

Social and Economical Respons of Fisherman Society of Ponelo Island to The Development of Saronde Island

Annisa Rizqa Alamri

Department of Public Administration, Universitas Gorontalo

Jalan A. A. Wahab, No. 247, Limboto.

Email: daffiannisa@gmail.com

ABSTRACT

Human in their environment always give response to all things they recently accept. That response is also occurred in the community whose environment is developed to be a tourism attraction. The response is appear because of their need to utilize and improve their quality of life. The response of the community will affect the development of the tourism attractions. The involvement of the private sector will cause response from the local community. The response appears from the community will show the community's acceptance of the development of tourism area. Thus the response of the fishermen community of Ponelo Kepulauan to the development of Saronde Island is interesting to be examined. The responses of the fishermen community seen in this research are social response and economic response that appears since Saronde Island is developed by the private sector.

Qualitative method is used with case study approach to reveal the form and factor of social and economic response of the fishermen community towards the development of Saronde Island. This research is done in Ponelo Islands, North Gorontalo Regency, Gorontalo Province. The sources of the data used in this research are primary data and secondary data. The determination of informants are selected by using a purposive sampling technique. Data collection is done through observation, in-depth interviews and document studies. Data analysis is done with data reduction, presentation, and with draw the conclusion. To test the validity of the data obtained, this research used triangulation.

Based on the findings in the field, researchers found that the social response of fishermen community of Ponelo Kepulauan to the development of Saronde Island tourism area includes a positive response and negative response. Positive response is the establishment of cooperation and adaptation of the fishermen community. Negative response is the indifferent society and the rejection of the fishermen community. The economic response of the fishermen community is the improvement of earnings after the development of Saronde Island. The response is influenced by several factors such as the income, perceptions, social and individual motives, and needs interests. All factor is working to encourage the emergence of social and economic response of fishermen communities of Ponelo Kepulauan to the development of Saronde Island.

Key Words: Social Response; Economic Response; Fisherman Community.

1. INTRODUCTION

Tourism has been very clear support the economical factor through many chances. One of them is the incoming chance that hoped can increasing society welfare, especially the society around tourism industri location. Build and develop tourism sector is to increase devisa, increase labor chance, and open job chance for local society. Indonesia continue to increase tourism sector. That becomes a basic view to many places in Indonesia to compete increasing and promoting their object tourism. The example, in Gorontalo Province is well known its beach that very potential. From many beaches there, that now developed is Saronde Island because this destination island has tourism potentation to make it as main tourism in Gorontalo Province.

Saronde Island that placed in Ponelo Island area is one of small islands that not inhibited by Ponelo Island society. They prefer to live in the centre of Ponelo Island that have the distance of 15 minuts from Saronde Island. That makes Saronde Island becomes potential tourism island.

The response of the natural environment is developed through experience based on a reality that happened. Response into something that needs to be seen and measured to determine the image or observation of a person against an object. In particular, responses were studied in this research is a social and economical responses. Social responses appear in the pattern of social behavior between individuals, which is expressed by the reciprocal interpersonal relationships are identical to the person's reaction to a certain stimulus. Social responses consisting of a positive response, ie the tendency of his actions is approaching, like, please, and expect an object. Negative response actions tended to avoid, evade, and apathy towards certain objects.

The Individuals basically participate as a controller between stimulus and response, in the form of behavioral acts that determines the shape of individual response to the stimulus is the stimulus itself and the individual factors of individuals may respond to objects in the surrounding areas as a result of a perception that is stored in his soul, then intentional or not, people will regenerates an overview of the response. Responses arising from the public in the form of social and economical responses. Social responses seen as community attitudes and reactions that arise in every individual, who could have this response is accepted or not accepted by society. Economic response is defined as an attitude that arises due to an object that can be profitable. Social responses in the form of positive and negative responses.

Economical responses is their economic transactions (sale and purchase) of goods involving fishermen families in Ponelo Islands. The possibility of production of goods, such as souvenirs, a wide variety of typical food and drink, and sales of goods supplied from outside. This activity is a response to the economy because there is turnover. In response to the economy is also seen commercialization of the services performed by the family members of fishermen in Ponelo Islands. Comemercialization form of services in this research can be a provider of transportation services from the Port Kwandang to Ponelo Centre. This research used Max Weber's theory of action rationality. Weber thinks that explain the process of social change in society is closely related to the development of human rationality.

People who think rationally would choose which tools are most true to be able to achieve its objectives. Weber splits the four types of rationality in the

theory of action that affect the human life. The four types are: first, traditional rationality. Rationality aim is to fight for the traditions of the fishing community who live in Ponelo Islands. Second, affective rationality. Rationality is a type of rationality that empties the emotional connection or very deep feelings for the relationship between the community and other communities who already live together and feel keep Saronde Island. Third, value oriented rationality. Rationality is a society that advocates rationality as potential or purpose in life, even though the goal was not real in daily life. Fourth, instrumental rationality. Rationality is often referred to the "action" and "tools". In this type of rationality, human beings are not only set goals to be achieved but also rationally been able to determine which tools (instruments) which will be used in achieving thatgoal.

2. RESEARCH METHOD

This is a qualitative research. Qualitative research is participant observation of the researchers themselves as the main instrument for data collection. This research approach is more specifically directed at a qualitative research design case studies. This research was conducted in Ponelo Islands, the District of North Gorontalo, Gorontalo Province. Some of the reasons which prompted researcher to choose Ponelo Islands as the location of the target research is first, because Ponelo Islands Society are people who daily used to manage Saronde Island, long before Saronde Island developed as a tourist destination. Second, Ponelo Island Society is people who most likely affected by tourism development of Saronde Island, because most of the inhabitants work as fishermen who also doubles become a taxi driver who drove the boat tourists to Saronde Island. Third, responses and actions given by the fishing community to the development of Saronde Island can affect the sustainability of Saronde Island as a tourist island region. The unit of analysis in this study is Ponelo Islands fishing family who also works as a taxi driver and the owner of the boat. Data collection techniques in this study used in- depth interviews, participant observation, and documentation study.

3. RESULT AND DISCUSSION

The more increase tourists come to Saronde island, the more it opens a new business opportunity that promising for the fishing community Ponelo Islands. Positive response given by the fishing community of Ponelo islands since Saronde island developed, this did not escape from the negative response from the local community. Some sub-division in the following sections discuss the responses, which is the result of empirical data field, which is given by the fishing community of Ponelo Islands. Saronde Island was developed as a tourism destination.

THE FORM OF POSITIVE SOCIAL RESPONDS

The positive action is in the form of love and receive it manifested in positive social response, which is then divided into several kinds of positive responses indicated the following communities in this Ponelo Islands.

Cooperation Establishment

Fisherman society who is now a taxi driver of the boat began trying to establish relationships with the government and the private sector. For the purpose of forming a community of taxi drivers Saronde Island boat can be run in accordance with what they want. In the beginning, there is no intention of fishing communities to collaborate with the government and the private sector. However, without the two sides could then forming a community of boat taxi driver also will not run. The main reason the fishing community wants the establishment of this community is that every day the boat taxi driver is always at odds and even fight with touts who always charge more to them when the boat filled up with tourists. It is then pushed the fishing community to cooperate with the private sector and government to admission rate can be combined with the cost of a taxi boat to the island Saronde. Middlemen who were on Pier Port Kwandang can no longer ask for payment for the travelers who boarded them. The opportunities seen by the fishing community at the beginning of the development of tourist areas of the island Saronde encourage cooperation conducted between them.

Fisherman Society Adaptation

Fisherman society communities on the island Saronde seen as a way for them to be able to survive after the development of tourist areas Saronde Island , How traversed by the fishing community is adjusting to the situation change to match the current conditions Saronde Island. In order to achieve harmony, fishing communities must adapt to adjust their relationship with PT Gorontalo Alam Bahari as private parties. There are new regulations that must be accepted by the community of fishermen. For example, if the first they could freely go to the island Saronde without paying admission, now they can no longer enter for free to Saronde Island. Because of these regulations, the fishing community should begin to familiarize themselves with thenew environment Saronde Island. Adaptation of fisherman communities post Saronde Island development impact both in the form of improved economic circumstances. If the fishing communities do not adapt, then their economic situation will not improve as time Copyright.

Business Competition

Business competition attempt occurred among residents fisherman who is now a taxi driver on the island Saronde boat. Business competition among owners of the boat taxi is seen as the progress of the development of tourist areas Saronde Island. Taxi boat with small size has its own passenger market of the local people who traveled to the island Saronde at a cheaper cost. Competition isseen between boats that are large or boat tour. In addition to competition among fellow boat tours, boat small size also remains visible compete with tourist boats. This happens because the prices offered relatively cheaper compared to large-sized boats. However, the consequence is the safety and comfort of the small boat minimal. Small sized boatsdo not provide a buoy. It should, for the sake of security of tourists, every boat must floated. Due to the take a small boat to make passengers who were in the boat

coincides. However, because the prices offered relatively cheaper, the smaller vessels are still preferred by some who wanted to travel to Saronde Island at a cost much less than the tourism boat.

THE FORM OF NEGATIVE SOCIAL RESPONNS

The negative responses that arising from fishing communities Ponelo Islands since Saronde Island was developed by the private sector will be described as follows.

Society Indifference Attitude

Fishermen are people who from the outset have been to stay and keep Saronde Island, it was long be part of the lives of fishing communities Ponelo Islands. Fishing communities a sense of disappointment because it does not acquire socialization in early development Saronde Island became the origin of the emergence of public disappointment and respond with indifference at the beginning of Saronde Island developed into a tourism destination. Indifference shown to the fishing communities in the third year after Saronde Island developed. Society only knows by word of mouth that it is developed by private parties, not because of any official notification from the government and private parties. This then lead to disappointment fishing communities, even today there are still some citizens who showed such indifference. Indifference also shown by the people who do not knows the private sector, whereas the private sector has been since 2011 in the area of SarondeIsland.

Rejection

Rejection of fisherman community expressed in the form of protest which they did. Their protests is done by sending a representative to appear before the government. At the time of the protests, the fishing community representatives came to meet the Head of Culture and Tourism of North Gorontalo District. Protested that the policy of the private sector cannot they receive. The protest started from Saronde Festival will be held on 1 to 4 September 2016. Saronde Festival which has been held annually since 2007, benefits the community. The fishing communities in the area can sell Saronde Island at the festival. However, the regulations issued by the private sector in 2011 on the implementation of Saronde Festival are to prevent people to trade in Saronde Island area during the festival takes place. They anger peaked after hearing the new regulations issued by private parties. People who are not allowed to sell in the area Saronde Island also not gave the opportunity to participate in selling for four days at the festival. In the end, the public protest by submitting their protest directly to the Head of Culture and Tourism of North Gorontalo District on May 25, 2016. Although it is not a rejection of extreme measures, it still gives the impression that is still not good in the public eye. Rejection of fishing communities submitted to the local government finally puts the local governments of North Gorontalo hold the Festival Saronde this year on the island Ponelo so that other communities can also sell during the festival held.

The Factors that Influence The Arising of Society Social Respons

The Factors behind Ponelo Islands fishing communities to work with governments and the private sector, is the reason for sparing them from losses caused by the act of brokers. In addition, there is a reason for their desire to increase revenue. To achieve these objectives the fishing community should be able to accommodate their needs relating to the development of tourism Saronde Island. Factors that encourage their negative social responses in the form of denial of Ponelo Islands fishing communities, ie in the absence of the approach taken by the private sector and not the availability of container for the aspirations of the local community. Dissemination to the public does not Ponelo Islands led to many confusing news about the development of tourist areas of the island Saronde.

THE FORM OF ECONOMIC RESPONS AND ITS AFFECTED FACTOR

The Form of Economical Respons of Fisherman Society

Economical Respons that found in Ponelo Islands is a community effort to improve their lives since their tourism development Saronde Island. Economical responses shape fishing communities were outlined sub- sub below.

The Development of Taxi Boat as Business Unit

Taxi Boat As the business is seen as a process of business activities on an ongoing basis which empowers local communities. It was then seen as one of the fishing communities of opportunities for improvement of their economic situation. Many residents of the fishing community to make a job as a taxi driver boat as the main job. Increasing the number of tourists since the island Saronde developed to make them respond quickly need for sea transport to the island Saronde. Today they are no longer referred to as a fisherman but a special boat taxi driver Saronde Island. The shift of employment of fishing communities into a boat taxi driver is a form of economic improvement them.

Development of Micro, Small and Medium Enterprises (SMEs) By the Fisherman Wife.

Society empowerment can be seen as an effort that can be done to facilitate the achievement of objectives in order to bring the community toward economic sustainability better. Since Saronde island into a tourist destination, Juwita SMEs Sea began to develop. At the beginning of SMEs Juwita Sea is formed by the PKK Utara. At the beginning Gorontalo regency when there is no demand or a particular event then Juwita Sea producing goods or souvenirs. Training provided by the PKK in 2007 is now significantly benefiting the economic recovery fishermen's families. Moreover, after growing turnover Saronde Island Seafood SMEs Juwita get Rp39.000.000,00 / months.

Pander Existing.

Pander is an activity that allows a person to be an intermediary between tourists and taxi drivers the boat. Calo who started many operations at Pier

Piers Kwandang is bentor driver (motor rickshaw). Many of them concurrently as brokers for saw an opportunity that could bring in additional money. The brokers' traveler approached and offered a taxi boat to the island carrying Saronde. After finding passengers for taxi boat drivers, they will not hesitate to ask for money to the taxi boat driver already contains passengers. Fee to be paid to brokers by taxi drivers these boats vary between Rp30.000,00 - Rp50.000,00. It is then the potential for problems. The brokers who are already finding passengers for taxi boat drivers, pegged nominal money should be paid to them. The boat taxi driver who did not receive normally picks a fight with the brokers. It is also encouraging the government approved the filing of forming a community of boat taxi driver Saronde Island. Community Boat taxi drivers will make ports of entry to the island Saronde into one door, which is at Pier Piers Kwandang. The admission price includes the cost of a taxi boat to the island Saronde.

The Factors That Affected Arising of Society Economical Respons

The Economical Response emerging because of the opportunities seen by the fishing community Ponelo Islands since Saronde Island developed into a tourist area. The fishing communities saw the need for travelers to be a taxi boat. Being a boat taxi driver has been seen as a business opportunity that is increase promisingly. Total taxi boat that today more and more evidence that the business opportunity by fishers Ponelo provide a better livelihood for them. Moreover, the existence of the business opportunities developed since Saronde Island is also a factor driving the development of SMEs Juwita Sea, for the opening of access for The SMEs to market their handicrafts in the region Island Saronde.

4. CONCLUSION

Based on the analysis result, there are two social responses, e.i positive and negative responses that can be concluded as below.

1. Negative social responses are shown in the fishing communities Ponelo post Islands Saronde Island development is shown by their antipathy to the PT Gorontalo Alam Bahari. It is indicated for the fishing community was disappointed not asked for approval in early development Saronde.
2. Positive social responses are shown in the fishing community by adapting to Saronde Island neighborhood which has become a new tourist destination in North Gorontalo District. Adaptation is then shown with the establishment of cooperation between the fishing community, PT Gorontalo Alam Maritime and Tourism Office of North Gorontalo Regency.
3. Actors that encourage social and economic response for their needs of fishing communities to improve their lives. Fishing communities into audibility taxi boats and start generating revenue is seen more promising than when they were still a fisherman.

Based on the conclusion above, the suggestion are like follow.

1. The private sector (PT Gorontalo AlamBahari) need to provide opportunities for fishing communities to be able to carry out economic activities on the islandSaronde.
2. PT Gorontalo AlamBahari is expected to allow SMEs Juwita Sea to be able to market their own products on the island Saronde, so that members of MSME Juwita Seafood can interact directly with the tourists who buy products them.
3. Decision-making related to the development must include the Saronde Island fishing communities Ponelo Islands. The most important thing to be done by the government and the private sector is to achieve good communication with the fishing communities so that people feel are always involved in the development of Saronde Island.

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