

## CHAPTER V

### CLOSING

#### 5.1 CONCLUSION

Based on the results of research and discussion of research that has been carried out regarding Recognition of Kampung Tematik Elo Pukek through Social Media, with a case study of Kampung Tematik Elo Pukek, the following conclusions can be drawn:

1. Kampung Elo Pukek was inaugurated on the 22nd of August 2022 by the Minister of Maritime Affairs and Fisheries, Sakti Wahyu Trenggono and is now known as Kampung Tematik Elo Pukek. Among the four fishermen groups: Benteng Sepakat, Puriuh Saiyo, Ombak Badabua and Kelompok Nelayan Kasiak Angek Puruih (KNKAP)., with Mr. Jamaludin as the head. One of the main uniqueness's at Kampung Tematik Elo Pukek is the traditional way of fishing known as the *maelo pukek*. The use of the *maelo pukek*, is not as easy as what many people would think by just pulling out the straw from the sea, but it takes a group of strong men to do so. The challenge they face is when the net is getting closer to shore, is the hope whether they will catch lots of fish or lots of trash instead. In case of a large amount of fish, they will sell all the fishes and share the income among themselves, but when it comes to a small amount of catch, they share the fishes among themselves to cook and eat which makes their teamwork unique as well. By working together and sharing the income or fishes, leads to community empowerment. Furthermore, Kampung Tematik Elo Pukek

receives support from the government, the maritime and the community itself. Some of the supports are financial, fishing needs like nets or machines, and trainings. The activities that be promoted are the *maelo pukek* that the community wants to keep which contains the value and identity of Kampung Tematik Elo Pukek, seafood culinary and the peaceful view.

2. While according to Mr. Jamaludin that he and most of the fishermen do not use social media, the people at Purus Sub-District 1 (*Kelurahan Purus 1*) and the community do use social media. Some of the platforms they use are Facebook, Instagram, YouTube and TikTok for entertainment purposes, connecting with others and being updated (news) of what is new. In order to come up with any events or activities, an idea occur at first. Such idea comes from the higherups such as the government, the head of fishermen or the Purus sub-district. To make this idea come to a reality, they gather everyone who is involved with the development of Kampung Tematik Elo Pukek to brainstorm. Afterwards, they will try to find the support they need whether it's financial support or material support. Then they will start promoting the upcoming event. The benefit of using social media is that social media is free to use. Without any fee, the people of Kampung Tematik Elo Pukek can promote their upcoming events through any social media platforms and the benefits from it is that it reaches a larger audience of other social media users who will then be aware of this area. Recognition is then given to and received by Kampung Tematik Elo

Pukek. When more recognition is received and given, it will benefit the tourism and economic situation within this area such as good infrastructure, easy support access from the government or other organizations and increased income for the fishermen of Kampung Tematik Elo Pukek.

## 5.2 Suggestions

Base on the research and in order to receive more recognition for a better development within Kampung Tematik Elo Pukek, the following can be done:

1. A clean and healthier area: An investment can take place for large garbage cans which should be put everywhere around Kampung Tematik Elo Pukek and not to forget to put signs for not throwing trash anywhere, anywhere near- or in the ocean. This way we can keep the beach and the ocean clean. It is also beneficial for the sea animals to live a healthier life and not only for the locals living there or in that area, but anyone visiting the area.
2. Tourism and economy: By investing in small food stalls that offers traditional culinary or freshly cooked or fried sea food dishes; chairs and tables for relaxation or pleasures; some outdoor sport equipment for the public who are working out such as jogging in the morning or afternoon; a shop that offers merchandises of Kampung Tematik Elo Pukek, Purus or Padang such as keychains and T-shirts will lead to invite more people to come and turn this area into a tourist destination just like Bukittinggi where they sell merchandises such as T-shirts with “Bukittinggi” written on it as a promotion accessory of a destination.

3. Education: Building an exhibition room similar to a mini museum for visitors to gain knowledge about the *maelo pukek* and the history of Kampung Tematik Elo Pukek will be a benefit to let people know more.
4. Education: Proceeding the education program of bringing people from different places together; sharing information regarding to Kampung Tematik Elo Pukek and its value, the background and future plans. By paying a small fee which can include a snack box and a small souvenir as a keychain as a memory. The rest of the fee goes to the development of the area. Automatically, the visitors can also give their own donation. The information shared is theoretical and afterwards, they can gain more knowledge on how to use the *maelo pukek* practically.
5. Promotion: Upgrading and updating their Instagram account by posting new pictures or flyers to update people about new information whether it is current or latest news update or an advertisement of an event or activity that is about to take place here. Old pictures can also be shared to share more historical information of the past and slowly what it has become now, the changes and challenges that were part of the current situation.

