

Implementation of Public Communication in Efforts to Prevent Unauthorized Gold Mining (PETI) in Mandailing Natal Regency

Mulyono

mulyono4004223005@uinsu.ac.id

Hasan Sazali

hasansazali@uinsu.ac.id

Irma Yusriani Simamora

irmayusrianisimamora@uinsu.ac.id

Universitas Islam Negeri Sumatera Utara

Article Info	Abstract
Received: 2024-03-12 Revised: 2024-05-21 Accepted: 2024-09-31 Keywords: Public Communication, PETI (Unlicensed Gold Mining)	<i>This study aims to analyze the application of public communication in efforts to prevent unlicensed gold mining (PETI) in Mandailing Natal Regency. The type of data used is primary data sourced from respondents and informants in the area around the mine. Data was collected through questionnaires, in-depth interviews, and Focus Group Discussions (FGD). The results of the study found that the implementation of public communication regarding unlicensed gold mining (PETI) has been carried out in Mandailing Natal Regency, namely (1) public communication is an important element in educating the public, building environmental awareness, and changing the behavior of people involved in PETI. This involves delivering clear, transparent, and relevant information to local social, cultural, and economic conditions. The success of implementing public communication depends on collaboration between the government, communities, indigenous leaders, religious leaders, NGOs, and the private sector. Active community participation is needed to create a sense of ownership of the solutions offered; (2) overcoming PETI requires various communication strategies, such as evidence-based education, traditional and digital media use, public dialogue, and socialization of legal regulations. The message conveyed must be adjusted to the needs and understanding of the community; and (3) Various factors, including literacy levels, access to media, limited resources, and public trust in the government, influence the implementation of public communication. Overcoming these obstacles is the key to success. In addition to stopping PETI activities, implementing public communication must offer</i>

sustainable alternative solutions for the community, such as skills training, locally-based economic development, and involvement in environmental conservation programs.

I. Introduction

Public communication is the delivery of information or messages in the form of invitations, ideas, and ideas to the audience (the public of the public) that cannot be recognized individually by the communicator. (Chandra, 2023; Muslimin & Maswan, 2021). According to (Devito, 1997), public communication is communication aimed at everyone who watches and reads it or information aimed at the public using audio and visual transmitters.

According to (Dijkzeul & Moke, 2005) Public communication is a communication strategy or activity that aims to provide information to increase concern and influence public attitudes. According to (Muhammad, 2011) Public communication is exchanging information through ideas or invitations with several people inside and outside the organization, using verbal and non-verbal communication, for example, face-to-face or through the media. Moreover, sometimes, the information is virtual. Several opinions about public communication have been conveyed, and it can be concluded that public communication is one of the types of communication that proves that a communication process is conveyed by communicators to communicators in front of a large audience, in a face-to-face or virtual condition.

According to Paisley, in (Fadhal, 2020) Public communication has the following meanings: (1) the purpose of communication changes a person's trust and social control; (2) methods used in mass media, advertising, online, and so on; (3) change for the better. The platform uses popular social media to develop information and have a significant impact. Public communication aims to provide information to the broader community through social media or directly to several people and can provide new knowledge.

As a country rich in mining points, Indonesia has sources of coal mines, sand mines, oil mines, natural gas, other minerals, and gold mines spread across the islands of Sumatra, Kalimantan, Bangka Belitung Islands, Papua, and West Java (Maulani, 2022; Sembiring, 2013). As proof that Indonesia's wealth of mining resources makes this country reckoned in the eyes of the world, one of them is that according to a 2017 CNN Indonesia report on the global mining industry, Indonesia has successfully placed several SOEs, namely PT.

Antam and PT. Freeport Indonesia, which is in the mining sector, is one of the companies whose reliability is recognized by the world (Rizqoh, 2019).

The mining sector, especially gold, absorbs many workers with various qualifications and abilities, from the highest to the lowest in each process. A mining activity requires a workforce and various related skills to be involved in the field. As one of the industrial sectors in the global economic order, the socio-economic development of developed and developing countries, especially Indonesia. The development carried out by the government should not only be oriented towards physical development but also by considering human development towards improving the living standards of the Indonesian people (Ali, 2009; Mahadiansar et al., 2020; Novita et al., 2020; Pinilas et al., 2017). Based on Article 33, paragraph 3 of the 1945 Constitution, "The earth, water, and natural resources contained therein are controlled by the State and used as much as possible for the prosperity of the people." (Rizqoh, 2019).

Ismono (2010) in (Damar et al., 2022), stated that the existence of mining companies does not necessarily positively impact society. However, the existence of the illegal mining industry has a more significant impact than companies; these impacts include positive impacts with the absorption of labor and increased income, as well as negative impacts because illegal mining uses inadequate equipment, making it vulnerable to work accidents and environmental damage. Unlicensed gold mining (PETI) is a mineral mining business (gold) carried out by individuals, groups of people, or legal entity companies whose operations do not have a permit from a central or regional government agency by applicable laws. Unlicensed gold mining (PETI) is found in many places in Indonesia, one of which is in Mandailing Natal Regency.

Mandailing Natal Regency has problems that have not been solved until now. It is a district with a wealth of natural resources, especially mining—gold, copper, tin, and others.

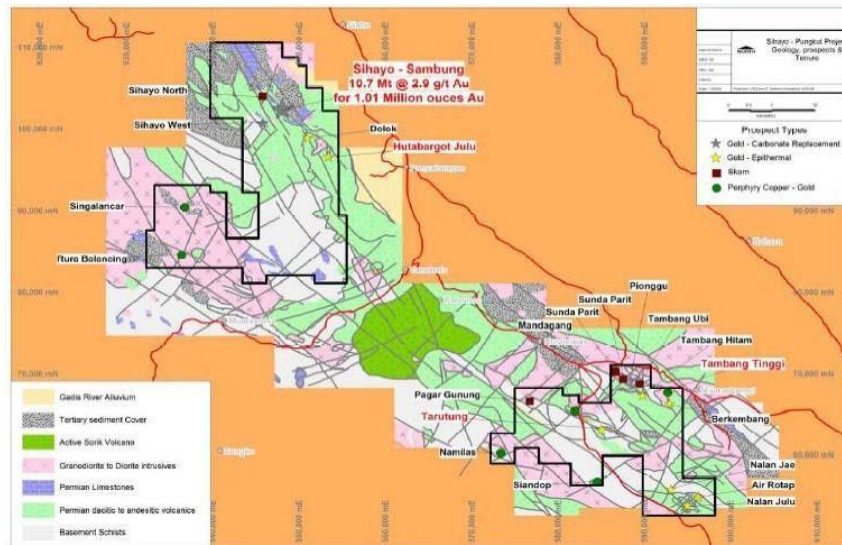


Figure 1. Distribution of Gold in Mandailing Natal Regency

Source: United Madina - WordPress.com (2023)

Unlicensed gold mining activities (PETI) in Mandailing Natal Regency are spread across several areas such as Kota Nopan District, Huta Bargot District, Lingga Bayu District, Ranto Baek District, Sinunukan District, Muara Batang Gadis District, Naga Juang District and Batang Natal District.

One of the unlicensed gold mining sites (PETI) in Mandailing Natal Regency is in Batang Natal District. The number of unlicensed gold miners in Batang Natal District is around 430 people, with a management capacity of 123 hectares of gold mining land, covering areas along the Aek Sioma, Batang Natal, and Batang Liang rivers, most of which consist of unproductive forests and are not planted by the community. Part of the mining area is privately owned, and part is customary land.

In 2011, it was the peak period of the development of unlicensed gold mining activities (PETI) in Batang Natal District. The price of gold has soared sharply, so illegal gold mining is growing and becoming difficult to control. In 2017, the local government of Mandailing Natal Regency began to intensively conduct raids to control this illegal gold mine because mining activities, on the one hand, can improve the community's economic condition. However, on the other hand, it is faced with the threat of environmental damage and pollution and several social problems, as well as the threat of occupational safety for

miners because these miners generally have minimal knowledge and low mining technical skills.

These problems must be overcome immediately, and solutions must be found to minimize and eradicate illegal mining activities. Illegal mining activities have recently been in the spotlight when the government revoked permits and use rights in several companies because they did not have permits and deviated from government regulations. If mining activities are not accompanied by (illegal) licensing, criminal penalties can be imposed because the criminal law requirements have been met.

The existence of criminal law as a form of law enforcement in Indonesia, by the 1945 Constitution contained in paragraph 3 of article 33 in (Andriana, 2021) This explains that all human resource assets in it are state-owned and intended for the prosperity of the people. In addition, mining has been related to the Mineral and Mineral Law contained in Law Number 4 of 2019. This licensing activity was born as surveillance of pollution and environmental damage in an effort to preserve the environment.

(Budiono, 2009) Explained that the term gold miner has been very popular and used for a long time. A gold miner works or engages in gold mining activities by receiving income, wages, or rewards. Unlicensed gold mining (PETI) is a mining activity that is not allowed under the Mining Law. Unlicensed gold mining (PETI) is a mining business of group B mineral mining materials in the form of gold carried out by individuals, groups of people, or legal entities whose operations do not have a permit from a central or regional government agency by applicable laws (Jailani & Rosadi, 2024; Sandi, 2018).

This study aims to analyze the application of public communication in efforts to prevent illegal gold mining in Mandailing Natal Regency. That application is something in order to understand the reality that occurs after the formulation or implementation of the program, such as events or activities that occur after the ratification of the guidelines of state policies which contain efforts or efforts in administration or real impacts that are caused on people's lives (Endrawati, 2023; Pramono, 2020) The context of the research on the implementation of public communication, as stated in Presidential Instruction No. 9 of 2015, provides a mandate for conveying information about Government policies, programs, and achievements to the public in various ways.

2. Research Method

The method used in this study is qualitative, using literature study techniques (Albi & Johan, 2018; Hasibuan et al., 2022). Where the data in the research is obtained through literature in the form of theoretical studies, references, and using literature or scientific sources related to the problem to be studied (Darmalaksana, 2020; Hasibuan & Prastowo, 2019). This is to obtain information related to public communication in handling unlicensed gold mining (PETI) in Mandailing Natal Regency to be used as material for study. The data analysis is used using data reduction, data presentation, and conclusion drawn (Sarosa Samiaji., 2021).

3. Results and Discussion

Implementation of Public Communication to Overcome Illegal Gold Mining (PETI) in Mandailing Natal Regency

Implementing public communication to overcome Illegal Gold Mining (PETI) in Mandailing Natal Regency (Madina) can be designed by integrating strategic communication approaches, involving various stakeholders, and utilizing appropriate communication channels. Here are the steps that can be taken:

- a) Counseling to the Community
- b) Use of Social Media
- c) The Role of Local Media
- d) Involvement of Religious and Traditional Leaders

The implementation of public communication by the Mandailing Natal Regency government to overcome the PETI problem has begun, but it still faces many challenges. Counseling through social media, local radio, and direct campaigns has been carried out, but the level of effectiveness is limited due to low media literacy, especially in remote areas. In addition, a more intensive approach involving traditional and religious leaders

as a communication channel closer to the local community is considered necessary to change the mindset and habits of the community regarding PETI.

The government still needs to improve its communication approach by involving more influential parties in the community and paying attention to the role of local culture and values in conveying important messages. Collaboration between governments, media, communities, and local organizations is key to achieving more significant change.

Strategies Used for the Implementation of Public Communication to Overcome Illegal Gold Mining (PETI) in Mandailing Natal Regency

To overcome Illegal Gold Mining (PETI), a planned and measurable public communication strategy is needed. Here are the key strategies that can be implemented:

a) Participatory Communication Strategies

Involve all stakeholders to build mutual awareness regarding the impact of PETI. This strategy focuses on (1) Local Community Engagement by holding public discussions, village meetings, or customary deliberations to obtain direct input from the community and build trust through open and inclusive two-way dialogue; (2) The Utilization of Traditional and Religious Leaders by involving traditional leaders, scholars, or religious leaders to convey moral messages related to the dangers of PETI and the importance of protecting the environment; and (3) The use of Local Wisdom by integrating local cultural values in communication messages to increase public acceptance.

b) Education and Awareness Strategies

Public education about the impact of PETI on the environment, health, and economic sustainability is carried out through (1) Evidence-Based Education Campaign by presenting data on environmental damage, river pollution, and health risks due to mercury use and using infographics, short videos, and photo

documentation as visual aids; (2) Increasing Legal Awareness by providing education on regulations and legal sanctions related to PETI and providing training modules on legal and sustainable economic alternatives; (3) Alternative Training Programs by offering skills training such as organic farming, agricultural product processing, or ecotourism to divert people's livelihoods.

c) Media Communication Strategy

Utilizing various communication channels to reach a wider audience: (1) Traditional Media with local radio to convey messages in regional languages and information boards in strategic locations with attractive visuals; (2) Digital Media with social media campaigns with hashtags (#SelamatkanMadina, #StopPETI) and educational short videos that can be shared through platforms such as YouTube or TikTok; and (3) Face-to-Face Communication by conducting a roadshow to the affected areas for direct socialization.

d) Partnership and Collaboration Strategy

1. Cooperation with the Government and Institutions by involving local government agencies, the Ministry of Energy and Mineral Resources, and law enforcement officials in policy coordination and law enforcement.
2. Collaboration with NGOs by collaborating with environmental organizations to help campaigns and community empowerment.
3. Partnerships with the private sector invite legal mining companies to provide education or CSR for the surrounding community.

e) Enforcement and Transparency Strategy

1. Consistent law enforcement should be achieved by increasing the supervision and enforcement of PETI activities and providing a public reporting channel for PETI activities anonymously.

2. Transparency in Information by providing open reports to the public regarding the government's efforts to overcome PETI and the results achieved.

f) Monitoring and Evaluation Strategy

1. Data collection by monitoring changes in community behavior patterns related to PETI activities.
2. Evaluate the Program by evaluating the success of public communication through surveys or in-depth interviews with the public.
3. Strategy Adjustment by updating communication methods based on feedback and evaluation results.

These strategies must be implemented simultaneously with good coordination between all parties involved so that efforts to overcome PETI in the Mandailing Natal Regency can run effectively and sustainably.

Factors affecting the implementation of public communication to overcome Unauthorized Gold Mining (PETI) in Mandailing Natal Regency

The implementation of public communication to overcome PETI is influenced by various factors that interact with each other. These factors can be internal (from the implementing party) or external (from the environment and society). Here are the key factors that affect the success of the implementation:

a) Socio-Cultural Factors

1. Local Wisdom and Cultural Values: The level of public acceptance of communication messages is influenced by their compatibility with local customary and cultural values.
2. The Role of Community and Religious Leaders: Support from traditional leaders, clerics, or religious leaders is crucial in building trust and legitimacy of the message.

3. Community Life Patterns: People's economic dependence on PETI activities can be a barrier to implementing communication messages.

b) Economic Factors

1. Economic Dependence on PETI: PETI is often the primary source of livelihood for people, so communication messages need concrete and sustainable economic alternatives.
2. Availability of Financial Support: Lack of funding to support public communication campaigns can limit the program's scope and effectiveness.

c) Political and Regulatory Factors

1. Policy Consistency and Law Enforcement: Ambiguity or inconsistency in regulations related to PETI can weaken the public communication message.
2. Support from the Regional Government: The success of the implementation is highly dependent on the commitment and synergy between local government agencies.
3. Influence of Political Interests: If specific political interests support the existence of PETI, public communication efforts can be hampered.

d) Technology and Media Factors

1. Public Access to Media: Limited public access to digital or mass media can affect communication reach.
2. Utilization of Communication Technology: The effectiveness of using social media platforms, local radio, and technology-based applications can determine the success of message delivery.

e) Environmental Factors

1. Environmental Damage Caused: PETI's environmental damage can affect the urgency of the community's support for communication messages.

2. Environmental Awareness: A major challenge is the low public awareness of PETI's long-term impact on local ecosystems.

f) Educational Factors

1. Community Literacy Level: The community's level of education and literacy affects its ability to understand and receive the message conveyed.
2. Alternative Education Programs: The availability of educational programs that provide economic alternatives or knowledge about the impact of PETI can support the implementation of public communication.

4. Conclusion

Based on the analysis of the implementation of public communication in efforts to prevent Unauthorized Gold Mining (PETI) in Mandailing Natal Regency, it is concluded that public communication is an important element in educating the public, building environmental awareness, and changing the behavior of people involved in PETI. This involves delivering clear, transparent, and relevant information to local social, cultural, and economic conditions. The success of implementing public communication depends on collaboration between the government, communities, indigenous leaders, religious leaders, NGOs, and the private sector. Active community participation is needed to create a sense of ownership of the solutions offered. Overcoming PETI requires various communication strategies, such as evidence-based education, using traditional and digital media, public dialogue, and the socialization of legal regulations. The message conveyed must be adjusted to the needs and understanding of the community. Various factors, including literacy levels, access to media, limited resources, and public trust in the government, influence the implementation of public communication. Overcoming these obstacles is the key to success. In addition to stopping PETI activities, implementing public communication must offer sustainable alternative solutions for the community, such as skills training, locally-based economic development, and involvement in environmental conservation programs.

References

- Albi, A., & Johan, S. (2018). *Metodologi penelitian kualitatif*. CV Jejak (Jejak Publisher).
- Ali, M. (2009). *Pendidikan untuk pembangunan nasional: Menuju bangsa Indonesia yang mandiri dan berdaya saing tinggi*. Grasindo.
- Andriana, A. (2021). Penegakan Hukum Terhadap Kegiatan Tambang Galian C Ilegal di Kabupaten Wakatobi. *Sultra Research of Law*, 3(2), 37–44.
- Budiono, A. R. (2009). Hukum Perburuhan, PT. *Indeks, Jakarta*.
- Chandra, M. A. (2023). *Strategi Komunikasi Content Creator Rian Fahardi (Presiden Gen Z) Dalam Membahas Isu-Isu Politik Di Sosial Media Tiktok* [Skripsi, UIN Syarif Hidayatullah Jakarta]. <https://repository.uinjkt.ac.id/dspace/handle/123456789/73959>
- Damar, M. P., Pangemanan, F. N., & Waworundeng, W. (2022). Fungsi Pemerintah Dalam Menertibkan Pertambangan Emas Tanpa Izin (Peti) Di Desa Laine Kecamatan Manganitu Selatan Kabupaten Kepulauan Sangihe. *Governance*, 2(1). <https://ejournal.unsrat.ac.id/index.php/governance/article/view/40167>
- Darmalaksana, W. (2020). Metode Penelitian Kualitatif Studi Pustaka dan Studi Lapangan. *Pre-Print Digital Library UIN Sunan Gunung Djati Bandung*. <http://digilib.uinsgd.ac.id/id/eprint/32855>
- Devito, J. A. (1997). Komunikasi Antar Manusia (edisi 5 ed.). *Jakarta: Profesional Books*.
- Dijkzeul, D., & Moke, M. (2005). Public communication strategies of international humanitarian organizations. *International Review of the Red Cross*, 87(860), 673–691. <https://doi.org/10.1017/S1816383100184504>
- Endrawati, H. (2023). Penerapan Kebijakan Publik Dalam Upaya Pencegahan Pertambangan Illegal Bahan Galian C (studi Kasus Di Kecamatan Batauga Kabupaten Buton Selatan): Public Policy Implementation in Efforts to Prevent Illegal Mining of Mineral C (case Study in Batauga District, Buton South Regency). *Restorica: Jurnal Ilmiah Ilmu Administrasi Negara Dan Ilmu Komunikasi*, 9(1), Article 1. <https://doi.org/10.33084/restorica.v9i1.4447>
- Fadhal, S. (2020). *Komunikasi publik di tengah krisis: Tinjauan komunikasi pemerintah dalam tanggap darurat pandemi Covid-19* (Nurudin, D. H. Santoso, & F. Junaedi, Eds.; pp. 1–25). MBridge Press. <https://eprints.uai.ac.id/1469/>
- Hasibuan, A. T., & Prastowo, A. (2019). Konsep pendidikan abad 21: Kepemimpinan dan pengembangan sumber daya manusia sd/mi. *MAGISTRA: Media Pengembangan Ilmu Pendidikan Dasar Dan Keislaman*, 10(1). <https://publikasiilmiah.unwahas.ac.id/index.php/MAGISTRA/article/view/2714>
- Hasibuan, A. T., Sianipar, M. R., Ramdhani, A. D., Putri, F. W., & Ritonga, N. Z. (2022). Konsep dan karakteristik penelitian kualitatif serta perbedaannya dengan penelitian kuantitatif. *Jurnal Pendidikan Tambusai*, 6(2), 8686–8692.
- Jailani, A. K., & Rosadi, O. (2024). Efektivitas Penegakan Hukum Terhadap Pelaku Perusakan Lingkungan Hidup Akibat Penambangan Emas Tanpa Izin Pada Satreskrim Polres Sijunjung. *Ekasakti Legal Science Journal*, 1(4), Article 4. <https://doi.org/10.60034/5zv3ee29>
- Mahadiansar, M., Ikhsan, K., Sentanu, I. G. E. P. S., & Aspariyana, A. (2020). Paradigma Pengembangan Model Pembangunan Nasional di Indonesia. *Jurnal Ilmu Administrasi: Media Pengembangan Ilmu Dan Praktek Administrasi*, 17(1), Article 1. <https://doi.org/10.31113/jia.v17i1.550>
- Maulani, F. A. (2022). *Sumber Daya Bahan Tambang di Indonesia*. CV Media Edukasi Creative.
- Muhammad, A. (2011). *Komunikasi Organisasi*. Jakarta: Bumi Aksara.
- Muslimin, K., & Maswan. (2021). *Kecemasan Komunikasi: Mengatasi Cemas Berkomunikasi di Depan Publik*. UNISNU PRESS.

- Novita, E., Surahman, S., & Damayanthi, D. (2020). Implementasi Pemerintahan Kota Depok Dalam Upaya Meningkatkan Ekonomi Masyarakat Menurut Pasal 33 UUD '45. *Al-Kharaj: Jurnal Ekonomi, Keuangan & Bisnis Syariah*, 2(1), Article 1. <https://doi.org/10.47467/alkharaj.v2i1.86>
- Pinilas, R., Gosal, R., & Kasenda, V. (2017). Partisipasi Generasi Muda Dalam Pelaksanaan Pembangunan (Studi Kasus di Desa Damau Kecamatan Damau Kabupaten Talaud). *JURNAL EKSEKUTIF*, 2(2), Article 2. <https://ejournal.unsrat.ac.id/v3/index.php/jurnaleksekutif/article/view/18244>
- Pramono, J. (2020). *Implementasi dan Evaluasi Kebijakan Publik*. Unisri Press.
- Rizqoh, A. (2019). *Dampak aktifitas pertambangan emas tanpa tampa ijin) PETI) terhadap kesejahteraan gurandil di desa cileuksa kab. Bogor* [Skripsi, UIN Syarif Hidayatullah Jakarta]. <https://repository.uinjkt.ac.id/dspace/handle/123456789/46290>
- Sandi, D. M. (2018). Aktivitas Penambang Emas Tanpa Izin (PETI) di Kecamatan Batang Natal Kabupaten Mandailing Natal (2004-2017). *Jurnal Education and Development*, 4(1), 125–125. <https://doi.org/10.37081/ed.v4i1.826>
- Sarosa Samiaji. (2021). *Analisis data penelitian kualitatif*. Pt Kanisius.
- Sembiring, S. F. (2013). *Jalan Baru Untuk Tambang*. Elex Media Komputindo.

