

## ABSTRACT

### **POLICY BRIEF ON STRATEGIES FOR INCREASING KNOWLEDGE OF FIRE PREVENTION IN TAKALAR REGENCY**

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*Takalar Regency, one of Indonesia's regions, has a high fire risk. The situation encourages local governments to involve the community in fire prevention efforts. The study aims to determine what strategies are carried out by the Municipal Police officers (Satpol-PP) and Firefighters (Damkar) of Takalar Regency to increase public knowledge on fire prevention.*

*This research uses a descriptive qualitative approach, where the research procedure to solve the problem is to describe the reality of the object under study in real-time so that the data produced is described in the form of words and language obtained from various sources, both written and oral.*

*The results of this study show that the Municipal Police officers and firefighters of Takalar Regency continue to make efforts to ensure the community is involved in fire prevention. Some of these efforts are approaching the community through social media. Although it has taken many strategic approaches, the strategy that has been made cannot be separated from the inhibiting factors that make the process of implementing the strategy not run optimally. Therefore, researchers provide several alternative solutions as an effort to overcome obstacles encountered by the Municipal Police officers and Firefighters of Takalar Regency in the strategy implementation process. The alternative solutions include optimizing the use of social media, making policies related to fire prevention, and collaborating with youth organizations.*

**Keywords:** Strategy, Community Knowledge, Fire Prevention

Translated by:



**The AgencyES**  
Language Institute  
File No.: S1-156