

## MODEL “PAYMENT OF ENVIRONMENTAL SERVICES” BASED ON PRODUCTIVE ECONOMY, VALUE ADDED, MARKET ACCESS, AND CONSERVATION OF TAMAN NASIONAL KERINCI SEBLAT (TNKS) KABUPATEN LEBONG

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### Abstract

*Forest is a life support system community around the area of TNKS. The objectives are: (1) identification of farmer economic behavior, (2) identification of local economic resource potential, (3) establishment of business institution, (4) classical training of small business management, (5) business plan strengthening and development. The data source consists of secondary data and primary data. Primary data is primarily sourced from the field of research gained through questionnaires distribution techniques. to obtain data that can not be extracted through questionnaires. This research also uses Participatory Rural Appraisal (PRA) approach, through: Focus Group Discussion (FGD), indepth interview and brain stroming. The subjects were chosen purposively with certain criteria. Data analysis in qualitative descriptive research is done simultaneously together with the process of data collection (on going analysis). The results showed that the main livelihood of Suka Negeri village community was mostly (70%) as coffee farmers whose coffee plantation land was in Taman Nasional Kerinci Seblat (TNKS). The low knowledge of the community, to increase the volume of coffee production is still done through the system of intensification and not intensification. The results show that in fact, the potential of local economic resources that can be developed for alternative businesses in Suka Negeri village is quite large, including livestock, fishery. including livestock, fishery (read: Watershed), and non-coffee farming such as palawija, banana and tubers*

Keywords: Payment of Environmental Services, Productive Economy, Value Added, Market Access, Coffee Farmer

### Introduction

Forests have a function and a strategic role in supporting national development. The phenomena that occur in the empirical level, indicating that the problems of human intervention or pressure in economic activity is no longer controlled. Recent cases of forest fires are a fact of optimizing forest utilization that ignores the sustainability of forests and the fact that the national monitoring and controlling conservation and forest sustainability is weak. Meanwhile, the results of Soengkono (2007) research indicate that the existing Forest Development paradigm, such as the implementation of the Social Forestry Program, the Pattern of Community Forest Development (HKm), has failed and even saves a lot of prolonged problems.

The implementation of the HKm development program tends to prioritize the interests of stakeholders and not the public interest as the main actors in forestry development. In the implementation of forestry development, it should integrate the different interests of various parties by combining equality of rights and obligations of each party, namely: government and community and stake holders. The neglect of the public interest and the lack of sustainable development programs, the forestry development program tends to be closer to failure than success. Even post-program implementation is often a lot of problems that never solve completely.

In addition, the research results of cooperation between UNIB and PLTA TES shows that (1) high DAS sedimentation rate, (2) the rate of erosion is equal to the high watersheds due to the growth of plantation land, (3) the decreasing of forest function as catchment area or water absorption area, so that the discharge of water as a source of turbine is disrupted, (4) Utilization of installed engine capacity is very limited, (5) The process of production of electrical energy began to be disrupted. If this condition is left, it will result in disruption of electrical energy supply that has strategic role and function in regional development, Kabupaten Lebong and surrounding areas. The Return of Environmental Services model is a concept deemed appropriate to integrate various interests, such as: local communities, preservation and conservation of TNKS and PLTA TES as state-owned enterprises (BUMNs).

The problem of human-nature conflict stems from the lack of human contributions to maintain the balance of natural conditions. In addition, the increase in the number of inhabitants requires some greater natural resources, so that the exploitation of natural resources will become even greater. From the research of Suminar (2004), Praningrum (2007), Soengkono and Sari (2015) shows that there are problems as follows:

1. The main livelihood of the community is the coffee plant, or 80% around TNKS, so the dependence of economic life through the optimization of the utilization of TNKS is very high.
2. Coffee plant is a land-hungry plant with extensification pattern management has the potential to penetrate TNKS quite high.
3. The absence of appropriate technology inputs in post-harvest management, post-harvest management and marketing system is still conventional: picking, then direct selling or selling-drying-selling, resulting in very low farmer income.
4. The level of understanding and awareness of farmers' communities to behave in the conservation and sustainability of TNKS is very low.
5. The forest will always be full of interests of various stakeholders that are individual, group, organization and institutional, state-owned and private. Lack of fostering of farmers community based on productive economy, added value, market access and sustainability of TNKS in a sustainable manner.

Based on the amount of population growth, economic balance and the results of several studies that have been undertaken, the efforts of community economic empowerment based on conservation and forest conservation need to be continuously explored, studied and recognized, in the framework of restoring the function of the forest, increasing the contribution of humans to maintain the balance of ecosystem TNKS area. Therefore, the Implementation of the " Return of Environmental Services " program based on productive economy, value added, market access and conservation of Taman Nasional Kerinci Seblat (TNKS) of Kabupaten Lebong is considered to have an important and strategic role to play in: (1) Increasing people's income around TNKS (2) Preservation and conservation of TNKS, (3) Maintaining the sustainability of PLTA TES in the long term (corporate sustainability).

The intensity of encroachment in expanding the area of cultivation and illegal logging in the area of TNKS can be reduced, hence the need for economic activity in the village. Economic activity is an alternative business that utilizes the potential of local economic resources in the region of coffee. Processing coffee from seeds to ground coffee will provide value added products so that the coffee products can be sold and received by consumers. The proceeds from the sale of coffee powder can increase the income of coffee farmers in the area of the TNKS.

Based on the problem in previous background, this study aims to: 1) Identify the economic behavior of farmers behind the economic activities of coffee farming communities, 2) Identify potential local economic resources and business environment analysis for alternative ventures, 3) Establishment of Joint Business Group (KUB), 4) Formulation of reward model of environmental services and appropriate technology.

## Literature Review

### a. Forest Resources

Forest resources is one of natural resources that has an important and strategic role for human life. Natural conflict with humans originated from the weak contribution of humans to maintain the balance of natural conditions and added with a large increase in population, so it requires the utilization of natural resources in various forms that are getting bigger too. Exploitation of natural resources is increasing and destructive (Panji Anom, 2005). In addition, Suminar (2004) explains that the phenomenon of forest conservation conflict in Provinsi Bengkulu generally faces two parties, namely: the government and local communities around the forest area. The root tracing of the conflict, indicating that the main source of conflict basically starts from the transfer of rights over the forest from common property right to state property right. Such transfers are not done through dialogical transactional between government and society. This condition resulted in each side believing the mainstream truth of pragmatism and top-down attitude. Meanwhile, communities around forest areas, based on customary law and custom which result in various customary agreements.

In the development and management of forest resources has caused many problems in various economic development programs of the community, especially the communities in the villages buffer protected forest area. This condition can be shown also by the result of *Soengkono (2007)* study which stated that: The paradigm of forestry development that has been done, such as the implementation of *Social Forestry Program* namely: Pattern of Community Forest Development (HKm) tends to prioritize the interests of stakeholders, as the main actors in forestry development and not the interests of some stake holders, namely: government, community and other relevant parties. HKm development program. in Desa Tebat Monok, Desa Ujan Mas and Desa Suka Negeri Alam in Kabupaten Kepahiang failed and even save many problems that until now the problem has not been completed. In addition, the research results also reveal that the failure of the HKm development program is more caused at the beginning of the socialization process of the program in preparing the community to receive HKm program. The socialization of the program is not through a dialogical process of dialogue between program implementers and the community as program targets. The impact is that the program impressed imposed and even the image that developed in the community is that the program HKM is a program has the dimension of separating the community with the forest which is a life support system. In addition, the failure of community forestry development programs is also shown by the superior plant preservation of community forests (multipurpose trees/MPTs), namely: Sulawesi hazelnut until the eighth year of running program, the hazelnut has not produced fruit. The result is that the community feels disappointed and breaks out of prolonged expectations. Finally, the feeling of disappointment and resentment caused some community members of HKm have initiative, clandestinely to cut the crops to re-do the expansion of coffee plant land that has been neglected. Coffee plants are not a type of plant MPTs or are not plants for enrichment of TNKS. This condition can be interpreted that the potential of encroachment TNKS repeated.

Haberlein, Thomas A (1989) finds that ecosystem approaches can help in the creation of specifications of human activity relationships, biological relationships and physical processes. There are several advantages of applying ecosystem approach, among others (1) the approach is comprehensive, holistic to understand the whole system; (2) encouraging preventive thinking through the placement of humans adapted to nature; (3) facilitate appropriate measures, confidence and sustainable growth; (4) facilitating cooperation, reducing conflict and integrating institutions; (5) apply the theory and practice of various disciplines to produce models and hypotheses. The ecosystem approach allows for a detailed analysis of the situational relationships among many physical, socioeconomic and socio-cultural environment variables that will affect patterns of resource use, production and reproduction (double strategy of coffee farmers).

### b. The Payment On Environmental Service (PES).

Panji Anom, (2005) says that in response to ecosystem-based development that the concept of the Payment on Environmental Services is an answer that is considered appropriate as a way of environmental conservation. The Payment on Environmental Service (PES). Payment on Environmental Service (PES) is a growing trend in environmental activists. PES scheme is an effort to attract all parties on a global scale to take responsibility environmental conservation. The development of PES schemes as a world trend has changed the pattern of the previously partial environmental movement into a joint movement. One of the challenges of developing PES locally is the real form of transactions that can encourage all parties to share and play an active role in Return of Environmental Services activities.

### c. A General Review Of Individual Behavior

Robbins (2001), explains that the factors that influence a person's behavior include education or knowledge, attitudes or views, understanding, awareness or level of consciousness, culture or livelihood systems and reference groups. While Anthony, Robert and Govindarajan (2005) says that human behavior is a practical result of the system of ideas, ideas and norms, so in order to assess human behavior on the environment need to pay attention to the patterns of tradition developed by a community based on knowledge, their concerns / responses. It is also explained that the socio-economic system of a society is closely related to the growing cultural / knowledge system, including the family economic activities that guide the search and fulfill all the needs and desires of the family.

### d. Value and Satisfaction

Bids will succeed if they provide value and satisfaction to the target buyer. Buyers choose among a wide range of offers that are considered to be the most valuable. Values can be seen primarily as a combination of quality, service and price. Values increase as quality and service increase and decreases if the price increases. Value is the ratio between how much customers get and the number of customers it provides. Customers benefit and incur costs (Kotler, 2005).

According to Kotler (2005), marketers can increase the value of the customer's offer in several ways:

1. Increase benefits
2. Lower costs and prices
3. Increase benefits and lower costs
4. Increase benefits greater than cost increases
5. Lowering benefits is less than cost reduction.

### e. Marketing Strategy

Marketing strategy is part of marketing planning that is part of the marketing process. Marketing strategies provide direction in relation to market segmentation, target market identification, positioning, marketing mix elements and marketing mix costs. Marketing strategy is seen as one of the foundations used in developing business plans, including marketing plans (Kotler, 2005).

Market segmentation is done because consumer behavior is very diverse, so market segmentation needs to be more homogeneous. The existence of a more homogeneous market will facilitate the company set up a good marketing program, thereby increasing sales and can save costs. Target market determination is important because a company that decides to operate in multiple markets is unlikely to serve all customers in the market, so it must determine exactly which markets to enter in order for the marketing activities to work well. The next step is positioning, where the company's activities to communicate the product to the thinking of the consumer, so that consumers assume that the company's products are different from similar products made by other companies.

### Research Methods

Qualitative approach, which directly leads to the situation and the actors without reducing the elements that are in it. With this approach can be understood the life of coffee farming communities, based on local wisdom (SDM and SDA) closely, and can also understand the factors that lie behind it. The advantages of using this approach, among others: researchers will be more in-depth, so it can answer why it happened and how to find a solution with the object of research.

The data source of this research consists of secondary data and primary data. Secondary data are obtained from institutions or institutions, both formal and informal that provide information relevant to the purpose of research, while primary data primarily derived from field research obtained through techniques such as: observation and brainstorming. In addition to these data collection techniques, this research also applies *Participatory Rural Appraisal* or *PRA* approach (Chambers, 1991), through: FGD, In-depth interview, and participant observation. The research approach used is action research (Kadir, 1997; Sumarno, 1994, Miles et al, 1992). Data analysis is done simultaneously together with the ongoing data collection process by using data analysis technique applicable in qualitative research.

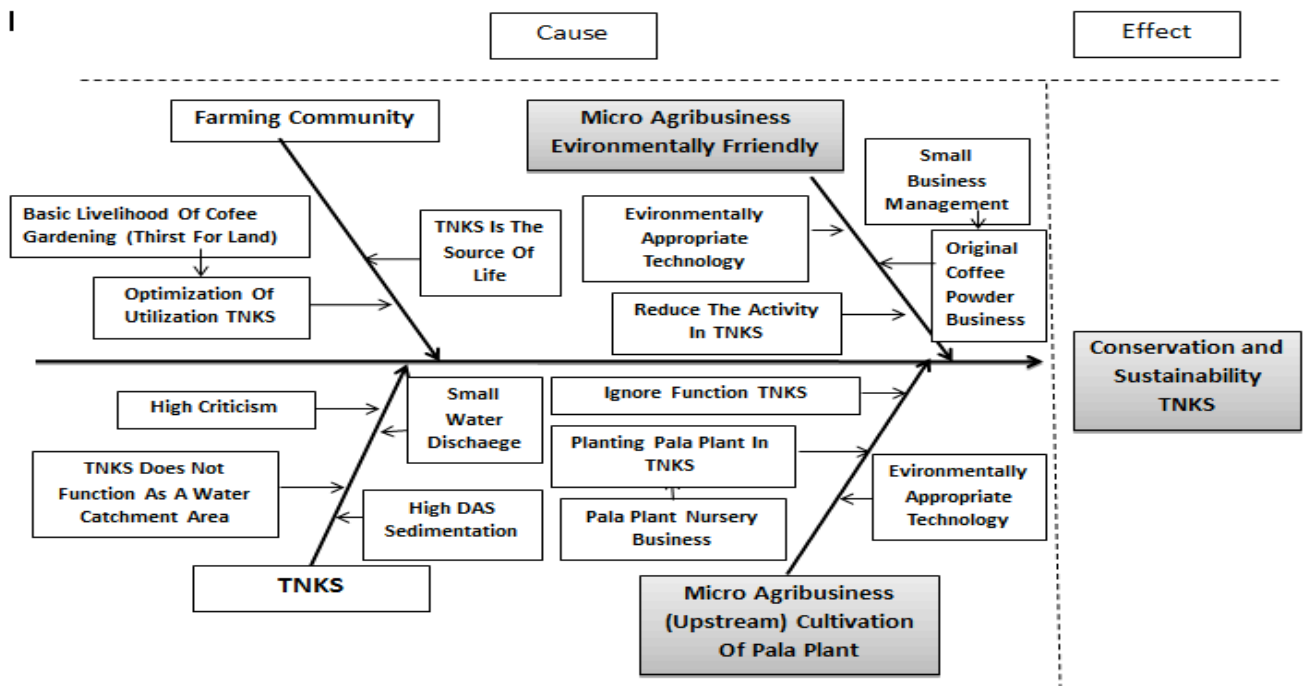
Conceptualization and definition of work, as follows:

- a. Payment for environmental services (PES) is a growing trend in environmental activists. PES scheme is an effort to attract all parties on a global scale to take responsibility in environmental conservation.
- b. Coffee farmers are a family that has the job of coffee farmers, including the poor who live in the villages around the area of TNKS. This concept is appropriate and relevant as a working definition with the coffee farming family at the study site.
- c. Value added is the result of coffee processing business, coffee farmer's income will increase (coffee beans into coffee powder).
- d. Market access is the result of coffee powder can be sold and received by consumers.
- e. Joint Business Group (KUB) is a group of citizens or guidance established to carry out economic business activities in the spirit of togetherness as a means to improve the welfare and income of coffee farmers in the village of TNKS.
- f. Appropriate integrated technology is a simple technology that is easily absorbed and done by poor coffee farming, as well as relatively cheap operational costs. While the integrated in question is the existence of the relationship between one business with another (synergy) and sustainability, so through post-harvest processing of coffee with the use of appropriate technology integrated coffee farmer income can be optimized.

The first year of research was conducted: identification of farmers economic behavior and factors underlying the economic activity of the coffee farming community, identifying potential local economic resources and analyzing the business environment for alternative enterprises, and forming a joint business group (KUB), and formulation of relevant environmental services and relevant technology reward models.

Research in the second year is carried out activities that are: identification of potential and market opportunity, Identification of potential of business partnership network, practice of original powder coffee milling business, plastic packaging business, plastic bottle packaging business, aluminum foil packaging business, and marketing trial practice processed products, and strengthening or business development (business plan).

Figure 1 : Framework Research



**Research Result**

**An Overview of Desa Suka Negeri**

The general description of Desa Suka Negeri is basically emphasized on the effort to give description about the condition of the village of research location. It is expected that the results of this study can provide a brief overview of the topography of the research area, including the area of the village, the location or position of the village, the population and the head of household (KK), the distance of the village to the capital of the Kecamatan or the capital of the Kabupaten, the number of schools, conditions and utilization village land and associated with the existence of conservation forest and conservation of TNKS.

Desa Suka Negeri has an area of 5,000 ha, consisting of 60% plantation land, 10% rice field and 15% peatlands, shrubs and barren land ± 5% and the rest for settlement (monografi desa, 2009). Boundary of Desa Suka Negeri covers the western borders with Kelurahan Topos, East area with Desa Ajai Siang, South side is bordered directly by TNKS and North region is bordered by Desa Talang Baru II.

The distance from the village to the office of Kecamatan Topos is approximately 1 km, to the capital of Kabupaten Lebong approximately 60 km, and to the capital of Provinsi Bengkulu approximately 132 km. This village has a population of about 431 families or 1,490 people, consisting of 782 men and 708 women. Community education is relatively low, on average only graduated from primary school by 70%, 18% graduated from junior high school, 9% graduated from high school and the rest (3%) DIII or university graduate.

Geographically, Desa Suka Negeri is a buffer zone of Kerinci Seblat National Park (TNKS). The main livelihoods of the population are the agricultural sector dominated by the plantation sub-sector, 1,433 or 95% of which are divided into coffee planters (70%), wetland farmers (10%) vegetable farmers (10%), and the rest are livelihoods, as carpenters/stones, candied stalls and farm laborers. With the main livelihood condition (read: coffee), Desa Suka Negeri has a great possibility to keep pressing or using TNKS area. This is based on the type of crop (coffee) that tends to require a lot of land and the pattern of the crop developed by the community is the extensification farming system.

**Identification of Economic Behavior of Desa Suka Negeri Farmers**

The results showed that the main livelihood of Desa Suka Negeri community was mostly (70%) as coffee farmers whose coffee plantation land was in Kerinci Seblat National Park (TNKS). The low knowledge of the community, to increase the volume of coffee production is still done through the system of extensification and not intensification. That is, the coffee farming community assumes that the coffee will increase if the fields or gardens are cultivated widely. This condition tends to keep pressing or exploiting TNKS area.

Meanwhile, the public perception assumes that the forest area is more fertile than the village land and in terms of the costs incurred for the management and maintenance of smaller plantations when compared to the costs incurred when cultivating the land in the village. Then from the side of security, land in the forest is relatively safer from theft when compared with the land in the village. Such understanding resulted in all economic activities of Suka Negeri community still relies on the willingness and fertility of TNKS area.

This may imply that the potential to keep pressing the protected forest areas remains large. This is based on the type of plant that is suitable for forest land and more importantly that according to the community, that the coffee plant is a hereditary heritage plant whose farming technology has been dominated by farmers. By looking at the conditions we all realize that to change the behavior of farmers who have been patterned for generations is very complex. Therefore, in the effort of conservation-based economic development and TNKS preservation requires a persuasive approach to stakeholders based on a win-win solution consensus and emphasizes the repositioning of each stakeholder in the context of sustainable economic development and forest management.

Based on the coffee season, the production of coffee plants varies in quantity. In season, the production amount is small. While in the great season (harvest high) abundant production, depending on the age of coffee plants.

**Table 1: Average Production Results Every Time Season Coffee Production In Desa Suka Negeri**

No	Average Result	Amount (Person)	Percentage (%)
1	< 100 Kg	3	7
2	101 - 200 Kg	14	31
3	201 – 300 Kg	12	27
4	301 – 500 Kg	10	22
5	> 500 Kg	6	13
<b>Amount</b>		<b>45</b>	<b>100</b>

Source : Research Result, 2017

In handling the coffee coffee farmer's production in Suka Negeri Village, Topos Sub-district of Lebong Regency, if the season breaks all crops are sold in a dry state because of the least harvested fruits. While during the harvest season, there are products sold wet for too much quantity. Sales are generally conducted on middlemen entering the villages.

**Table 2: Average Production Results Every Season of the Great (Great Harvest) Coffee Production in Suka Negeri Village**

No	Average Result	Amount (Person)	Percentage (%)
1	>1000 Kg	5	11
2	1001-2000 Kg	11	24
3	2001-3000 kg	20	44
4	> 3000 Kg	9	20
<b>Amount</b>		<b>45</b>	<b>100</b>

Source :Research Result, 2017

Prices for wet coffee are relatively cheaper when compared to dry coffee. At the time of this study, the price per kilogram of dry, skinless coffee ranged from Rp 10.000,00 - Rp 12.000,00. While the price for wet coffee per kilogram is only Rp 3,500.00

#### Identification of Resource Potential and Local Economic Development as Alternative Business

Potential resources for community economic development based on potential local economic resources directed to determine the potential of alternative productive alternatives based on the conservation and preservation of TNKS that can be developed in the economic activities of the community in relation to the acquisition of income. The results show that in fact, the potential of local economic resources that can be developed for alternative businesses in Desa Suka Negeri is quite large, including livestock, fishery (read: Watershed), and non-coffee farming such as palawija, banana and tubers. However, due to inadequate human resource conditions, lack of agricultural development and lack of access to technology, these economic potentials can not be captured and adopted by the community, so they still use TNKS as the main livelihood areas of society. namely: coffee.

The results of research conducted through Focus Group Discussion (FGD), In-dept Interview and Brain Storming obtained the agreement that for the economic development of Desa Suka Negeri people are guided value added and marketable and profit from business results obtained exceeds the result of dry coffee sales The agreements are set forth in a guideline in the economic empowerment of the Desa Suka Negeri community, namely: (a) the development of the productive economy based on the production of the basic livelihood of the people, namely: coffee that has added value. (b) development of productive economy based on conservation and preservation of TNKS. (c) the development of productive economy can be done by the women of the farming family.

It aims to empower women's economic or enhance the economic role of women using spare time to supplement the income of farming families. Furthermore, it is expected that productive enterprises in accordance with the economic potential, added value, market access and the needs and desires of the community in the village can suppress the rate of land expansion around TNKS and reduce the frequency of people to enter around TNKS.



**Table 3: Priority of Handling of Coffee Production Results in Suka Negeri Village**

No	Processing Of Production	Amount (Person)	Percentage (%)
1	Wet Sale	28	62
2	For Sale Dry	17	38
3	Sold in processed products	0	0
<b>Amount</b>		<b>45</b>	<b>100</b>

Source : Research Result, 2017

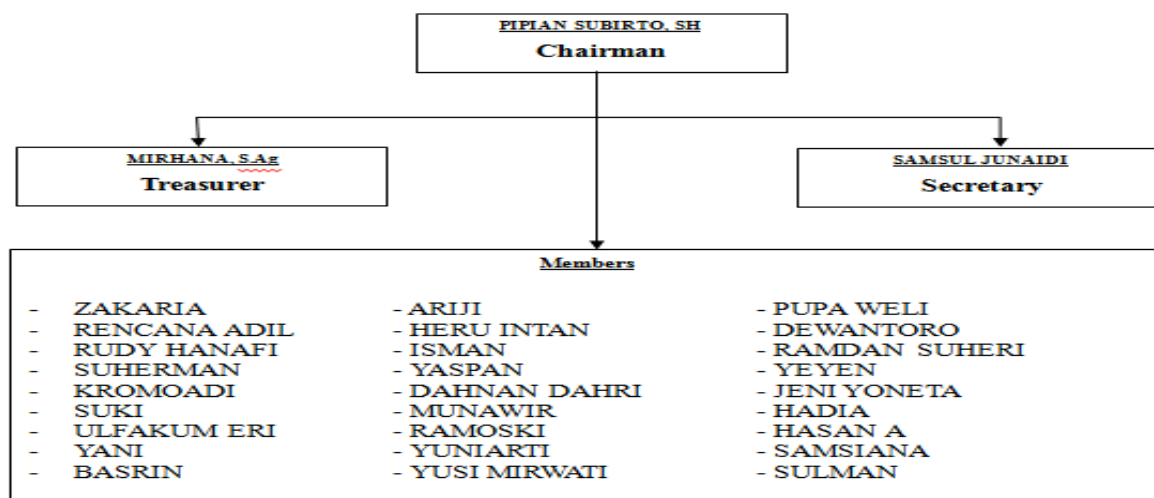
The results also explained that in Suka Negeri Village most coffee farmers have done coffee processing (drying), so it has a higher economic value when compared with wet coffee. Although sold in a dry state has a higher economic value when compared with wet sale, but there is still a value added (value added) is lost. Though the added value is 3 (three) times the amount if the production of coffee is sold in processed form like coffee powder.

#### Establishment of Joint Business Group (KUB)

The formation of this joint business group (KUB) is conducted through the agreement of Focus Group Discussion (FGD) participants, including the determination of organizational structure comprising: Chairman, Secretary and Treasurer. As for managers and head of business units will be adjusted and arranged based on organizational needs through the business agreement to be implemented. For more details the organizational structure, can be seen in the following arrangement:

**Figure 2 : Joint Business Group (KUB) of “Maju Lestari”  
Desa Suka Negeri Kecamatan Topos Kabupaten Lebong**

**The Composition of The Bord and Mambers  
Kelompok Usaha Bersama (KUB) “MAJU LESTARI”  
The Village Suka Negeri**

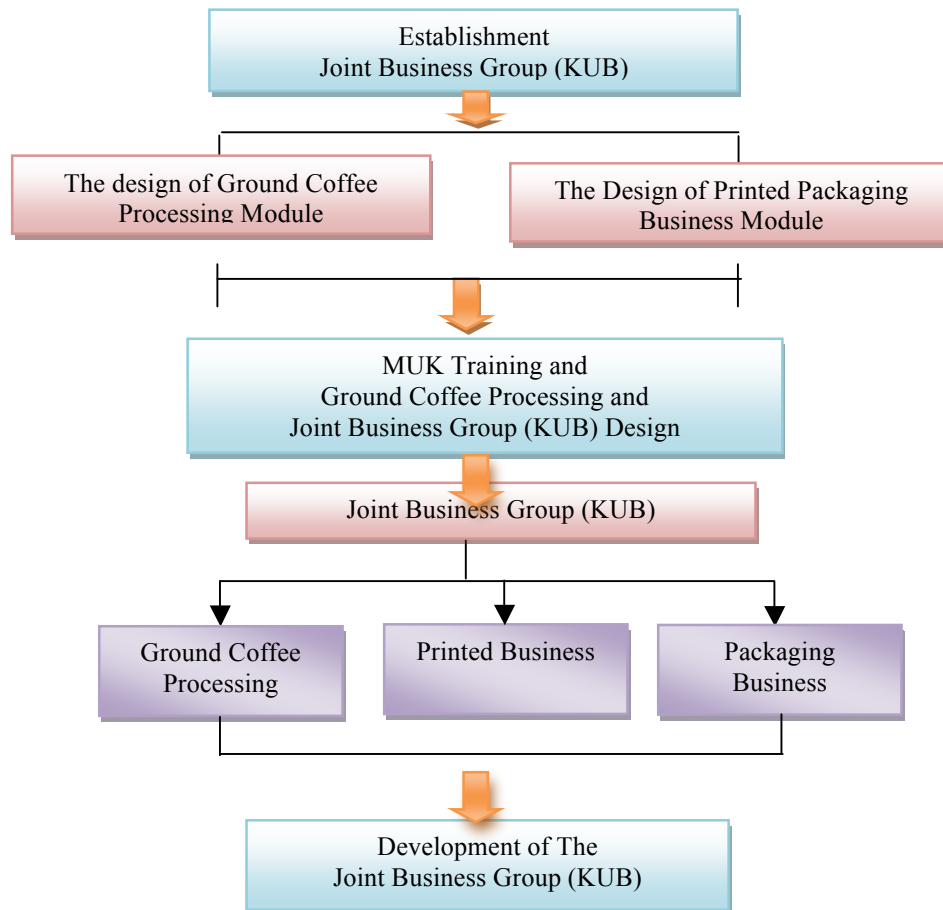


#### Formulation of Return of Inveromental Services Model

Based on the results of the research and discussion as previously described, the conceptual model that can be developed relates to the pattern, the Return on Environmental Services based on productive production-based economic development of basic livelihoods and can be done by coffee farmers, namely: the original ground coffee business that is sold on the market locally and regionally.

The establishment of a joint business group (KUB), which consists of coffee farmers in Suka Negeri Village, aims to facilitate in providing assistance from experts in small business management training in the form of processing of coffee powder business, screen printing business and packaging business

**Figure 3. Model Technology and Business Development  
Return of Environmental Services Suka Negeri Village  
Kecamatan Topos Kabupaten Lebong**



### Conclusion and Suggestion

The results of the study found that in Kecamatan Rimbo Pengadang, Kabupaten Lebong is the center of coffee production. Marketing of coffee products is done by marketing in the form of wet coffee and dried bean coffee. Wet coffee commercial value is lower when compared with dried coffee beans, and it is lower than the selling price of production of processed coffee (in the form coffee grounds).

Appropriate technology development model that is prepared according to existing human resource potential, natural resources potential, expert team existence, and environmental condition. The development model is directed to the formation of productive group of coffee farmers, the development of appropriate technology to produce coffee processing and printed packaging business. The research team provided technology consulting assistance, product certification coaching, and marketing development. In this activity will also be developed the role of business partners to support business development, including government support, entrepreneurs, and capital resources.

The recommended suggestion is sustainable assistance in the business development process for the community through the Joint Business Group (KUB) to reduce the optimum utilization rate of the Kerinci Seblat National Park (TNKS) area of Kabupaten Lebong which is one of the conservation districts in Indonesia.

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