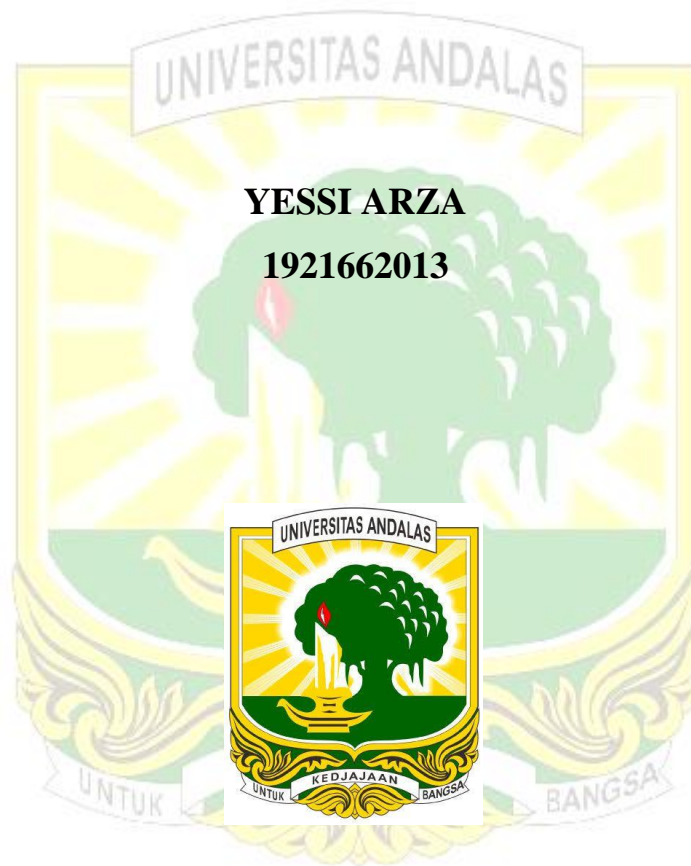


**KONVERGENSI KOMUNIKASI PELAKU PELESTARIAN  
SUMBER DAYA GENETIK DI KOTA SAWAHLUNTO  
(KASUS : DURIAN KUBANG)**

**Tesis**



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Dr. Sri Wahyuni, S.Pt., M.Si)

**Abstrak**

Penelitian bertujuan untuk menganalisis konvergensi komunikasi antar pelaku pelestarian sumber daya genetik durian Kubang. Penelitian ini menggunakan pendekatan deskriptif kualitatif. Konvergensi komunikasi antar pelaku pelestarian ditinjau berdasarkan tiga aspek yaitu kesepahaman bersama, kesepakatan bersama dan tindakan bersama. Kesepahaman bersama antar pelaku pelestarian durian Kubang dilihat dari pemahaman antar pelaku pelestarian tentang durian Kubang yaitu ikon nagari Kubang, memiliki cita rasa khas dan terancam punah. Kesepakatan bersama antar pelaku pelestarian durian Kubang direfleksikan dalam kesepakatan untuk melaksanakan pendaftaran dan pelepasan durian Kubang dengan Surat Keputusan Walikota Sawahlunto Nomor 188.45/239/WAKO-SWL/2020 tentang Penunjukan Dan penetapan Tim Uji Keunggulan dan Kebenaran Serta Petani Pelaksana Pendaftaran dan Pelepasan Durian Kubang Di Kota Sawahlunto. Tindakan bersama dicerminkan dengan pelaksanaan eksplorasi dan pendaftaran dan pelepasan durian Kubang. Konvergensi komunikasi dalam tahapan eksplorasi tidak terjadi pada seluruh pelaku. Hal ini disebabkan karena minimnya sharing informasi, minimnya interaksi dan dialog antar pelaku pelestarian. Konvergensi komunikasi dalam tahapan pelepasan varietas durian Kubang juga tidak terjadi pada seluruh pelaku. Hal ini disebabkan karena terjadinya perbedaan pemahaman antar pelaku pelestarian tentang kriteria durian unggul untuk pelepasan varietas.

Kata kunci : *Sumber Daya Genetik, Durian Kubang, Pelestarian, Konvergensi Komunikasi*

**COMMUNICATION CONVERGENCE OF ACTORS PRESERVING  
GENETIK RESOURCES CONCERNATION IN THE CITY OF  
SAWAHLUNTO (CASE : DURIAN KUBANG)**

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*Abstract*

*The study aims to analyze the convergence of communication between actors conserving genetic resources of Kubang durian. This study used a qualitative descriptive approach. The convergence of communication between conservation actors is reviewed based on three aspects, namely mutual understanding, mutual agreement and joint action. The mutual understanding between Kubang durian conservation actors can be seen from the understanding between conservation actors about Kubang durian, which is the icon of Kubang durian, has a distinctive taste and is endangered. The mutual agreement between Kubang durian conservation actors is reflected in the agreement to carry out the registration and release of Kubang durians with the Decree of the Mayor of Sawahlunto Number 188.45/239/WAKO-SWL/2020 concerning the Appointment and Determination of the Excellence and Truth Test Team and Farmers Implementing the Registration and Release of Kubang Durian in Sawahlunto City. Joint action is reflected in the exploration and registration and release of Kubang durian. Communication convergence in the exploration stage does not occur in all actors. This is due to the lack of information sharing, lack of interaction and dialogue between conservationists. Communication convergence in the release stage of the Kubang durian variety also did not occur in all actors. This is due to differences in understanding between conservationists about the criteria for superior durians for the release of varieties.*

*Keywords: Genetic Resources; Durian Kubang; Preservation; Communicatio  
Convergence.*