

**RECOGNITION OF KAMPUNG TEMATIK ELO PUKEK,
PURUS, PADANG THROUGHOUT THE SOCIAL MEDIA**
(Case Study at Kampung Tematik Elo Pukek, Purus, Padang)

THESIS

*Submitted to fulfil one of the requirements
to obtain a Degree in Communication Science
at the Faculty of Social and Political Sciences*

Andalas University

By:

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**DEPARTMENT OF COMMUNICATION SCIENCE
FACULTY OF SOCIAL AND POLITICAL SCIENCES
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2024

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ABSTRACT

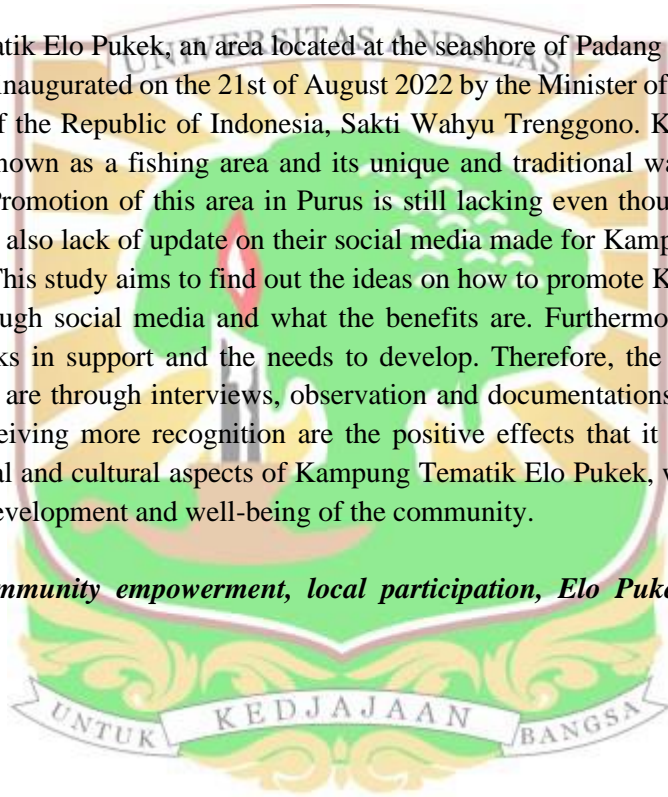
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Kampung Tematik Elo Pukek, an area located at the seashore of Padang in West Sumatra, Indonesia, was inaugurated on the 21st of August 2022 by the Minister of Maritime Affairs and Fisheries of the Republic of Indonesia, Sakti Wahyu Trenggono. Kampung Tematik Elo Pukek is known as a fishing area and its unique and traditional way of fishing, the maelo pukek. Promotion of this area in Purus is still lacking even though it received its recognition and also lack of update on their social media made for Kampung Tematik Elo Pukek, Purus. This study aims to find out the ideas on how to promote Kampung Tematik Elo Pukek through social media and what the benefits are. Furthermore, also what the community lacks in support and the needs to develop. Therefore, the methods used to collect the data are through interviews, observation and documentations. As a result, the benefits on receiving more recognition are the positive effects that it can bring on the economic, social and cultural aspects of Kampung Tematik Elo Pukek, which contributes to the overall development and well-being of the community.

Keywords: *community empowerment, local participation, Elo Pukek, recognition's benefit*



ABSTRAK

PENGAKUAN KAMPUNG TEMATIK ELO PUKEK, PURUS, PADANG MELALUI MEDIA SOSIAL

(Studi Kasus di Kampung Tematik Elo Pukek, Purus, Padang)

Oleh:

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Kampung Tematik Elo Pukek, sebuah kawasan yang terletak di tepi pantai Padang, Sumatera Barat, Indonesia, diresmikan pada tanggal 21 Agustus 2022 oleh Menteri Kelautan dan Perikanan Republik Indonesia, Sakti Wahyu Trenggono. Kampung Tematik Elo Pukek dikenal sebagai kawasan pemancingan dengan cara memancing yang unik dan tradisional, yaitu maelo pukek. Promosi kawasan di Purus ini masih kurang meski sudah mendapatkan pengakuan. Penelitian ini bertujuan untuk mengetahui ide bagaimana cara mempromosikan Kampung Tematik Elo Pukek melalui media sosial dan manfaatnya. Metode yang digunakan untuk mengumpulkan data dalam penelitian ini adalah wawancara, observasi dan dokumentasi. Hasil dari penelitian ini menunjukkan bahwa manfaat yang diperoleh dengan semakin diakuinya Kampung Tematik Elo Pukek adalah dampak positif yang dapat ditimbulkannya terhadap aspek ekonomi, sosial, dan budaya Kampung Tematik Elo Pukek, sehingga berkontribusi terhadap pembangunan dan kesejahteraan masyarakat secara keseluruhan.

Kata Kunci: Elo Pukek, partisipasi masyarakat, pemberdayaan masyarakat, rekognisi

