

RINGKASAN

Peternakan unggas berperan dalam meningkatkan ekonomi masyarakat dan menyediakan protein hewani. Keberadaan peternakan unggas di dekat permukiman juga menimbulkan dampak lingkungan, seperti bau amonia, meningkatnya lalat, dan menurunnya kualitas lingkungan yang mendorong masyarakat beradaptasi. Penelitian ini bertujuan menganalisis perubahan lingkungan akibat peternakan unggas, bentuk adaptasi sosial masyarakat, serta peran modal sosial dan kelembagaan lokal di Desa Kramat, Kecamatan Karangmoncol, Kabupaten Purbalingga.

Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus. Sampel dipilih secara purposive sebanyak 50 responden sesuai kriteria penelitian. Data diperoleh melalui angket, wawancara mendalam, observasi, dan dokumentasi. Analisis data dilakukan dengan model interaktif Miles, Huberman, dan Saldaña melalui reduksi data, penyajian data, dan penarikan kesimpulan, sedangkan keabsahan data diuji dengan triangulasi sumber.

Hasil penelitian menunjukkan bahwa aktivitas peternakan unggas menimbulkan bau amonia, peningkatan populasi lalat, penurunan kualitas air, serta kekhawatiran masyarakat terhadap kesehatan dan kenyamanan. Adaptasi masyarakat terutama bersifat pasif, seperti menutup pintu dan jendela, menggunakan perangkap lalat, dan insektisida. Adaptasi kolektif dilakukan melalui musyawarah antara masyarakat, pemerintah desa, dan pengelola peternakan, meski masih terbatas. Modal sosial dan kelembagaan lokal berperan menjaga komunikasi, memediasi masalah, dan mencegah konflik terbuka. Penelitian ini menyimpulkan perlunya penguatan kerja sama untuk meningkatkan adaptasi sosial dan pengelolaan lingkungan yang berkelanjutan.

Kata kunci: Adaptasi Sosial, Perubahan Lingkungan, Peternakan Unggas, Modal Sosial, Kelembagaan Lokal.

SUMMARY

The poultry farming sector plays an important role in improving local economic conditions and providing animal-based protein for the community. However, poultry farms located near residential areas may also generate environmental impacts, including ammonia odours, increasing fly populations, and declining environmental quality, which encourage local communities to develop various forms of social adaptation. This study aims to analyse the environmental changes caused by poultry farming activities, identify the forms of community social adaptation, and examine the role of social capital and local institutions in the adaptation process in Kramat Village, Karangmoncol District, Purbalingga Regency.

This study employed a qualitative approach using a case study method. A total of 50 respondents were selected through purposive sampling based on predetermined research criteria. Data were collected through questionnaires, in-depth interviews, observation, and documentation. The data were analysed using the interactive model of Miles, Huberman, and Saldaña, consisting of data reduction, data display, and conclusion drawing. Data validity was ensured through source triangulation.

The findings indicate that poultry farming activities have caused environmental changes, including ammonia odours, an increase in fly populations, deterioration in water quality, and growing public concerns regarding health and environmental comfort. Community adaptation was predominantly passive, such as closing doors and windows, using fly traps, and applying insecticides. Collective adaptation was carried out through deliberation involving local residents, village authorities, and poultry farm managers, although its implementation remained limited. Social capital and local institutions played significant roles in maintaining communication, facilitating conflict resolution, and preventing open social conflicts. The study concludes that strengthening collaboration among the community, village government, and poultry farm managers is essential to enhance social adaptation and promote sustainable environmental management.

Keywords: *Social Adaptation, Environmental Change, Poultry Farming, Social Capital, Local Institutions.*