

CHAPTER I

INTRODUCTION

1.1 Research Background

On the 21st of August 2022, *Kampung Tematik Nelayan Elo Pukek* was inaugurated by the Minister of Maritime Affairs and Fisheries of the Republic of Indonesia, Sakti Wahyu Trenggono. This place is considered to be a new spot for the tourism industry in Indonesia but also for education purposes where people, visitors can come by and learn about the *maelo pukek*. As time passes and we are living in a digital era, promotion is needed to keep visitors coming.

Every year college students in Indonesia who are at the end of their 6th semester and are about to start their 7th semester, need to participate in the Community Service Program (known as *Kuliah Kerja Nyata* or KKN) by the University whereas they will be divided into different groups and sent to different villages. Here they get to stay and help the community for 40 days. So does Universitas Andalas with their students. This time a new program got installed for every student in every faculty where they can participate for the Independent Learning Campus (*Merdeka Belajar Kampus Merdeka* or MBKM), which takes 6 months to complete instead of 40 days. Within the MBKM program, the community service program is also included, but here students get the chance to work practically as interns instead of doing their internship separately. The location I was assigned to be a part of happened to be in Kampung Tematik Elo Pukek in Purus, Padang. The duration was from the 20th of August 2022 until the 21st of December 2022. My first task was taking documentations about every meeting, event or activity that took place here and around the community of Purus itself.

These documentations were given as proof of all the activities and progressions that took place here for others to see as well. As I started doing my work, I eventually also started to step into the tourism sector that they want to bring up and teaching English at SD 29 Purus as a volunteer.

During my community service in this area, I noticed how special this place actually is, especially the traditional *maelo pukek*. Based on my own opinion from my experience, Kampung Tematik Elo Pukek is a unique place for education and tourism at the same time, but if the community itself doesn't do anything to continue giving recognition, the area's value might fade away slowly as many do not know much about this place. Therefore, with the use of social media as a promotion tool in nowadays life, my team created an Instagram account *Pokdarwis Purus* for promoting Kampung Tematik Elo Pukek and the promotion can keep on going even when our community service comes to an end.

Through the digital era we are living in, it has become easier and beneficial for us to give any place or anything a recognition. By holding different activities such as sport activities or sales, and taking documentations through pictures and videos and posting them online onto the social media platform, is a meaning of communicating and interacting with the rest within the community in Purus, but also outside of Padang that can lead to nationally with a great caption beneath. Through this communication tool which creates awareness and interact with an unlimited audience, can boost the recognition of *Kampung Tematik Elo Pukek*, Purus and invite more visitors to come. This is a large benefit for the tourism industry that not only will this area reach the province of West Sumatra, nationally (Indonesia) but with much possibility on international level.

Based on how the population of Purus and how many of them are educated and uneducated, also depends on how many of them are using the new technology and are willing to use it for the good for the community. When it comes to different ages from young to old, the new generation who are still in schools, do not use the new technology through social media for the use of sharing and promoting the area and the community they are living in, nevertheless Kampung Tematik Elo Pukek, instead they share more about travelling to other places or spending time with friends or family anywhere outside of Kampung Tematik Elo Pukek. Looking at the elders who are living there, livelihood as fishermen, have less or no knowledge about the new technology and the use of social media and the benefits of it, although many are using the new technology to communicate or interact with others. Having the positive and taking effort mindset lacks as many would depend and rely on others, instead of taking the step forward and to develop the community into a better and brighter horizon. By not taking actions in at least learning about the use of the new technology, social media and the benefits it can bring for the community of Purus and Kampung Tematik Elo Pukek, the recognition it was given might not be as effective as it was supposed to be, instead people might just know it as a location.

But the problem itself relies on the community whether they are willing to do so to give their community, Kampung Tematik Elo Pukek, in particular, the recognition it needs. Another benefit is that it can give the *maelo pukek* also the recognition and become part of the education in cultural aspect if they want to keep this tradition that has been going on for years. The question lies on the community, especially the people from *kelurahan* and workers there, on how much they are

willing to share about the area and give the recognition Kampung Tematik Elo Pukek needs.

The reason for this research is to find out more about the lives and livelihood in and around Kampung Tematik Elo Pukek, Purus, and how they use the social media as a tool that could build or develop their community onto a brighter area. If people do not realize and take the step to move forward but to depend on others instead, would not bring any benefit to their community nor to themselves who are working hard to live through the income from fishing and selling fresh fish only. An Instagram account was created by the MBKM team members in 2022. This same Instagram account is now still in used. Before this account was made, people within the community already shared information regarding to Purus or Kampung Tematik Elo Pukek through Mass Media or printed flyers, which could take time. People within the community are using social media to promote their community but not effectively that information would reach many people outside of this area. Now that this Instagram account is taken over after the MBKM students, there is lack of knowledge on how to post a proper picture or video with a good caption.

Since the recognition was given by the Padang's mayor and visitors have been stopping by Kampung Tematik Elo Pukek to see how the *maelo pukek* is being handled; guidance, communication and interaction here is necessary with the visitors so they would learn more about the process of fishing using the traditional *maelo pukek* way. In a touristic and educational way at the same time, visitors learn about the whole process on how much time it takes to make a single trawl, the length of a single trawl, how far in the ocean do they drop it, how much time it takes for pulling out the trawls from the water, whether the *maelo pukek* has a season or not,

what kinds of fishes do they catch and how much, and how do they sell directly and freshly? All this information can be recorded and then shared through social media. The benefit it has with it is that these information from Kampung Elo Pukek can be considered as tourism and education view, both at the same time. The recognition will increase if they, the fishermen themselves or the community or at least *Kelurahan Purus*, can focus on this part whereas a small group at least focuses on the tourism and make good use of social media. By being active on this project, can increase the development and income within Purus, not only Kampung Elo Pukek.

Another reason for this research is to find out the reason why people who have been living within this area of Purus for years and not moved out, not being able to learn the use of the new technology and social media in order to develop their community. To learn from the answers, I can get from this reason, and to find out the solution that comes with it whether a realization should take place or whether they will keep as how it is. While children go to school, becoming educated students, graduating from prestigious education institutions, the question lies on them whether they are willing to support their community by sharing awareness and information based on the area further on a larger platform which is known as social media. But seemingly, as many graduates, they moved out of the area Purus or out of Padang in order to build their lives for the better, leaving their parents or the elders who weren't well educated from certain education institutions, behind, but supporting them from a distance.

1.2 Problem Statement

Based on the background written above, the focus of this research is to examine how the community can give the further recognition to Kampung Tematik Elo Pukek through the use of social media as a promotion tool.

1.3 Research Objective

Based on the formulation of the problem above, the objectives of this research were obtained, namely:

1. To explain and come up with ideas on how recognition can be given through social media
2. To explain the benefits of utilizing social media to the community in order to promote Kampung Tematik Elo Pukek

1.4 Research Benefit

1.4.1 Research Benefit Academic

The academic benefit of this research is that it gives us an insight on how to use social media to give an area the recognition it needs and the benefit on how the community can develop.

1.4.2 Research Benefit Practical

The practical benefit of this research is to hope that different parties who carry out the task on promoting an area or giving an area a certain recognition, that they choose the right way to do it through any social media platform.