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**KOMUNIKASI PARTISIPATIF KELOMPOK SADAR WISATA  
(POKDARWIS) BOBA BERSINAR TENTANG EKOWISATA DI  
KELURAHAN BONTANG BARU KOTA BONTANG**

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**Abstract**

In order to realize the concept of good governance, community participation is needed to participate in development. In this case, the government formed Pokdarwis as a development agent in the context of tourism as a tool for developing public awareness of the environment around them. This research uses Development Communication as the Grand Theory, Participatory Communication as the Middle Theory, and the Servaes concept which uses four indicators of participatory communication, namely, Heteroglasia, Dialogic, Polyphony, and Carnival. This ecotourism-themed research uses a type of qualitative description with purposive sampling technique by selecting informants based on certain criteria. Based on the findings in the field, it was found that the four concepts were partly found in the practice of Pokdarwis participatory communication but not yet at the ideal stage.

**Keywords:** Pokdarwis, Participatory Communication, Servaes Concepts

**A. PENDAHULUAN**

Saat pertama kali dicetuskan pada tahun 1978, Paulo Freire mengatakan bahwa komunikasi partisipatif adalah sebuah konsep dimana semua orang memiliki hak yang sama untuk menyampaikan pendapatnya baik secara individu ataupun kelompok. Mzihi dan Pengzhom berpendapat bahwa komunikasi partisipatif berperan penting dalam pembangunan yang menjadikan keterlibatan masyarakat sebagai titik fokus yang artinya masyarakat dilibatkan secara aktif dalam mengidentifikasi masalah, mencari solusi, serta dalam pengambilan keputusan