the project's social media was started in 2017. In general, the project's social media is intended to become a place to put some documentation or archives, as a way to distribute reports of project's activities to wider audiences, as a media of promotions of the project, and the last, as a place for all team members to share all related information. The most important factor in maintaining social media is by having a frequent post. With uploading post regularly, this will keep the algorithm running frequently approaching viewers. In terms of this, it is significant to provide regular interesting and important information to the project social media team to be uploaded in to project's social media. Performance of the project's social media is presented as follows.

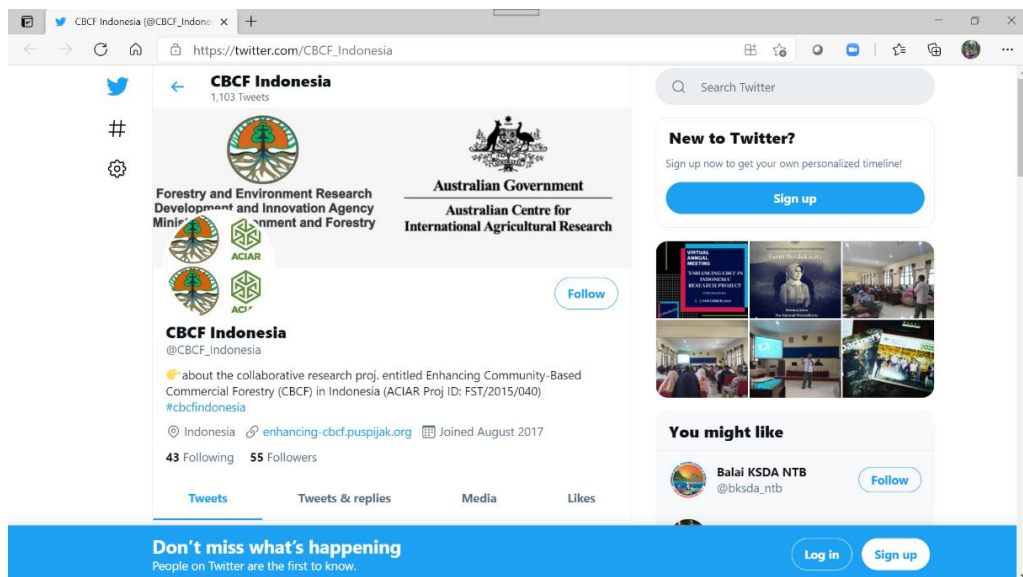
1. Instagram

Currently, the project's Instagram 'CBCF Indonesia' has 367 posts and 534 followers and following 171 other Twitter account. Since its development, 'CBCF Indonesia' on Instagram made 9 posts per month or 2 posts per week; and got 13 followers per month or 3 followers per week. However, only 53% among the project team members followed the project's Instagram. The project's Instagram got visitors from various countries such as Australia, Singapore and Iran with the most visitors come from Indonesia (Makassar, Bogor, Jakarta, Palangkaraya, Yogyakarta, Kendari and Banjarbaru). 77% of the visitors were male and 23% were female.



2. Twitter

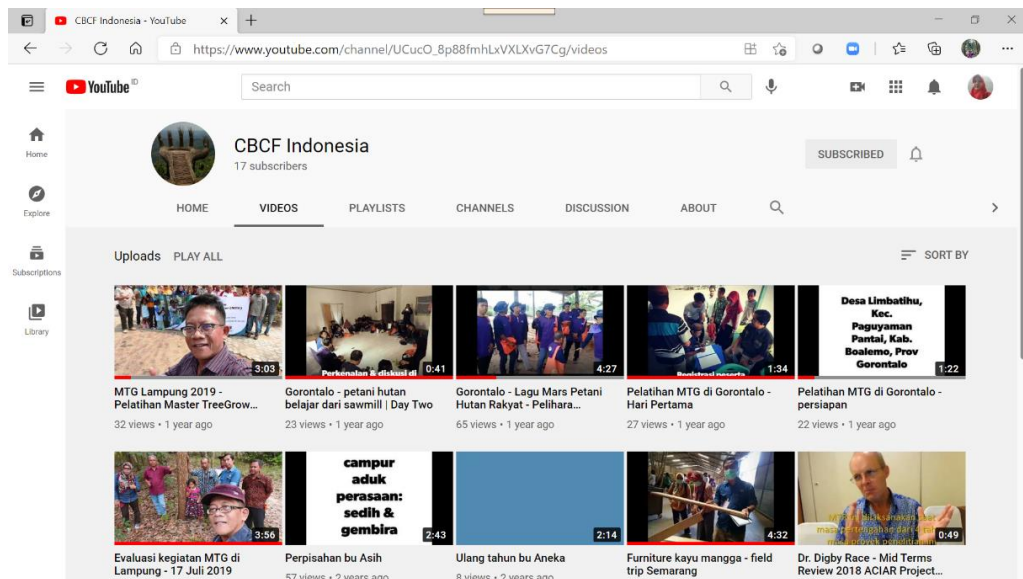
'CBCF Indonesia' on Twitter currently has 55 followers and following 43 other Twitter account. The average tweet made by 'CBCF Indonesia' is 1-2 per week and received 8 impression per day. The most viewed posts are the shared posts from 'CBCF Indonesia' Instagram and retweeted posts from other official account.



3. Youtube

'CBCF Indonesia' on Youtube has developed 20 videos with 17 subscribers. The three most viewed videos were:

- Furniture kayu mangga – field trip Semarang
- Pelatihan MTG untuk petani hutan rakyat di Kab. Gunung Kidul
- Dr. Tony Bartlett – Mid Term Review 2018 ACIAR Project (FST/2015/040)

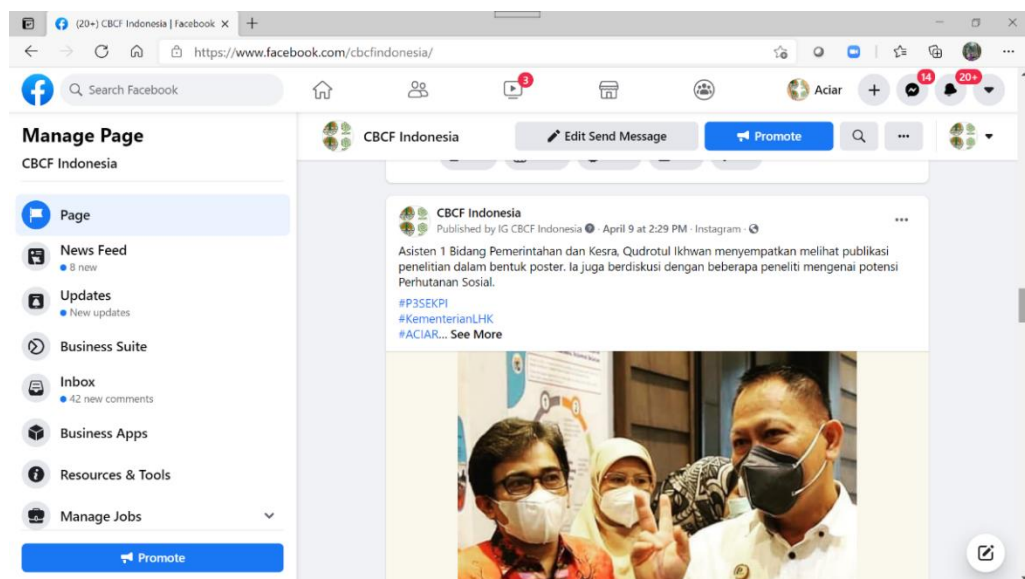


4. Facebook

The project joined Facebook as a Facebook Page, not a Facebook private account, using a same name with other project's social media 'CBCF Indonesia'. Currently, CBCF Indonesia Facebook Page has 612 followers, or in average 16 followers per month. Viewers of the page were 78% male and 22% female that come from Indonesia, Australia, France, Thailand and South Korea. Form Indonesia, the viewers mostly come from Makassar, Kupang, Bogor, Medan and Yogyakarta.

Overall information of the page was:

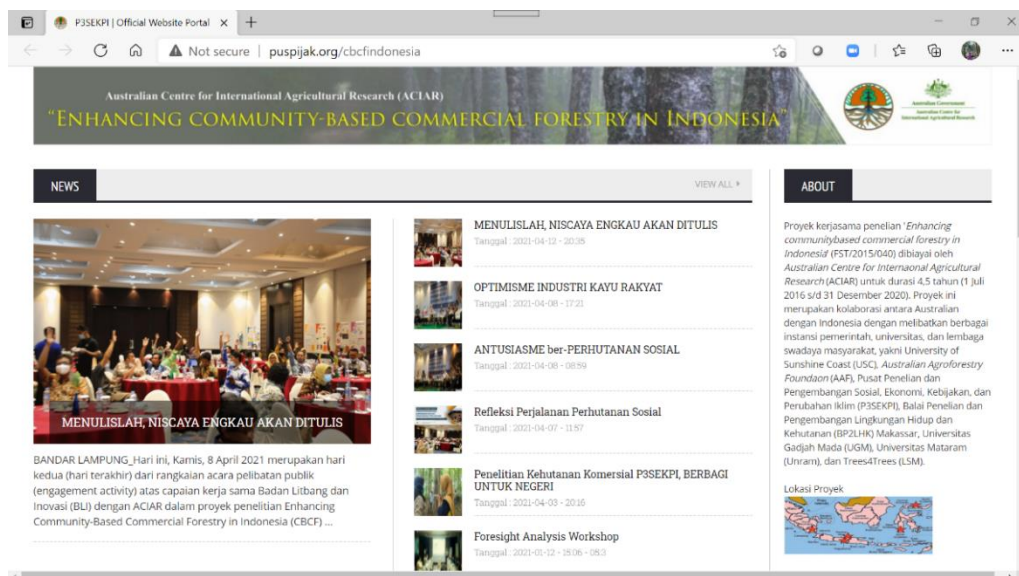
- Post reach is 600 or viewed by 296 (increased by 98% from previous year).
- Post engagements is 119 (increased by 27% from previous year)
- New page likes is 24 (increased by 26% from previous year)



5. Website

The project's website was developed in 2017 under official website of FOERDIA Bogor template. However, in 2019, FOERDIA Bogor's website has been reconstructed so it had also impacted to changing of database and template of the project's website. The migration process takes quite a long time. Following the migration process, the current project's website [www.puspijak.org/cbcfindonesia or www.cbcf-indonesia.puspijak.org] has accommodated many inputs from Project Leader to have a better performance of the website and to reach a wider audience even if the project ended in mid-2021. The project's website provides news on project activities and publications as well as project team members.

The advantage of the current website comparing to the previous one is that it is easy to update and add new information/news and has been integrated to FOERDIA Bogor database. But there is weakness of the current website that only display visitors in the main/official FOERDIA Bogor's website but not for the project's website managed under the official one.



Engagement activities

As closing of the project overall activities in Lampung, FOERDIA Bogor conducted two days engagement activity (EA) in 7-8 April 2021 using hybrid system, offline in Sheraton Hotel and online using zoom meeting. Theme for the EA is "Strengthening Social Forestry: Linking research with policy, farmers and markets". The EA aims to hold public engagement activities as well as disseminating various research results that have been carried out in a quite different ways with the usual project closing.

Number of participants in the EA day one was 85 people for offline and 130 people joining online. In the EA day two, there were 50 offline participants and 110 online participants. The offline participants meet in Ballroom of the Sheraton Hotel and followed Covid-19

health procedures. The online participants joined the EA through zoom meeting. The list of attendance showed that the EA participants (Day 1 and Day 2) came from all over Indonesia.

We were very happy to see that most of those who listed in invitation letter joined the EA. The offline participants were the 1st Assistant to the Governor, Director of Social Forestry and Customary Forest Business Development (BUPSHA-PSKL, MoEF), Head of Lampung Province Forestry Service and staffs, Bappeda, MoEF's units in Lampung, FMUs/KPH in Lampung, private sectors/timber industries, heads of villages, farmers and FFG leaders, extension officers, lecturers from Universitas Lampung (Unila), social forestry working group in Lampung (Pokja PS), NGOs, TVRI Stasiun Lampung, management and staffs from FOERDIA Bogor and project team members.

The online participants (through zoom meeting) were the popular writing training participants (i.e. extension officers in Lampung, students from Unila and public), ACIAR Indonesia, and project team members from Makassar, Yogyakarta and Mataram.

The EA is divided into several activities, such as: talk show, poster exhibition, popular scientific writing training, writing session, update from the venue to social media including website and television program and Youtube.

1. Talk show

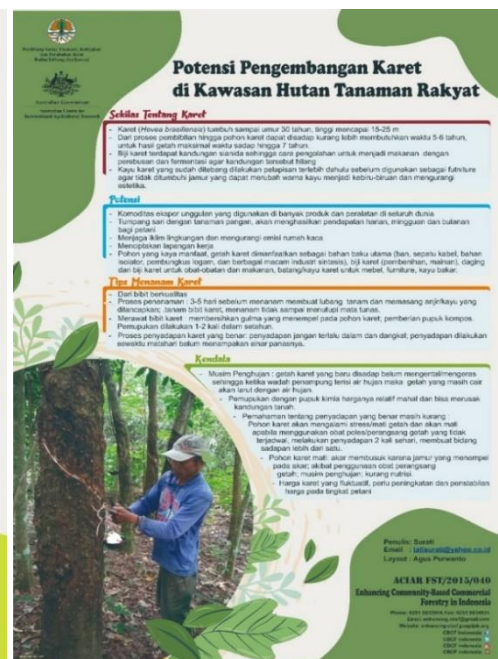
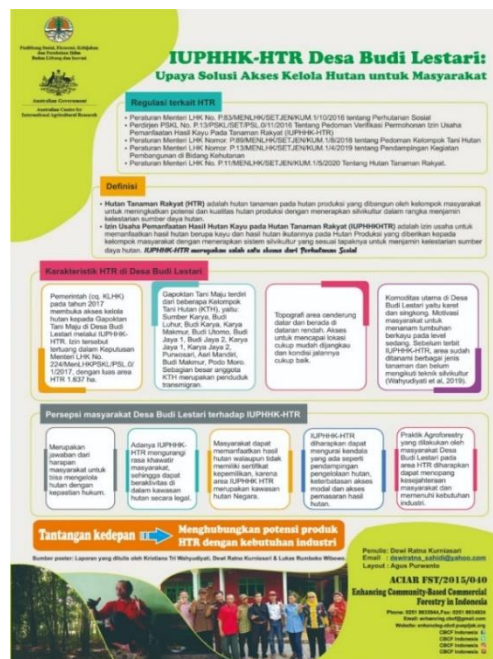
The talk show aims to disseminate results of the project. The talk show is divided into two sessions, morning session and afternoon session. Both sessions are fulfilled with interesting discussion and feedback.

In the morning session, the talk show was officially opened by DG of FOERDIA, Dr. Agus Justianto, through zoom link from Jakarta, and attended by the First Assistant to the Governor of Lampung Province who gave a speech as well. Speakers for the morning session were Director of Social Forestry and Customary Forest Business Development (BUPSHA-PSKL, MoEF), Head of the Lampung Provincial Forestry Service (Dishut Lampung), Director of PT. KPSA (timber industry), Secretary of Forest Farmer Group of Budi Lestari Village), Lecturer of Universitas Lampung (Unila) and project coordinator. Facilitator for the morning session of the talk show was Dr. Dede Rohadi.


The afternoon session of the talk show was facilitated by Mr. Dana Apriyanto and focused on presenting the research findings and results. Speakers for the afternoon session were Ms. Aneka Prawesti Suka (findings of ESDA Lampung), Mr. Sugeng Teguh Pribadi (implementation of MTG training), Dr. Lukas Rumboko Wibowo (findings of policy analysis and HTR review of HTR), Dr. Dede Rohadi (findings of community forest certification), and Ms. Nur Hayati (learning from village regulation on community forest management in Bulukumba).

2. Poster exhibition

There were nine posters about results and findings from the project and one poster about popular writing training put on the Ballroom wall (below). This poster exhibition provides some supporting information to the participants to get a clearer picture of the project, aside of following discussion in the talk show. The participants also had chance to have discussion about content of the posters. It is due to requirement of the popular scientific writing training held in the EA day two where all participants are required to produce their articles and publish them online (under certain requirements) as output of participating in the training. All posters become one source of references as well.



[illegible]



LPPM
Lembaga Penelitian dan Pengabdian Masyarakat
Universitas Indonesia

Opsi-opsi Kebijakan Penguatan Perhutanan Sosial Di Indonesia


Latar Belakang

Salama 4 tahun terakhir, penguatan jejera Perhutanan Sosial (PS) terus berkembang di berbagai negara dan wilayah dengan tujuan pelestarian, pemerataan, dan pemerataan sumber daya alam. Perhutanan Sosial memiliki banyak manfaat, salah satunya adalah meningkatkan kesejahteraan masyarakat. Oleh karena itu, pemerintah perlu meningkatkan kebijakan PS untuk meningkatkan kesejahteraan masyarakat.

Metodologi


Penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif. Data dikumpulkan melalui wawancara mendalam, observasi langsung, dan studi pustaka. Analisis data dilakukan secara kualitatif dengan menggunakan teknik analisis isi.

Lokasi Penelitian




Lokasi Penelitian
 Sumatera Utara
 Kabupaten Deli Serdang
 Kecamatan Sei Tuan
 Desa Sei Tuan

Metodologi




Lokasi Penelitian




Lokasi Penelitian
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 Kecamatan Sei Tuan
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Lokasi Penelitian



Lokasi Penelitian
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 Desa Sei Tuan

Metodologi





3. Popular scientific writing training

Executing two days of the EA under different activities and targets is quite challenging. However, we tried to fulfil aim of the EA in certain circumstances, as follows.

- Defining target. As we concern that the EA is to engage our research findings to a wider audiences or communities and also some requests on pre-EA visit from forestry extension officers in Lampung about writing skills, we try to accommodate that idea and develop a wider target of the EA participants.
- Developing strategy. To fulfil the target, we designed a simple but comprehensive writing training and combine it to our EA event as the day two activity. We provided two resource persons for the training as follows:
 - Mr. Bugi Sumirat, a project team member for FOERDIA Bogor, as the first speaker. He presented about Popular Scientific Writing Skill and shared knowledge and experiences and some tips on how to develop the writing until publish it, especially in online media, etc.
 - Mr. Kevin Anandhika Legionardo, resource person from online media (i.e. Kompasiana from Kompas Gramedia Group), as the second speaker. He provided information and knowledge on how to write in Kompasiana, why writing in online media is important, our role as a UCG (user content generated) and why the media UGC is so trending up to now, benefit of writing in online platform (including blog media), why writing (telling your story) in blog platform is still full of fun, etc.
- Undertaking the activity. The training was mainly intended for forestry extension officers in Lampung and students of Universitas Lampung majoring

in Forestry. However, the training was also open for public. Anyone who interested in the training could join. Information of this training was distributed online through Kompasiana (link of the announcement: <https://www.kompasiana.com/vlomaya-official/6061ce82d541df3ef21caf56/siap-siap-pintar-menulis-yuk-ikuti-pelatihannya-gratis-lho>).

4. Writing session

This training model requires participants to write popular scientific articles in online media, which is Kompasiana (<https://www.kompasiana.com/>). The idea is that the training develops a 'take & give' mechanism. The participants get knowledge from the trainers, as the return, the participants provide us articles they write based on the talk show held in day one. By writing in the online media, it is expected that information we provided on these two days of EA will spread out wider, effectively, efficiently and goes right to the target. The writing guidance were:

- a. The participants followed two days of the EA (offline or online).
- b. The participants selected one theme among five CBCF research topics presented in the afternoon session of the talk show in Day 1 as their topics or background of their articles. Those five topics were:
 - ✓ Socio-economic dimension of smallholder farmer
 - ✓ Master TreeGrower (MTG) training
 - ✓ Regulation and revitalization of the people's forest industry
 - ✓ Integration of SVLK (Timber Legality and Verification System) in community timber industry
 - ✓ Village regulations and its potency in supporting community timber governance
- c. The article consists around 500 – 750 words
- d. The article needs to mention:
 - ✓ Research project Enhancing Community Based Commercial Forestry (CBCF) in Indonesia (2016-2021)
 - ✓ Collaboration between BLI and ACIAR
- e. The article needs to put hashtags: #P3SEKPI, #KementerianLHK, #ACIAR, #CBCFIndonesia
- f. The participants published their articles in Kompasiana and shared the link to us. Only those who already shared their article links will get certificate of completing the writing training.

Under above guidance, we provided the participants a longer time to write, edit and publish their articles up to one week after the EA had finished. In the meantime, the participants were able also to discuss with us through a WhatsApp Group (WAG). The WAG then was dismissed after all processes have been finished. We received **58 articles** published in Kompasiana by the participants. Below is some among the article links.

1. <https://www.kompasiana.com/daroeko0288/606e8f158ede4826b64d7c12/ada-yang-unik-di-budi-lestari>
2. <https://www.kompasiana.com/earlyanatika/607267f58ede483a996cef52/svltk-sebuah-sistem-legalitas>
3. <https://www.kompasiana.com/ahmadharsono4195/606e92add541df7c0f346d02/repong-damar-krui-merupakan-pola-hutan-rakyat-berkelanjutan>
4. https://www.kompasiana.com/novriyanti/606ea7cdd541df7fa3636a24/meningkatkan-kepercayaan-diri-masyarakat-dalam-tata-kelola-kayu-rakyat-melalui-peraturan-desa-perdes?utm_source=notifikasi_kompasiana
5. <https://www.kompasiana.com/paulsidabutar5400/606ea72fd541df6a730a3df2/merubah-paradigma-petani-hutan-tanaman-rakyat-desa-srikaton-kecamatan-tanjung-bintang-kabupaten-lampung-selatan-melalui-pelatihan-master-tree-grower>
6. <https://www.kompasiana.com/jsuparman1692/6078d102d541df24027d9fe2/mewujudkan-hasil-hutan-kayu-yang-berkelanjutan-melalui-regulasi-tingkat-tapak-perdes>
7. <https://www.kompasiana.com/ritarosari/607869b6d541df0c800531c2/meningkatkan-minat-petani-kayu-dalam-kawasan-hutan-produksi-kph-gedong-wani>
8. <https://www.kompasiana.com/rininur3468/606e9054d541df1262472ef2/manisnya-acasia-mangium>
9. <https://www.kompasiana.com/igbal44878/60768a95d541df1b5d532bd5/mendulang-peluang-emas-dan-merajut-persaudaraan-di-tengah-potensi-konflik>
10. <https://www.kompasiana.com/yossianaapriani/607197d0d541df2313614cd2/masih-perlukah-mengikuti-program-perhutanan-sosial>
11. <https://www.kompasiana.com/rasnasp33058/60725b47d541df657309ca82/setelah-10-tahun-iuphkm-sejahterakan-rakyat>
12. <https://www.kompasiana.com/tomyirawan2117/6078b6af8ede4813997fba42/kayu-dan-dimensi-sosial-ekonomi-di-budi-luhur>
13. <https://www.kompasiana.com/antari48757/6078d30ed541df28cf40c462/pesona-master-tree-grower-mtg>
14. <https://www.kompasiana.com/marlinang13/6077da008ede4824701ac872/monster-to-be-master>
15. <https://www.kompasiana.com/triendahanggraeni9613/6072d7e88ede480c1d465d32/kayu-rakyat-yang-merakyat-peraturan-desa-perdes-sebagai-instrumen-tapak-pengelolaan-hutan-rakyat>

5. Update from the venue to social media including website

Under this model of EA, the project also developed a new model of spreading the information out. We invited the FOERDIA Bogor dissemination team to fully involved in the EA. The project team and the dissemination team has met prior to the EA, discussing strategy and how to spread out the updated information from the venue to social media of the project and FOERDIA Bogor, i.e.: Instagram, Facebook and website, during the EA day one and two. Some articles shared through the website are as follows:

1. <http://puspijak.org/Portal/read/4891> 'Penelitian kehutanan komersial P3SEKPI, berbagi untuk negeri'
2. <http://puspijak.org/Portal/read/4892> 'Refleksi perjalanan perhutanan sosial'
3. <http://puspijak.org/Portal/read/4893> 'Antusiasme ber-perhutanan sosial'
4. <http://puspijak.org/Portal/read/4894> 'Optimisme industri kayu rakyat'

6. Television program and Youtube

For wider sharing the project findings to communities, FOERDIA Bogor project team also used television as one of communication tool. The team engaged government television, i.e. TVRI Stasiun Lampung, in two types of programs. Firstly, journalists from TVRI Lampung covered a news about talk show in the first day of EA in their evening news program. It included situation of the talk show, the poster exhibition and some interviews with the distinguished guests, i.e. Director of BUPSHA-PSKL, Head of Dishut Lampung and Head of FOERDIA Bogor.

Secondly, we joined the one-hour live broadcast at TVRI Studio Lampung under program SUDUT PANDANG (viewpoint). FOERDIA Bogor speakers on that program were Head of FOERDIA Bogor (Mr. Choirul Akhmad), Dr. Lukas Rumboko Wibowo and Ms. Aneka Prawesti Suka. Sudut Pandang is an interactive program. So, there is a host who is doing interview with FOERDIA team.

At the end, TVRI Stasiun of Lampung will compile their coverage on day one with the live broadcast on day two. They will put it on the DVD then send it to us. Under their permission, we are going to publish the DVD through FOERDIA Bogor and project Youtube channel.

Some notes

1. On Twitter, we have a direct interaction with ACIAR CEO, Prof. Andrew Campbell. The better way to share information from our project to ACIAR Australia is by using Twitter. On Facebook Page, ACIAR Indonesia is following our activities. ACIAR Indonesia has sent a direct message to us that they enjoying following project's activities and updates shared through the page.

2. Overall, the project's social media has been regarded very positive by the former ACIAR Forestry Research Program Manager, Dr. Tony Bartlett. Meanwhile, Dr. Nora Devoe, the current ACIAR Forestry Research Program Manager, said that it is very new to have an ACIAR research project having its own social media and it is indeed very useful for communicating and disseminating information and update of a project.
3. The project's social media has encouraged some viewers that are interested in downloading some publications (in pdf file format) that is placed in project's website. This showed a quite good engagement and benefit or the existence of our project social media.
4. Concerning above information, it is significant to give the social media team a strong support and commitment from all project team members. Because the success of project's social media is success of all of us and vice versa. For example, it is agreed to all project team members to send all information (photos, articles, videos, field work, timetable, simple information, etc) to the social media team and then the team will publish those type of information based on the appropriate social media platform. In this sense, main role for the running of the project's social media is on all team members' shoulders, especially people who in charge in each site locations to supply the communication materials and take actively parts on this effort. The social media team role is more onto controlling the update of information uploaded and sometimes undertaking reposting from official social media accounts, such as form MoEF, FOERDIA, FOERDIA Bogor, FAO, ACIAR and other related sources. All project team members also could have active support by giving a 'like' or 'love' sign in the uploaded posts or by watch/read the posts, giving a like sign, follow, subscribe, give comments and share the posts provided by the project's social media.
5. However, condition shows that involvement of the project team members in social media activities is very low. It seems that the task of 'make the project's social media active' is only on the social media team's shoulders. The social media team has already undertaken some ways to ask for participation from the project team members but received less responses. Still, the social media team would like to say a bunch of thanks for any project members who has participated or involved in the project's social media.
