

ABSTRAK

Konflik kepentingan antara Koperasi Nira Kemukten, petani nira, dan pengepul di Desa Gumelem, Kabupaten Banjarnegara muncul akibat perbedaan kepentingan dalam penyetoran hasil nira. Kondisi tersebut memengaruhi perilaku komunikasi petani nira dalam merespons konflik, terutama terkait kesadaran terhadap masalah, hambatan komunikasi, keterlibatan, dan dasar pengambilan keputusan. Penelitian ini bertujuan menganalisis perilaku komunikasi petani nira berdasarkan *problem recognition*, *constraint recognition*, *level of involvement*, *referent criteria*, serta mengidentifikasi tipe publik petani nira. Penelitian ini menggunakan Teori Situasional Publik James E. Grunig dengan metode penelitian kualitatif deskriptif. Data dikumpulkan melalui wawancara, observasi, dan dokumentasi, kemudian dianalisis menggunakan model interaktif Miles, Huberman. Hasil penelitian menunjukkan bahwa petani nira memiliki *problem recognition* dan *level of involvement* yang tinggi karena konflik berdampak langsung pada pendapatan dan pekerjaan mereka. Namun, *constraint recognition* berupa keterbatasan komunikasi, rasa sungkan, dan ketergantungan ekonomi menyebabkan partisipasi aktif petani nira masih rendah. *Referent criteria* dipengaruhi oleh pengalaman, lingkungan sosial, hubungan dengan pengepul, dan pertimbangan ekonomi. Berdasarkan Teori Situasional Publik, mayoritas petani nira termasuk kategori *aware public*, yaitu telah menyadari konflik dan dampaknya, tetapi belum aktif berkomunikasi dalam penyelesaian konflik.

Kata kunci: Konflik Kepentingan, Koperasi Nira Kemukten, Perilaku Komunikasi, Teori Situasional Publik.

ABSTRACT

The conflict of interest between the Nira Kemukten Cooperative, palm sap tappers, and collectors in Gumelem Village, Banjarnegara Regency, emerged due to differences in interests regarding the distribution of palm sap. This situation has influenced the communication behavior of palm sap tappers in responding to the conflict, particularly in terms of problem awareness, communication constraints, involvement, and decision-making considerations. This study aims to analyze the communication behavior of palm sap tappers based on problem recognition, constraint recognition, level of involvement, and referent criteria, as well as to identify their public types. This study employs James E. Grunig's Situational Theory of Publics as its theoretical framework using a descriptive qualitative research method. Data were collected through in-depth interviews, observations, and documentation, and were analyzed using the interactive model of Miles, Huberman, and Saldana. The findings indicate that palm sap tappers demonstrate high levels of problem recognition and level of involvement because the conflict directly affects their income and livelihoods. However, constraint recognition, including limited communication, reluctance to express opinions, and economic dependence, has reduced their active participation in conflict resolution. Referent criteria are influenced by work experience, social environment, relationships with collectors, and economic considerations. Based on the Situational Theory of Publics, most palm sap tappers are categorized as aware public, indicating that they recognize the conflict and its impacts but have not yet actively engaged in communication to resolve it.

Keywords: Communication Behavior, Conflict Of Interest, Nira Kemukten Cooperative, Situational Theory of Public.