

Fishermen's Characteristic Profile in Using of the Media Communication in Pasaran Island, Bandar Lampung City

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Abstract

Pasaran Island is a small island located in Lampung Bay precisely in the District of West Teluk Betung, of Bandar Lampung city. This island is a fishing village that has a dominant business, namely the drying salted fish. Low levels of education lead fishing community's ability to absorb information, technology and adopting relatively limited. This study object are to determine the characteristics of fishermen in Pasaran Island and the use of communication media used by fishermen in the island. The research was done purposively on the island, located in Pasaran Island, Kota Karang, Bandar Lampung City with respondents which amounted to 125 fishermen. The results showed that the characteristics of the individual fishermen in Pasaran Island is low, especially in formal education and the amount of income, although for age, generally in the productive age category. Media communication which always been used by the fishing community is interpersonal communication, since they are similar in some ways like the values, beliefs, education, social status, interest and so on.

Keywords: fishermen, media, communication

1. Introduction

Development activities in coastal areas is inseparable from the carrying capacity of the environment, sustainability of natural resources (NR) and carried out integrally by the various stakeholders to emphasize the improvement of the local community's welfare. The availability of natural resources on land such as forests, and minerals, as well as productive agricultural land is decreasing while the needs of the population continues to grow accordance with Indonesia's population continues to increase and is projected to reach 267 million by 2015. The need of the population will not be able to fulfilled entirely by natural resources in the mainland, given Indonesia's land area is only a third of the total land area of Indonesia, namely 1,926,337 km² (Dahuri, 2000). The conditions of marine and coastal communities are relatively poor. Fishermen poverty problem is a multidimensional problem so that it required a comprehensive solution, and not a partial solution (Suharto, 2005). Poverty is defined as a condition in which a person is not able to maintain itself accordance with the standard of life of the group and also not able to utilize energy, mental, and physical within the group (Soekanto, 2006). Kusnadi (2002) identify the principal causes that raises poverty in fishermen community geographical isolation issue of fishermen village, making it difficult to make the goods, services, capital, and people come in and come out. That is implicate to slow down the dynamics of social, economic, and fishermen community's cultural.

Pasaran Island is a small island located in the Lampung Bay precisely in the District of West Teluk Betung, the city of Bandar Lampung. Pasaran island has an area of 11.7 ha reached, that partly as a result of reclamation. Pasaran island is crowded inhabited island with 254 families. This island is a fishing village that has a dominant business, namely the drying salted fish and salted anchovy drying. Pasaran Island is widely known as one of the region's largest producer of anchovy in Lampung Province. The priority of dried anchovy's product in Pasaran Island is a type of anchovies fish, such as rice anchovy, nylon anchovy and jengki anchovy. Low levels of education targets cause their ability to absorb and adopt information technology is relatively low. Low levels of knowledge and skills resulted in low ability in managing their business, so it can not develop properly and the average income is low (Cahyono, 2012). On the other hand communication is a tool for humans to interact to satisfy their information needs. The conditions of fishermen community in addition to requiring gear is to get the maximum results in order to improve the catch, as well as communications media. The communication media is expected to provide the selling value to the potential that exists in the Island Market. The existing potential is quite a lot and need to be developed. The important role of the communication media's using have been reached in Pasaran Island. It's just that human resources whom can not takes the advantages of existing media, due to limited access and knowledge to use them, so that the public is difficult to absorb the required information. Noting the symptoms above, the objectives of this study are to determine the characteristics of the fishermen on the Pasaran island of Bandar Lampung City, and the use of communication media that is accessible by fishermen as well as to determine the characteristics of the fishermen in the use of communication media access by fishermen on the Pasaran island, Bandar Lampung City

2. Research Methods

Design research using survey method with quantitative and qualitative approaches. This study was done purposively in the Pasaran island located in Kota Karang, Western Teluk Betung, Bandar Lampung City. This study, carried out by census data, which it collect data from all members of the marine and fishery business groups (KUKP) amounted to 125 people. The data collected in this study consists of primary and secondary data. Data analysis was performed with descriptive analysis, such as frequency distribution, and mean.

3. Results and Discussion

3.1. Pasaran Island Overview

Pasaran Island is an island in the city of Bandar Lampung which located in Kota Karang RT. 09, West Teluk Betung, Bandar Lampung. The distance from Pasaran Island to Kota Karang is ± 1 km with the travel time of about 25 minutes. The large of Pasaran Island currently is around ± 12 acres. At the first, the large of Pasaran Island was only 2 acres. The island is located in the shallow coastal and the residents stockpiled it for residence, so the island is growing larger. Overall Pasaran Island's land is used for various activities, 60 percent of the land used for salted fish drying space while the remaining 40 percent is used for residential, buildings, roads, burial place, mosque, and the field. To reach the Island Pasaran the only access that can be used is boat, for ± 15 minutes (as far as ± 200 meters). Pasaran Island located in the area with an average temperature of 37°C , with an altitude of 2 meters above sea level. The type of soil on the island Pasaran is the type of sandy soil with the characteristic of soil layer is reddish white. The following Figure 1 map Pasaran Island.

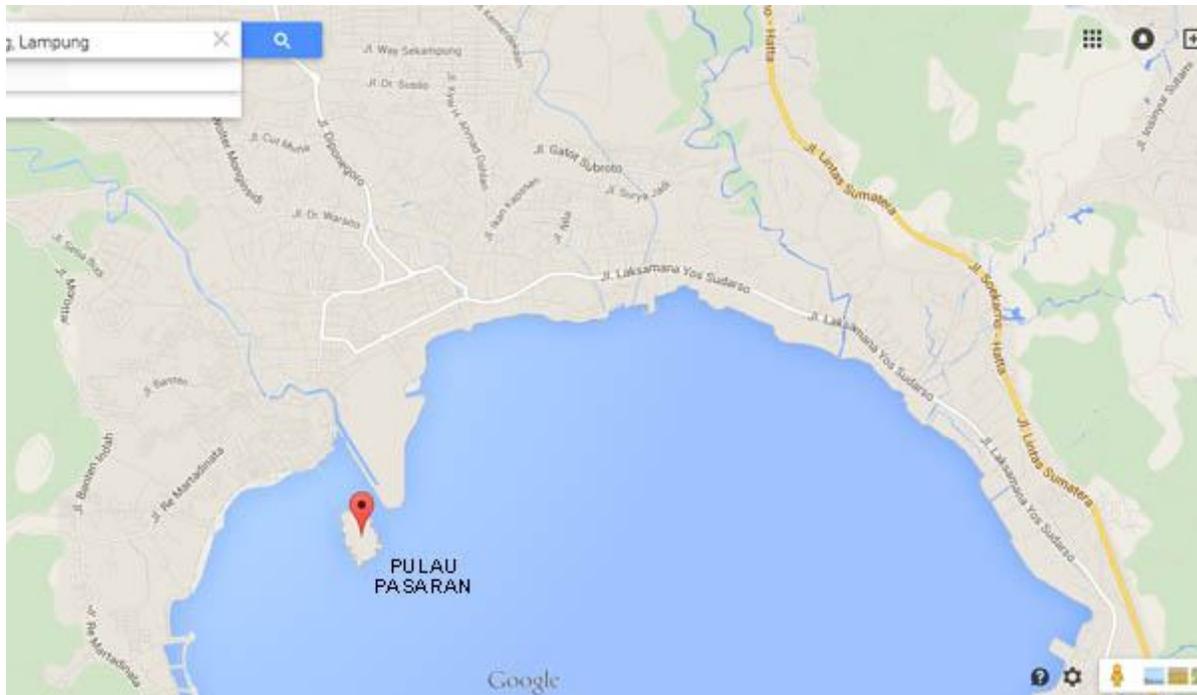


Figure 1: The map of Pasaran Island

3.2 Social Economic conditions of Pasaran Island

The number of residents on the island Pasaran consists of 247 families with a population of 1,123 peoples which consist of 571 men and 552 women.

Table 1: Number of Population by the age group in Pasaran Island, Western Teluk Betung District of Bandar Lampung in 2013

Age Group (year)	Amount (peoples)	(%)
0-4	90	8.01
5-6	34	3.03
7-13	184	16.38
14-16	76	6.77
17-24	181	16.12
25-54	473	42.12
55 above	85	7.57
Total	1.123	100,00

In Table 1 it can be seen that the number of people in Pasaran Island according to age group is dominated by people aged 25-54 amounted to 42.12 percent. Pasaran Island residents are not only working as a processor, but also as labors, entrepreneurs, merchants, and others. State of the population based on the type of livelihood can be seen in Table 2.

Table 2: Number of Residents Based of Livelihood and Education Level

Livelihood	Amount (people)	(%)
Fishermen	73	10,07
Processor	52	8,48
Entrepreneur	27	4,77
Labor	312	55,83
Merchant	118	20,85
Education Level		
Kindergarten	25	2,66
primary school graduates	589	62,66
secondary school graduates,	183	19,47
high school graduates	128	13,62
Masters	15	1,60
Jumlah	940	100,00

Source: Pasaran Island's profile 2014

Table 2 shows that the majority (55.83 percent) of the population on the Pasaran Island work as laborers, while the population who work as salted fish processor is only 8.48 percent. The highest formal education level of the population on the Pasaran Island is primary school graduates (62.66 percent), it is followed by secondary school graduates (19.47 percent) and high school graduates (13.62 percent). Originally the Pasaran islands are the numerous small islands which has a lot of trees and mangroves. Based of opinion from some residents, Pasaran Island was a granted land from Mr. Hi. Marjuki. At this time the residents in the island have an official certificate issued by the land authority, so that the building in there is no longer illegal. The resident of the Island are very friendly, and the intimacy are closely established. One of financial institutions which it located in the Pasaran Island is a cooperative ISM consisting of: 6 salted fish processing group, 4 groups of fishermen and some residents and merchants. This cooperative was born from the residents who have been able to understand the meaning of the cooperative as a socio-economic institution which has the values of cooperation, familiarity and participatory. ISM number of cooperative members is 125 people. Most of the members of cooperative working as salted fish processors and the rest of them working as fishermen and merchants. ISM has a form of cooperative business such as Waserda (All in one Minimarket) which sells hajj tools for fishermen and fish processors. The turnover of Waserda is high and with this Waserda members can find materials and tools for fishing and fish processing easily.

Bank Indonesia through Bank Indonesia Lampung Social Responsibility (BSR) has been providing a support to the dried anchovy processing group through Mitra Bahari Cooperative Work. The submission takes place in the Pasaran Island. Rp 100 million fund allocated for capital reinforcement group, Warung Serba Ada (Waserda) Koperasi Mitra Karya Bahari business unit development, and the provision of diesel fuel for fishermen and fish processors. The provision of assistance through the cooperative can be enjoyed by all members of the processing dried anchovies group in Pasaran Island. So it can realize the independence and increase the public economy of Pasaran Island. The existence of microfinance institutions (MFIs) to legal entities such as cooperatives are needed to promote intermediation's banking to processing fish group. So that, it could support the financial inclusion in the region of coastal communities around Teluk Lampung especially on the Pasaran island. Beside that the MFI is expected to be a facilitator of product marketing together. This meant that the benefits of value-added dried anchovies products that have taken by collector can be enjoyed by fish processors too. The development of MFIs can shorten the marketing distribution channels of dried anchovies thus reduce marketing costs and increase their revenue. The development of Pasaran Island became an independent business cluster is expected to be a role model for the development of micro, small, and medium enterprises to another in the region of Bandar Lampung. At the end it can be able to trigger the economic development of the people with justice and sustainable.

3.3 Facilities and Infrastructure

The availability of facilities and infrastructure at the Island Pasaran include transportation facilities, public roads, houses of worship, schools, and conference hall. Transportation facilities available in this area are motorboats and rowboats which it used to connect the Pasaran Island with the surrounding area. In addition, the island has the main square used as a place of reliance coastal fishing vessels after searching for fish in the sea.

Social and economic supporting facilities contained in Pasaran Island are educational facilities, religious facilities, convention hall, and supporting facilities of the economic activities. Educational facilities available in this island is pre-kindergarten (early childhood education), elementary school (SD) and Islamic Elementary School (MI). Teaching and learning activities in MI using ECD-owned building in the morning which is used for learning activities to teach children of early childhood and during the day is used for teaching and learning activities MI's students. Religious facilities contained in Pasaran Island in the form of a mosque, and there is one building meetings are used to hangout and meeting place between members of the cooperative group of salted fish processing. Media communications on the Pasaran island has become effective. The population uses mobile communications media as a tool of communication with the family and as a tool to informed them when they are going into the sea. The local government facilitates 5 units of computer to be placed in Mitra Karya Bahari cooperative. It planned to used by elementary school students of Elementary School Number 3 Kota Karang in Pasaran Island. The existence of computer facilities for extracurricular activities for elementary school children.

Pasaran Island is also an island that became the development's target area and empowerment of rural internet cafes, the island will also be developed as a minapolitas through Kemenkominfo program. This area used as centers of production, processing, marketing, fishery commodities and services to optimize the information technology facilities including internet access. Moreover, in this area was built an information place that can be used for online business community, and to support it, the training support of computer equipment in support of the program was given. The presence of this facility provides the learning process and utilize the information, so that people can get added value in improving the welfare of their life. The condition of the houses on the island of Pasaran in general can be classified into two categories, namely: (1) semi-permanent house (walls made of boards / woven bamboo, made of asbestos roofs and floors made of cement) and (2) a permanent home (the walls are made of walls, roofs and floors made of tiles and ceramic). Need of clean water for drinking, bathing and washing for residents in the island obtained from tap water (PDAM). The whole family on this island already use tap water to fulfill the clear water. Health facilities are available on the island in the form of village health posts. The dominant type of disease that often affects people on this island are fever (chills). Lighting facilities on the island population comes from State Electricity Company (PLN). The electrical operating for 24 hours. The existence of electricity is very helpful for residents in supporting socio-economic activities. Electricity is generally used for lighting and switch on electronic items such as radio, television and refrigerator.

3.4 Fisherman's Characteristics

Characteristics fishermen include age, formal education, number of families responsibility, the experience of working as fishermen and as fish processors, as well as household income levels of fishermen.

3.4.1 Age

Age is one of the characteristics of the respondents which it very important to know. When referring to the opinion of Rusli (1995) which states that the productive age ranged from 15 years to 65 years, activity and labor productivity is influenced by age. According Mantra (2004), economically productive age group were in the age group 15-64 years old. Based on Table 1, the majority of respondents age in the study area were in the age group of 36-45 years old and the average age of 40 years old. This age group is the group that is classified as productive age will more easily undergo changes in teaching and learning processes in new ideas. Productive age is closely connected with the ability to make decisions and take risks in increasing revenue. Typically, respondents have a level of willingness and enthusiasm is high, more aggressive, brave in facing risks and challenges in doing his job.

3.4.2 Formal Education

Formal education related to the knowledge owned by the the person. Someone who has a high level of formal education more quickly mastered and are able to apply the technology received compared to someone with low education. Formal education to be one measure a person's ability to identify, formulate and solve problems encountered. Adequate education is expected to be able to distinguish the type of resources that can be managed independently and can recognize the priority needs and potential, so it is necessary to increase the knowledge that can support their work in order to have an impact on increasing self-reliance and empowerment of fishermen.

Based on the level of formal education that had followed by respondents who live on the Pasaran Island are classified as having low education in the range of 0-6 years education with formal education average of 6 years or the equivalent of 6th grade.

Low levels of education can reduce the response to the learning process to make changes in the search for information and processing of fishery resources. Now on Pasaran Island there is only one primary school, while the level of education to continue to Junior High School and High School must take a considerable distance because it is located in the District of others.

3.4.3 Family Dependents

Total dependents reflect the availability of family labor that can be empowered. Economically, the number of family members is an asset, when all family members are involved in a production process. In addition, the number of family-related decisions taken by the respondents in conducting its business. The results showed that 57.6 percent of a small family with only 1-3 persons family members, the average number of dependents in the family is three people. The number of family members covered by the majority of respondents are not too many, because of the large number of family members suffered will affect the amount of household expenditure, thus demanding the head of the family to work harder in pursuing a strategy of diversification of employment

3.4.4 Experience of Working as Fishermen and Fish Processors

The experience is one of the factors that affect a person in carrying out the business. The experience is one determinant in the success of the overall respondents. The longer the experience possessed by the respondent, the more skilled in fishing and fish processing. Respondents worked as fishermen and processors salted. On average in the area of research has experience as a processor salted for 10 years to make ends meet. Most respondents have had experience as a fish processor during 11-50 years with a percentage of 40.8 percent. Respondents' experience as fishermen also remains in between 4-10 years, but fishermen already have the ability to go to sea, searching, and fishing, as well as the response to climate change, weather, and technology in catching fish. The average fishermen in research area has over 10 year's experience as a fisherman to meet the needs of fishermen.

3.4.5 Household Income Fisherman

Income is the amount of earned money from his work during a given period, whether daily, weekly, monthly or yearly (Sukirno, 2006). Revenue fishing communities depend on the utilization of fishery resources contained in ocean. The income of fishing communities directly and indirectly would highly affect the quality of their lives, because the income from sailing is a major source of income, so the size of the income would be impact their lives, particularly in their ability to manage their lives. Household income of fishermen derived from the sum of the income from fisheries and non-fisheries reduced by the costs excluded by fishermen within a period of one year. The majority of respondents have a household income Rp 19.0-Rp 55.8 per year with a percentage of 36.8 percent. The size of income on the Pasaran island influenced by livelihood / job that respondents did. The income of earned money for an individual can be defined as all types of income, including income earned without giving any activity that is received by the population of a country, while income respondents in Pasaran Island here is the amount of income / revenue received by the husband, wife and children (if any), both derived from the principal income or income side, usually measured in the number of dollars earned each year. The characteristics's General description of the fishermen individual by category variables and average study are presented in Table 3.

Table 3: Distribution of Respondent based on Individual Characteristics

No	Individual Characteristic	Category	Amount	Percentage
1	Age			
	Young	20 – 35 year	43	34.5
	Adult	36 – 45 year	47	37.6
	Old	46 – 74 year	35	28.0
	Total		125	100
2	Formal education			
	Low	0 – 6 year	88	70.4
	Moderate	7 – 9 year	25	20.0
	High	10 – 12 year	12	9.6
	Total		125	100
3	Family dependent			
	Small	1 – 3 people	72	57.6
	Large enough	4 – 6 people	46	36.8
	Large	7 – 12 people	7	5.6
	Total		125	100
4	Working experience			
	Fishermen			
	Low	1 – 3 year	28	22.4
	Moderate	4 – 10 year	60	48.0
	High	11–45 year	37	29.6
	Total		125	100
	Processor			
	Low	1 - 4 year	41	32.8
	Moderate	5 –10 year	33	26.4
	High	11–50 year	51	40.8
Total		124	100	
5	Household income (in million rupiah)			
	Low	Rp 2.4 – Rp 18.6	38	30.4
	Moderate	Rp 19.0–Rp 55.8	46	36.8
	High	Rp 56.0-Rp 320	41	32.8
	Total		125	100

3.5 The Use of Media Communication

Communications media available in the study area consists of interpersonal media, media groups, the mass media and media hybrid, which can be used by the fishing community to obtain information in accordance with the needs of the community. The use of media in this study is the frequency of respondents in using media in the past month, which can be seen in Table 4. The use of interpersonal media into one communication media that is always used by the respondent. As seen from the frequency of the use of interpersonal communications media that include communication with fellow fishermen, a group leader, chairman of the cooperative and extension agents in the range of 34-63 times a month. This means that fishermen feel already familiar with each other and can work together so that, information regarding the processing of fisheries can be more easily accepted. As the results of research, Indraningsih (2011) says that the media as a transmitter of interpersonal communicative technologies. According to Rogers (1988), familiarity in communication among their peers in the business due to the nature of homophili, which in interaction have in common in such things as values, beliefs, education, social status and other interests.

Effective interpersonal communication of respondents do every day, this is in accordance with the opinion from Effendy (2007), that interpersonal communication is communication between a communicator with a communicant. This type of communication is considered the most effective way to change attitudes, opinions, or human behavior since a dialogical process, compared to the group communication.

The intensity of fishermen group's communication media every month is low. This condition happened because the fishermen rarely have the time to gather as a group, but the quality of the meeting is used as effectively as possible. Social capital is the trust and local cultures that are beneficial to survive in doing intertelasi and process interdependencies group of fishermen. If there is no trust between fishermen, then the group will not develop. It is expected the presence of media groups as container to be used to foster social capital. So that the group as one of the communication media can create high social capital. Moreover, fishermen on the Pasaran Island has been accustomed to living in an atmosphere of mutual cooperation and mutual environmentally responsible homes. On the other hand also has established a pretty good interaction namely the harmonious relationship between the fishermen on the Pasaran Island. Media group is expected to foster community participation in the development of coastal areas and walking only identify the problems in the fishing. In addition to participation is the similarity in language so that it can strengthen existing social capital. According to Dikurahman (2013), through a common language allows each member of the group to interact and communicate. As well as ethnic and religious. Similarities in ethnicity and religion can minimize conflicts in a group of fishermen that can be caused due to differences in cultural roots and outlook on life. Use of total media which consists print and audio-visual media (television and radio) is in the medium category. This is caused by: (1) The limited access of print media that can be accessed by respondents (2) Fishermen are less interested in the print media because it is difficult to understand (3) The limited of information on the fisheries delivered through audio-visual media and (4) Media Audio visual of respondents used more as a medium of entertainment.

The use of hybrid media, generally in the low category. This means that in a month the fishermen only use hybrid media between 10-30 times. This is because of fishermen has more activities at sea. On the other hand, the closeness of the relationship between fishermen, makes the fishermen rarely use the hybrid media as a communication medium. Although low using in the hybrid media it doesn't makes fishermen get the latest information. This is because the fishermen already have a sense of closeness, it is an evident that there is a high interpersonal communication. However, the use of hybrid media felt by fishermen, so even if you're on a voyage there is a sense of closeness among other fishermen

Tabel 4. Media Communication using Distribution in Pasaran Island

Media using	Amount (people)	Percentage (%)
Interpersonal media		
Rarely(2 – 31 times)	26	20.8
Often (32 – 33 times)	36	28.8
Always (34 – 63 times)	63	50.4
Group media		
Never	24	19.2
Once	88	70.4
Twice	13	10.4
Mass media		
Low (5 – 26 times)	12	9.6
Moderate (27 – 30 times)	85	68.0
High (31 – 90 times)	28	22.4
Media hybrid		
Low (10 – 30 times)	67	53.6
Moderate (31 – 60 times)	52	41.6
High (61 – 75 times)	6	4.8

4. Conclusions and Suggestion

4.1 Conclusion

From the results of this research can be concluded that:

1. Characteristics of individual fishermen on the Island Pasaran is low especially formal education and the amount of income although for age generally in the productive age category,. On the other hand long years of fishing experience relatively long around 10 years with a relatively small number of family dependents.
2. Media communication used by fishermen is interpersonal media while media groups rarely used, in contrast to hybrid media and the mass media are often accessible fishing but merely for entertainment.

4.2 Suggestion

Based on the results of the research advice that can be given are:

1. It takes effort to improve the knowledge of fishermen who can support their work, in order to have an impact on increasing self-reliance and empowerment of fishermen.
2. There is a need to increase the frequency of use the communication media groups to foster social capital.

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