

ANALISIS POLA KOMUNIKASI PADA PROGRAM *BREEDING LOAN* (STUDI KASUS RAGUNAN DAN BATU *SECRET ZOO*)

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ABSTRAK

Kolaborasi antar lembaga konservasi merupakan strategi krusial untuk menjaga keragaman genetik satwa di luar habitat aslinya (*ex-situ*). Program *Breeding Loan* antara Taman Margasatwa Ragunan dan Batu Secret Zoo menjadi studi kasus penting dalam memahami bagaimana kolaborasi yang kompleks. Tujuan penelitian ini untuk mengkaji dan menganalisis secara mendalam pola komunikasi yang terbentuk. Penelitian menggunakan Teori Stakeholder serta Teori Jaringan. Penelitian ini mengadopsi paradigma post-positivisme dengan metode kualitatif berbasis studi kasus. Pengumpulan data dilakukan melalui wawancara mendalam semi-terstruktur, observasi, dan analisis dokumentasi, dengan teknik purposive sampling untuk menentukan informan. Berdasarkan hasil penelitian, ditemukan bahwa pola komunikasi dalam program ini bersifat berlapis. Penulis menyarankan perlunya dokumentasi hasil evaluasi pembelajaran serta pelibatan staf junior dalam proses komunikasi untuk menjamin transfer pengetahuan dan keberlanjutan program di masa depan.

Kata Kunci: Pola Komunikasi, Komunikasi Multi-Stakeholder, Konservasi

***Analysis of Communication Patterns in
the Breeding Loan Program
(A Case Study of Ragunan Zoo and Batu Secret Zoo)***

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ABSTRACT

Collaboration between conservation institutions is a crucial strategy for maintaining the genetic diversity of wildlife outside their natural habitat (ex-situ). The Breeding Loan program between Taman Margasatwa Ragunan and Batu Secret Zoo serves as an important case study in understanding how a complex collaboration is managed. The objective of this research is to thoroughly study and analyze the communication patterns that were formed. The research utilizes Stakeholder Theory and Network Theory. This study adopts an interpretive paradigm with a qualitative method based on a case study approach. Data was collected through semi-structured in-depth interviews, observation, and document analysis, using a purposive sampling technique to select informants. Based on the research findings, it was discovered that the communication pattern in this program is multi-layered. The author suggests the necessity of documenting the lessons learned from evaluations and involving junior staff in the communication process to ensure knowledge transfer and the program's future sustainability.

Keywords: *Communication Patterns, Multi-Stakeholder Communication, Conservation*