

## DLH and WALHI's Perception of the Local Wisdom Values of Pasang Ri Kajang as an Environmental Conservation Effort

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### Abstrack

Local wisdom-based environmental conservation is a strategic approach in responding to the global ecological crisis. This study aims to examine the perceptions of the Environmental Service (DLH) and the Indonesian Forum for the Environment (WALHI) of South Sulawesi Province towards conservation values in Pasang Ri Hidup Kajang, a customary law system of the Kajang indigenous people in South Sulawesi that is full of environmental conservation values. This study uses a qualitative approach with case study methods and phenomenological analysis. Data were collected through in-depth interviews, participant observation, and document studies, then analyzed using data reduction, thematic categorization, and source triangulation. The results of the study indicate that DLH views Pasang Ri Kajang as complementary local wisdom, but has not been systematically integrated into formal environmental policies due to the absence of national regulations. In contrast, WALHI appreciates the ecological values in Pasang Ri Kajang and encourages its integration into community-based environmental policies. These differences in perception are influenced by the value systems, institutional orientations, and communication approaches used by each institution. This study emphasizes the importance of cross-cultural in bridging the gap between bureaucratic approaches and local wisdom in conservation policy research. Integration of Pasang Ri Kajang values in environmental policies

that are considered potential to strengthen participatory, sustainable, and contextual conservation. This research contributes to strengthening environmental and cultural communication studies, and opens up space for policy formulation that is more inclusive of local values.

