

PROCEEDING

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The Asia Network

Bringing Time, Space & Socio-Economic Life Together

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TABLE OF CONTENTS

PREFACE.....	iii
TABLE OF CONTENTS	iv
1. PEASANT ECONOMY IN MALAYSIA: THE ADVENT OF CAPITALISM AND THE EXPANSION OF MONEY ECONOMY INTO AGRICULTURE IN COLONIAL MALAYA A Rahman Tang Abdullah; Fazli Abdh Hamid.....	1
2. ANALYSIS OF REGIONAL ECONOMIC INEQUALITY AREAS IN WEST KALIMANTAN Abdul Piqram, Navira Wulandari, Muhammad Rais	10
3. THE RELATIONSHIP OF THE JATIGEDE DAM CONSTRUCTION TOWARDS SOCIO-ECONOMIC CONDITIONS ON FARMING COMMUNITY IN THE DISTRICT OF JATIGEDE-SUMEDANG Ade Lina Sugiarti	16
4. ANALYZING GLOBALIZATION AS THE MAIN CAUSE OF THE LIFESTYLE CHANGES IN ASIA Ancellmus Mario Taruliasi, Anggia Utami Dewi, Dadan Suryadipura	23
5. JAVANESE MIGRANS' WORLD VIEW IN OLAK-OLAK KUBU VILLAGE, DISTRICT OF KUBU RAYA Andang Firmansyah, Superman, Galuh Bayuardi	27
6. RESEARCH TRENDS OF SMART CITY IN INDONESIA: WHERE DO WE GO FROM HERE? Andika Sanjaya, Swante Adi Krisna, Tatas Bayu Mursito	33
7. POLICY IN THE DEVELOPMENT OF TAMAN BACAAN MASYARAKAT: CASE STUDY IN WEST BANDUNG REGENCY, WEST JAVA Andri Yanto, Samson CMS.....	40
8. THE DIFFERENCE OF LEARNING MODEL THINK-TALK -WRITE (TTW) AND TRAFFINGER IN IMPROVING STUDENTS CRITICAL THINKING SKILLS IN SOCIOLOGY SUBJECT" Anggia Amanda Lukman, Gurniwan Kamil Pasha, Wahyu Erdiana	45
9. FINANCIAL EDUCATION BASED ON TECHNOLOGY ON SMES IN CENTRAL JAVA Anindya Ardiansari, Achmad Slamet, Norma Cahyantina	54
10. ANALYSIS ECONOMIC GAP INTER-REGENCY JAMBI PROVINCE 2016 Aprilianto Nurrohim, Nur 'Izzatul Hikmah, Puput Erna Syawati	60
11. GEBYAK TOPENG SENIN LEGIAN AS A STRATEGY OF INHERITATION WAYANG TOPENG MALANGAN IN GLOBALIZATION ERA Arining Wibowo	68
12. SPATIAL PROCESSES OF SQUATTER SETTLEMENTS ON THE BANKS OF THE RAILROADS AND ON THE GRAVEYARD IN THE CITY OF SEMARANG Ariyani Indrayati, Wahyu Setyaningsih.....	78
13. ENVIRONMENTAL AND NATURAL DISASTER RISK MANAGEMENT STUDIES THE ROLE OF MANGROVE IN FACING NORTH COAST ABRASION IN SAYUNG DISTRICT DEMAK REGENCY OF CENTRAL JAVA Atina Salsabila, Haryati Putri Nengsih, Sagita Mahatir Muhammad	82
14. THE EXISTENCE OF NGAROT TRADITION IN MODERNIZATION ERA Ayu Riyanti	86
15. CONSTRUCTING SOCIAL MOBILITY AND SOCIAL COHESION: A BUSINESS COMMUNITY CASE STUDY IN MALAYSIA Azlina Abdullah, Mohd Mahadee Ismail, Nor Azlili Hassan, Hairol Anuar Mak Din	94
16. INDIA'S RECENT POLITICAL RELATIONSHIP WITH SOUTH EAST ASIAN COUNTRIES WITH SPECIAL REFERENCE TO INDONESIA Balraj Singh.....	101
17. THE SOCIAL AND CULTURAL NARRATIVE OF JAVANESE FARMER BATIK Bani Sudardi	106
18. TRADERS, TRADING AND NETWORK ETHNOGRAPHY STUDY IN UJUNG BERUNG MARKETPLACE, BANDUNG Budiawati Supangkat, Johan Iskandar	111
19. HISTORICAL LEARNING BASED MEDIA WAYANG SULUH Cahyo Budi Utomo, Syaiful Amin, Atno	119
20. GROWTH AND DIVERSITY INTER-REGIONAL ECONOMIC DEVELOPMENT IN D.I. YOGYAKARTA PROVINCE 2015 Dani Ramadhan, Lu'lu'il Munawaroh, Kukuh Aji Pranata	125

21.	ASEAN: PROSPECTS AND CHALLENGES Dede Mariana, Diah Fatma Sjoraida, Heru Ryanto Budiana.....	132
22.	WOMEN AND FUELWOOD: A STUDY OF THE USE OF FUELWOOD AS HOUSEHOLD ENERGY IN CILELES VILLAGE, SUMEDANG, WEST JAVA Dede Tresna Wiyanti and Asep Rachlan.....	138
23.	MODEL OF MULTICULTURAL SOCIETY DEVELOPMENT BASED ON NATIONALITY CHARACTER IN MEDAN CITY Deny Setiawan.....	144
24.	WATER THERAPY AS A TREATMENT CULTURE BY JAMA'AH PESANTREN SURYALAYA – TASIKMALAYA INDONESIA. Djarlis Gunawan.....	153
25.	CORRUPTION IN RURAL JAVA DURING THE COLONIAL GOVERNMENT IN NETHERLANDS INDIA Effendi Wahyono.....	160
26.	ESTABLISHMENT OF JAVA ETHICAL VALUE AS A PRESERVATION OF INDONESIAN CULTURE Elly Kismini.....	169
27.	UNITY IN DIVERSITY: PORTRAIT OF MULTICULTURAL INTERACTION SENIOR HIGH SCHOOL STUDENTS IN YOGYAKARTA Erik Aditia Ismaya, Septian Aji Permana, Ary Purwantiningsih.....	175
28.	RESISTANCE AND RESILIENCE: RESPONSE OF KAMPUNG NAGA RESIDENTS TO CULTURAL TOURISM Ema Herawati.....	179
29.	ACCULTURATION OF HANSAMO KOREAN CULTURAL COMMUNITY IN BANDUNG Evi Novianti, Priyo Subekti.....	187
30.	TRADITIONAL MEDICINE AND MEDICAL PLURALISM IN EASTERN INDONESIA (A LITERATURE REVIEW) Fadly Husain, Baiq Farhatul Wahidah.....	191
31.	THE CONTESTATION OF RELIGION AND POLITICS IN SOCIAL MEDIA Farisha Sestri Musdalifah, Firman Kurniawan Sujono.....	199
32.	LINE TODAY: AN ALTERNATIVE SOURCE OF INFORMATION FOR JOURNALISM STUDENTS AT THE FACULTY OF COMMUNICATION SCIENCES UNIVERSITAS PADJADJARAN Gumgum Gumilar; Andika Vinianto Adiputra.....	209
33.	ETHNIC CROSS RELATIONSHIPS STRENGTHEN THE SOCIAL COHESION IN MALAYSIA Hairol Anuar Mak Din, Mansor Mohd Noor, Azlina Abdullah, Mohd Mahadee Ismail, Nor Azlili Hassan, Ummi Munirah Syuhada Mohamad Zan dan Nurulhuda Mohd Aseri.....	215
34.	IMPROVING MORALITY AWARENESS BASED ON LOCAL CULTURE BARITAN IN LEARNING SOCIAL SCIENCES Hanida Eris Griyanti & Indah Safitri.....	218
35.	GLOBALIZATION AND SOCIO- CULTURAL CHANGES IN RURAL SOCIETY OF SOUTH COAST JAVA Hartati Sulistyono Rini.....	223
36.	THE CHILDREN PROTECTION IN THE POLICY OF NARCOTICS LAW Hendra Mulyadi.....	228
37.	SARUNG BATIK AS DIVERSITY IDENTITY OF INDONESIA Heni Indrayani, Rr. Wuri Arenggoasih.....	235
38.	THE PROSPECT AND THE FUTURE OF YOUNG ADULT KRONCONG GROUP AT INDONESIA UNIVERSITY OF EDUCATION IN BANDUNG Hery Supiarza, Cece Sobarna, Yudi Sukmayadi, R.M. Mulyadi.....	244
39.	THE ICT AND CULTURAL CONSERVATION FOR HERITAGE IN SEMARANG Ibnu Sodik, Tsabit Azinar Ahmad, Andy Suryadi.....	251
40.	FEMALE JOURNALIST IN RADIO BROADCASTING INDUSTRY IN BANDUNG Ika Merdekawati Kusmayadi, Achmad Abdul Basith.....	259
41.	DEVELOPING VIRTUAL LEARNING ENVIRONMENTS IN ELEMENTARY SCHOOL Imaniar Purbasari, Erik Aditia Ismaya, Nunuk Suryani, Djono.....	265
42.	SOCIAL MEDIA AND FAKE NEWS IN 2017 JAKARTA GOVERNOR ELECTION Ita Musfirowati Hanika, Arlinda miranti.....	269
43.	ASIAN NETWORKING CONNECTING REGIONAL VALUES: MENTAWAIAN AND DAYAK CHANGES Johan Weintré and Maskota Delfi,.....	277

44.	THE PROTOTYPE OF "SISIRBUMI" (EARTHQUAKE SIRINE SIMULATION) MEDIA FOR EARTHQUAKE PREPAREDNESS EDUCATION FOR STUDENTS WITH VISUAL IMPAIRMENT Juhadi, Heri Tjahyono, Arindya Mardani	282
45.	THE RITUAL OF SEDEKAH GUNUNG: THE COMMODIFICATION OF HARMONIZATION SYMBOL OF JAVANESE SOCIETY Julianne Indah Rachmawati and Adi Putra Surya Wardhana	288
46.	GENDER AND DEMOCRACY: WOMEN AND POLITICS IN MALAYSIA Kartini Aboo Talib	295
47.	COMMUNITY EMPOWERMENT THROUGH ROLE MODEL ON VASECTOMY IN JETIS SUB DISTRICT, MOJOKERTO REGENCY, EAST JAVA, INDONESIA Linda Presti Fibriana, Tedjo Danudjo Oepomo, Suminah, AA Subiyanto	303
48.	INFORMATION SUBMISSION ON THE PACKAGING BY DISTRIBUTOR TO IMPROVING THE KNOWLEDGE OF THE SELLER ABOUT JAMU (THE INDONESIAN TRADITIONAL HERBAL MEDICINE) AS HEALTH PRODUCTS Lukiati Komala, Priyo Subekti, Hanny Hafiar	307
49.	THE EFFECT OF CAPABILITY DEPRIVATION ON THE BREEDERS' FUNCTIONING IN COW MILK TRADING NETWORK IN GETASAN SUB DISTRICT, SEMARANG REGENCY L.V.Ratna Devi S, Darsono, Drajat Tri Kartono, Y.Slamet	319
50.	BORDER TOURISM MODEL THROUGH THE DEVELOPMENT OF CENTER OF ECONOMIC ACTIVITY AND BUFFER AREA IN MERAUKE Machya Astuti Dewi, Meilan Sugiarto, Iva Rachmawati	323
51.	POLITICAL DYNASTY IN THE INDONESIA REGIONAL HEAD ELECTION Martien Herna Susanti	328
52.	SOCIETAL PERCEPTION ON THE ROLE OF GOVERNMENT IN DEVELOPMENT GOVERNANCE AND ETHNIC RELATIONS IN MALAYSIA Mohd Mahadee Ismail, Mansor Mohd Noor, Azlina Abdullah & Nor Azlili Hassan	333
53.	ZOO THERAPY IN JAVANESE TRADITION Murtini & Bani Sudardi	340
54.	THE MEANING OF PUPPETEER AND COMMUNICATION EXPERIENCE PUPPET GOLEK MASTER THROUGH THE POLITICAL CAMPAIGN Nada Arina Romli, Hanny Hafiar, Suwandi Sumartias	346
55.	DETERMINING OF INEQUALITY AND WELFARE LEVEL AMONG DISTRICTS IN NORTH MALUKU USING WILLIAMSON INDEX AND KLASSEN METHOD Nailul Itsna Afifah, Millati Khanifa, Zianantul Walidah	349
56.	CHINESE CULTURE INSPIRATION IN MAKING LASEM BATIK MOTIF Nanang Rizali, Bani Sudardi	356
57.	INFORMATION LITERACY COMPETENCY FOR STUDENT IN HIGHER EDUCATION Neneng Komariah, Pawit M. Yusup	360
58.	ENVIRONMENTAL MANAGEMENT AND DISASTER RISK REDUCTION IN INDIA Navneet Singh	365
59.	INHERITANCE OF SOCIAL SOLIDARITY VALUES IN TRADITIONAL CEREMONY OF NGABUBUR SURO Nindita Fajria Utami,	367
60.	BUSINESS NETWORKING AND SOCIAL COHESION AT WORKPLACE IN MALAYSIA Nor Azlili Hassan, Azlina Abdullah, Mohd Mahadee Ismail, Ummi M Syuhada Mohamad Zan	372
61.	THE EFFECT OF INFLATION, EXCHANGE RATE, DOW JONES INDEX AND NET EXPORT TO COMPOSITE PRICE INDEX Norma Chayatina	377
62.	VALUE EDUCATION OF ART LEARNING FOR CHILDREN WITH VISUAL IMPAIRMENT Nur Fajrie	388
63.	ANALYSIS ECONOMIC GAP INTER-REGENCY JAMBI PROVINCE 2015 Nur 'Izzatul Hikmah, Aprilianto Nurrohim, Puput Erma Syawati	394
64.	FATAYAT – NAHDLATUL ULAMA: ISLAM, WOMEN AND GLOBALIZATION Nuraeni	400
65.	ETHNICITY AT WORKPLACE: A BUSINESS COMMUNITY IN MALAYSIA Nurulhuda Binti Mohd Aseri, Mohd Mahadee Ismail, Nor Azlili Hasan, Ummi Munirah Syuhada Mat Zan	406
66.	CULTURAL ADAPTATION: SALAMANDER BIG BAND AND HIS ADAPTATION ON AMERICAN JAZZ BIG BAND MUSIC	

	Oki Dirgualam, Dadang Suganda	411
67.	ADAPTATION STRATEGIES OF THE LOCALIZATION COMMUNITY POST-CLOSURE DOLLY IN SURABAYA Pardamean Daulay	418
68.	THE CORRELATION OF SOCIAL VALUE COMPREHENSION WITH STUDENTS' SOCIAL ATTITUDE IN THE ELEVENTH GRADE SOCIAL SCIENCE IN SENIOR HIGH SCHOOL Pretty Eristia Arinda	425
69.	ADAPTATION PROCESS OF MIGRANT STUDENTS IN JATINANGOR FROM THE CULTURAL COMMUNICATION PERSPECTIVE Priyo Subekti, Evi Novianti, Kokom Komariah	429
70.	POTENTIAL HUMAN RESOURCES IN SUPPORTING THE TOURISM INDUSTRY ON THE SLOPES OF MOUNT UNGARAN SUB-DISTRICT WEST UNGARAN SEMARANG REGENCY CENTRAL JAVA PROVINCE INDONESIA Puji Hardati, Sunarko and Nina Witasari	433
71.	SELFIE WOMEN'S PHOTO ON INSTAGRAM (VIRTUAL ETHNOGRAPHY STUDY POST PHOTOS SELFIE ON INSTAGRAM) Putri Trulline, Kismiyati El Karimah	438
72.	LEARN HISTORY OF INDONESIA IN CHANNEL YOUTUBE (VIRTUAL ETHNOGRAPHY STUDY ABOUT LEARN HISTORY OF INDONESIA ON CHANNEL YOUTUBE EDUANIMATE) Rachmaniar, Fitri Perdana, Ikhsan Fuady	441
73.	URGENCY OF REGULATING LIVING LAW AS CULTURAL IDENTITY OF INDONESIAN SOCIETY IN DRAFT BILL OF INDONESIAN NATIONAL CRIMINAL CODE Rahel Octora, Ai Permanasari	445
74.	WOMEN IN ORCHESTRA PERFORMANCES IN INDONESIA Ranti Rachmawanti	456
75.	THE CORRELATION OF STUDENTS' FASHION STYLE AND CRIMINAL ACTS (A CASE STUDY IN UIN SYARIF HIDAYATULLAH JAKARTA) Renggi Anggraini	462
76.	UNDERSTANDING UNETHICAL DECISION MAKING OF STUDENTS AND EDUCATIONAL PROGRAM IN UNIVERSITY Retno Kumolohadi, Frieda Mangunsong, Julia Suleman	466
77.	PRODUCTION, DISTRIBUTION AND CONSUMPTION AMONG THE KASEPUHAN: VALUES AND CULTURAL IDENTITY OF A PEASANT ECONOMY Rimbo Gunawan	472
78.	SYMBOLIC DOMINATION AGAINST WORKING MOTHERS IN INDONESIAN MEDIA (LEGITIMATION OF DOXA OF WORKING MOTHERS' ROLE IN TUKANG BUBUR NAIK HAJI SOAP OPERA) Risya Zahrotul Firdaus, Eduard Lukman	481
79.	THE PHENOMENA OF "KASEREPAN" IN THE GAMELAN KOROMONG ART PERFORM IN CIKUBANG VILLAGE RANCAKALONG DISTRICT SUMEDANG, WEST JAVA (MYSTICAL TOURIST DESTINATION IN RITUAL CEREMONY FOR HONORING DEWI SRI) Rony Hidayat Sutisna, Dadang Suganda, Reiza D. Dienaputra, Bucky Wibawa Karya Guna	490
80.	TRADING NETWORK AND THE INFLUENCE OF POWER ON The Onin Peninsula, PAPUA IN 19th CENTURY Rosmaida Sinaga & Farida	497
81.	NATURE TOURISM ENCHANTMENT BOOKLET OF KEBUMEN REGENCY AS IPS LEARNING SOURCES Rudi Salam, Ferani Mulianingsih, Aisyah Nur Sayidatun Nisa	505
82.	TRADITIONAL HERBAL MEDICINE USE AS THE SUNDANESE LOCAL WISDOM IN CIPATAT SOCIETY, KABUPATEN BANDUNG BARAT Santi Susanti, Asep Suryana, Rangga Saptya Mohamad Permana	508
83.	THE MYTH OF TAYUBAN IN VILLAGE CLEANING RITE IN BEJI VILLAGE, KELURAHAN TAWANGMANGU, KARANGANYAR REGENCY AS THE KLANGENAN RITE OF KYAI MENGGUNG KUSUMO, ITS EXISTENCE IN GLOBALIZATION ERA Sawitri	512
84.	SUEZ CANAL, EGYPT: THE PROBLEMS IN ASIA – AFRICA BORDER BASED ON HISTORY Shubhi Mahmashony Harimurti	515
85.	UTILIZING KARANG JAHE BEACH TOURIST MARKET TO DEVELOP LOCAL POTENCY OF PUNJULHARJO VILLAGE OF REMBANG KOTA SUB DISTRICT	

	Sigit Pranawa	520
86.	INFOGRAPHIC DESIGN ON CHILD SEXUAL ABUSE FOR CHILDREN'S LIBRARY ACTION RESEARCH ON INFOGRAPHIC DESIGN ON CHILD SEXUAL ABUSE FOR CHILDREN'S READING ROOM IN LIBRARY AND ARCHIVE OF WEST JAVA Siti Alyza Rizqika Noordin, Dian Sinaga, Saleha Rodiah	524
87.	THE INFLUENCE OF NATURAL TOURISM AREA OF PANGJUGJUGAN TOWARDS THE LIFE OF SURROUNDING COMMUNITY Sri Nurohim	532
88.	ECONOMIC INEQUALITY AND POVERTY ALLEVIATION IN BANTEN PROVINCE Surya Fatikhin, Putri Ayu Sugiarti, Mochammad Andhika Reza Pratama, and Yufliha Ashri	540
89.	MENTAL REVOLUTION THROUGH PANCASILA EDUCATION IN HIGHER LEVEL AREA OF EDUCATION: AN ACADEMIC-PHILOSOPHICAL STUDY Suryo Ediyono	547
90.	ECONOMIC EMPOWERMENT OF POOR COMMUNITIES THROUGH CSR: A SYNERGY OF ABGC (ACADEMICIAN, BUSINESSMAN, GOVERNMENT, COMMUNITY) IN SEMARANG Suwarno Widodo, Ririn Ambarini	554
91.	THE ANALYSIS OF MORPHODYNAMIC MODEL AS THE BASIC OF WATERSHED MANAGEMENT USING REMOTE SENSING TECHNIQUES Tjaturahono Budi Sanjoto, Wahyu Setyaningsih, Sriyanto	560
92.	PANCASILA IDEOLOGY VS TRANSNATIONAL RELIGIOUS MOVEMENT CASE OF THE DISSOLUTION OF THE HIZBUT TAHRIR INDONESIA BY THE INDONESIAN GOVERNMENT Thomas NA, Sri Mastuti, Arief Sudrajat, Agus Trilaksana	565
93.	FORMS OF SOCIAL INTERACTION BETWEEN DISCIPLES OF RELIGIONS IN RURAL COMMUNITY Thriwaty Arsal, Sumartono	571
94.	SENDE LAND AND THE ADAPTATION STRATEGY OF RURAL COMMUNITIES IN THE FACE OF ECONOMIC CRISIS IN YOGYAKARTA IN THE XX CENTURY Tiwuk Kusuma Hastuti, Retno Kusumawiranti, Umi Yulianti	575
95.	WHICH COLOR CAN INFLUENT CONSUMER'S PERCEPTION OF HEALTHFULNESS? THE EFFECT OF PACKAGING COLOR ON CONSUMER'S HEALTHFULNESS PERCEPTION IN INDONESIA Tri Cahyono	582
96.	ETHNIC BOUNDARIES AMONG MULTIETHNIC BUSINESS COMMUNITY IN MALAYSIA Umami Munirah Syuhada Mohamad Zan*, Hairol Anuar Mak Din, Nurulhuda Mohd Aseri	590
97.	COMMODIFICATION OF CHILD LABOR AS ENDORSE MODEL IN INSTAGRAM Vanya Amalia Putri, Eduard Lukman	593
98.	ECONOMIC TRANSFORMATION DURING THE EARLY PERIOD OF INDONESIAN INDEPENDENCE, FROM COLONIAL TO NATIONAL ECONOMY Wasino	601
99.	INNOVATION OF PANCASILA EDUCATION ASSESSMENT AND CITIZENSHIP SCHOOL Wijianto, Winarno, Machmud Al Rashid	605
100.	PEDAGOGIC COMPETENCE PROBLEMS PANCASILA AND CITIZENSHIP EDUCATION TEACHERS VOCATIONAL HIGH SCHOOL Winarno, Wijianto	609
101.	THE FACTORS AFFECTING STUDENTS IN CHOOSING MANAGEMENT ACCOUNTING TOPICS ON THE THESIS ARRANGEMENT Yanti Puji Astutie, Setyowati Subroto, Ira Maya Hapsari	614
102.	CREATIVITY OF "PINTO ACEH" MOTIF EMBROIDERY DESIGN AS STRATEGY TO MAINTAIN CULTURAL VALUES Yuli Kusdiarni, Darsono, Sapja Anantanyu, Mohd. Harisudin	627
103.	PARTICIPATIVE LEADERSHIP IN "KAMPUNG PREMAN" COMMUNITY EMPOWERMENT A CASE STUDY IN KAMPUNG BADRAN, YOGYAKARTA Yuli Setyowati, Widodo Muktiyo, Mahendra Wijaya, Sarah Rum Handayani Pinta	632
104.	ECONOMIC COMMUNITY EMPOWERMENT BASED ON MANGROVE FOREST CONSERVATION IN EAST LAMPUNG Yuniar Aviati Syarief	632
105.	THE ROLE OF LOCAL WISDOM IN STRENGTHENING COMMUNITY IDENTITY Yustikasari and Feliza Zubair	644

BORDER TOURISM MODEL THROUGH THE DEVELOPMENT OF CENTER OF ECONOMIC ACTIVITY AND BUFFER AREA IN MERAUKE

Machya Astuti Dewi, Meilan Sugiarto, Iva Rachmawati

Abstract

Border tourism model is one of alternative ways for strengthening the development and increasing the welfare of border community. The border tourism can be initiated by deliberating the existing potency and activity in border area. By using the model of growth that put the economic activity as a central point for developing a border area, accordingly border tourism in Merauke could endorse Sota as a center of economic activity in border community. Meanwhile, the surrounding area could be functioned as a buffer area by its contribution in fulfilling the demanding goods and services in that central point area. And also by functioning traditional market as a place for attracting visitors, ecotourism could be functioned as a part of the development of border tourism. This article will highlight the importance of community economic activity for developing an area, especially border area. Started from this matter, the border tourism will be developed together with the development of buffer area for supporting the central economic activity.

Keywords: Border Tourism, border crosser traditional market, buffer area.

INTRODUCTION

Border tourism has not been well developed in Indonesia. The distance between one place and another and the minimum facilities provided in this area become the obstacle of attracting the travelers to visit the border areas. Meanwhile, in the other hand, tourism is one of the important things that can lead the community to a better welfare. Sota in Merauke as one of the border areas in Indonesia has a chance to become a border tourism destination. Besides being situated in the traffick route of crossborder to go in and out Papua New Guinea, Sota also has attractive natural resources due to its location inside the Wasur National Park.

In November-December 2016, the Ministry of Tourism held a cross border festival in Papua. This festival is a 3 border festival, where the 2 border festival was held in Skouw Jayapura and 1 was in Sota, Merauke. The program performed a number of dances and music. Besides inviting a local group who performed traditional dance and music, some singers and bands from Jakarta also participated to make it more festive. In Skouw, a band from Vanimo also joined and performed in the crossborder festival. Meanwhile the crossborder festival in Sota, Merauke, was the first festival and it was a success being held on December 3rd, 2016. The event was visited by hundreds of Papua New Guinea's citizens. The festival was also welcome by the local citizens of Sota. It took place in Sota square, Merauke, and various shows and games were performed. Abraham Lebalauw, the general consul of Republic of Indonesia for Papua New Guinea hoped that this activity could become an annual agenda in the border of Papua-Papua New Guinea (Consulate of the Republic of Indonesia in Vanimo, 2016).

In fact, such activity has been held by Sota District in commemorating August 17th. In collaboration with the military personnels who guard the border area, the celebration of August 17th was held by inviting Wereaber and Weam villagers, the closest village of Papua New Guinea border. Every year, there is not less than 500 citizens of PNG came and spent some days in Sota. They use some public facility like school building. They come, both male and female, youngster or the elderly and also children. During their stay in Sota, the head of the district provide food and drink from the donation of some institutions and local people. Of some government's institution and local people. In the other hand, Sota citizens came to Wereaber and Weam on the invitation to attend the same celebration (interview, August 17th 2014).

The attention toward border areas in Indonesia began to increase in the recent years when the welfare approach started to replace security approach in managing the border areas. It is assumed that a good welfare can be the good border defense as well. Therefore, border areas are not viewed as a cast port that protect everything inside and cut any access and facility any longer. Border area is in turn viewed as the front verandah of a country which is managed in cooperation with the neighbor country to result in good mutual relationship.

A research by Fauzan et al. about the development of Sota region as a border tourist resort shows that it is important for Sota to start to develop a border tourism through two main pillars, namely, eco tourism and culture tourism. This idea is constructed by taking local natural resource and

culture around the border area that can attract the travelers' interest to see the uniqueness of the nature and culture of the area into account. These two main pillars are supported by four additional pillars, namely, people empowerment, integrated promotion, the development of facilities, and the local government's policy that supports the development of tourism. This research also shows that there are many things that have to be prepared in order to support the development of the tourism in border area of Sota to become a border tourist resort such as physical facilities and integrated policy. Considering the minimum amount of the eco and culture tourism in the area, this article is highlighting the importance of Merauke to develop Sota as a cluster of economic activity as the attraction of border tourism which is supported by the development of the buffer areas in the surrounding districts. The sustaining areas are those that can contribute to the economic activity of the border area. For that reason, the border tourism can be addressed to the domestic tourist and tourist from Papua New Guinea or other countries (Fauzan, 2014: 125-248).

THE SIGNIFICANCE OF DEVELOPING THE BORDER MARKET AND THE BUFFER AREA

The border area of a country, according to Tarigan, can grow and develop through economic activities that have to be able to survive by paying attention to the aspect of attainability and threshold (Tarigan, 2005: 85-87). The notion of attainability aspect is related to the vastness of an area, and its impact to the geographical service. The notion of threshold is more related to the minimum number of population in order that a product or service center can survive because of the existence of the consumers who get the service/product. Referring to the two things, besides the existence of sufficient public facility to support the community's economic activities, a border area also need an amount of economic actors that is sufficient for making a market alive (there are demands and offers).

It is agreed by Husnadi that a border area is possible to be an economic cluster if there are intensive movements of people and goods. An important note added by Husnadi is that the situation can give profit to the border area, however, it also can be the vice versa: it will edge the local community when they have low competition powers, have no bargaining object, have weak natural resources management, and lack infrastructure facility. In that reason, in order to make a border area have a better welfare level, it must be developed into a center of community economic activities (Husnadi. 2006).

Both Tarigan and Husnadi perceive that the community's economic activities in the form of a market can be an impeller of the development of a border area. Also Bangun's thesis conclude that trade is a cluster of the development of the border area of China-Vietnam can be adopted in developing the border area of West Borneo-Serawak. In China-Vietnam, the two countries do a collaboration to give facility and rule that support the trade among local community. Meanwhile in the border of Kalimantan-Serawak, Bangun gives a note that the big difference in economic levels demands a model of area development in border area. If it is based on the trade between China-Vietnam, it must be followed by a strategy of altering the development of infrastructures, strengthening the condition of social and economy of the people in border area, human resources development, and strengthening the good institutional aspects. This means, in accordance with Tarigan although there are a number of individuals who are evitable for economic activities, it has to be followed by the service of public facility (Bangun 2014).

Not only public facility, traditional trades exist around the borders of Myanmar, China, Thailand, and Laos developed well in the supports of a special regulator that support border activities through CBTA or the Cross Border Transport Agreement. The development of trade area done by the government is among others the Mohan Border Trade Zone and Biten Border Trade Zone in the borders of China and Laos in Yunnan Province. Meanwhile, China invests in Laos such as in the province of Namtha and Bokeo, Laos. The borders of the four countries are getting more advanced by the opening of free trade between Thailand and Yunnan province in 2003. Of course foreign investments and also the opening of free trade was well appreciated by Laos and Myanmar that economically need more support to administer public facility and improve their economic activities. Although the four countries have different views in the Corridor of North South Economy, in the implementation of border management they are able to keep mutual relationship for the sake of economy development (Tsuneishi. 2009).

However, a border area might be not a potency demands and offer by seeing some obstacles such as tariffs and different policies between the two border areas that cause the economic potencies in the area do not grow in their best way due to the lack of market attainability (Niebuhr dan Stiller, 2001). This matter can be a consideration in developing the border area by paying attention to the connectivity aspect of the cluster and buffer area, transportation, accommodation and communication are the requirements in developing border area. The study from Bappenas in 2003 stated that the

development in border areas can be done with growing model where the aspect of service facilities in border areas must be fulfilled, for example, the border posts, industrial area, bonded areas, and citizen's dwelling (Koespramoedyo, 2003: 30-34).

Some traditional trades in border areas show positive trend with the increment of the trade involvement among the community of two countries. a case of traditional trade in Silawan village, district Belu, Nusa Tenggara Timur that border with Timor Leste was highly appreciated by the citizens if the two countries. Although the market is not done daily, the traders' enthusiasm from both countries is great. The buyers are mostly coming from Timor Leste while the sellers are mostly Indonesians. Using dollar as the means of trading, Silawan market become the cluster of economic activities of the community in border area (Rachmawati and Fauzan, 2013). It also happens in Vietnam and Laos, traditional trade (informal trade) of vegetables and fruits, clothing and plastic goods become a trade line that is more capable of giving a better chance to the traders because of the more competitive prices than what formal traders give. The support of transportation facility and the easiness of the regulation can propel the increment of the trade volume every year (Myers and Whartoned, 2005).

The trades that occur in border areas become an important thing that can boost the development of the border area and can give a better living for the local community. A research by Awang (2013) about Serikin Market in the border of Malaysia and Indonesia shows positive things for the new economy and the community's welfare. The traditional market was developed not only as an economic activity that can fulfill the daily needs and enhancing the people's welfare, but also developed as other economic activity, that is, tourism (Blatter, 2000). Serikin Market is capable to serve as a new shopping tourism in Serawak, Malaysia. Many citizens of Malaysia come to the market on weekend to buy certain goods such as mukenah, Dayak handicraft, rattan handicraft, or simply having a culinary tour (Gadingga, 2016).

The trading activities in border area also become one part of cross border activities in Padang Besar, a border of Malaysia-Thailand. Since 1950s, this area has become the border trade center that attracts more and more visitors. The tourist who come to Padang Besar are mostly come from Malaysia either for shopping, because the low price offered, or simply spend their weekend in the border area of Thailand. Because, besides offering shopping tourism, Padang Besar also has historical tourism such as Malay kingdom Pattani and Tarutuo islands. The existence of this border market gives support to a better living in the surrounding villages like Wang Kelian and Kaki Bukit (Azmi, 2015).

Referring to border trade activity that can be one of the tourism product is surely widening the chance for the local border community to increase their welfare. People come not only to meet their economic needs but also to enjoy the trade itself. They have fun in shopping. For Miller, 1 trade is a part of tourism product that can be sold to meet the need of shopping tourism for a particular group of people. Miller includes 'shopping' as a part of motivation for a number of visitors and hence made the term shopping tourism. Shopping tourism in border area offers a chance for the border area to be a center of economic activity where there is economic activity namely offers and demands on both goods and service. It also can be an economic activity cluster of the community which will promote the existence of economic activities in the area and its surrounding. The extension happened because the center of economic activities needs other area that can accomplish the demands in the economic activity cluster. The buffer area of the economic activity is needed to supply goods and service needed by the economic activity cluster area. Blair (1995) calls this as economy agglomeration, that is, when an economic saving occur due to the economic activity happen in the same location and give a big contribution toward the development of an area or city. However, economic agglomeration is only supported by the interrelationship between economic activities in a geographic area that is relatively limited where the form of the relations includes the relation on production, service and market (offer and demand).

A center of economic activity with economic agglomeration in a border area finally can reach multiplier effect where the prosperity will widen to the surrounding area. This is not impossible because border area between countries is a strategic area because it can be the starting point of the growth of regional or national economy. Through this region, trade activities between countries can be done easily, quickly, and in low cost, which in turn will promote the increase on the community production activity, the community's income and finally the community's welfare (Husnadi, 2006).

THE BORDER MARKET IN SOTA MERAUKE AS AN ECONOMIC ACTIVITY CLUSTER

Nowadays Sota is a border area between Indonesia-Papua New Guinea that become the shopping destination of Papua New Guinea citizen especially from Weam and Wereaber. Every month on average there are 200 people from PNG come to Sota, whereas on average 100 Indonesians come to PNG (Immigration Post of Sota, 2013). PNG citizen who come to Sota usually buy their daily needs

such as noodle, sugar, coffee, rice, clothing, and many more. In the period of 6 months (January – June) the purchase amount of PNG citizens reach Rp. 250.000.000 (Office of Cooperation of Sota, 2012). They come to Sota with some goods such as mutton, cassowary and some simple farming tools. In recent years, the border crossers from PNG start to sell some lances, bags, or other handicrafts as souvenirs and this is managed by a local citizen. Using cross border pass, they get a special treatment to be able to cross the border between Indonesia-PNG only in certain areas. They often only bring a letter from their village chief but they are still permitted to get in with the reason of humanity.

In order to reach Sota, PNG crossborderers have to walk in an uneasy journey. Besides the road conditions which are not supportive because the conditions are still wild and they often become swamps if there is unstoppable rain in the area, and the means of transportation is very limited to bike. If the rain hours and the water raised, they cannot use bicycle. The fact that there is no road built from Wereaber and Weam to Sota make it is very difficult for crossborderers from PNG because Sota is the only town close to them that they can accomplish their daily needs. The advantage of the high exchange rate (1 Kina= Rp 4000,00) is very helpful for PNG citizen in fulfilling their needs.

The development model of the growth of an area that paces the citizen's economic activity as the main cluster could be done by enhancing the economic activities among the people in the community. Traditional trade that occurs between the local citizens and PNG citizens is an embryo of a bigger economic activity. This can be carried out by promoting the growth of the volume and kinds of the trade. The community involvement in trade can be a part of other survival effort according to Tarigan, next to the development of public facility (Tarigan, 2015).

The involvement of economic practitioner is more aimed to activate the offer and demand, in the effort of developing the border area. This is held by attracting them into the industry of market based border tourism introducing them to the production and distribution activities and also financial advantages can become the way to encourage more individuals to get involved. The efforts that can be done are persuading them to involve in a competitive production or distribution of goods and services activity. By looking at the existing potency, that is the productions of cajuput oil, vanilla extract, vegetables and fruits, forest honey, and various handicraft made from cassowary feather will be a unique attraction to be developed as border tourism in Sota.

The case of border market in Serikin Malaysia, border market in Padang Besar Thailand, the trade in the border of China and Vietnam and border market in Silawan Belu show that traditional or non formal trade could become swarming traditional markets. They are not only visited by traders, but tourists who also want to see the trade activities contribute to make the trade activities more packed. If there are more people involved in the activities of selling and buying, this will be a multiplier effect for the area around the economic activity cluster. The surrounding area could serve as buffer areas by providing merchandises that are suitable with the market needs. What are produced by the community around the market could also support the activity such as cajuput oil, handicrafts, snack, and many others.

Besides accomplishing the demands of PNG citizens on their daily needs, the traditional market can also become the tourism destination. For local tourist this place could become an education tourism in border area about the social relations of international trade. Besides, Sota also provides ecotourism object with its scarce Musamus. A local citizen has initiated a small park in the border area. On weekends, this park is packed with visitors who travel and spend their time socializing in the park. Some times ago that park was abandoned because of the different vision and mission between some bureaus about border area. This incident made Pak Ma'ruf, the keeper of the park initiated to run a small souvenir shop in his private house, a small food tavern and two cages of cassowary and kangaroo he kept as one part that started to be rarely visited by the visitors in the border area.

The issue of the management of the park in border area indicates that there is a problem in the policy making of border area. It needs to be handled soon because the overlap between regulations and interests will become an obstacle for the development of the border area. The area was under the control of Ministry of Forestry and at the same time under the supervision of The Body of Border Area Administration (Badan Pengelolaan Perbatasan Daerah). This situation makes this area full of the interests of each bureau.

CONCLUSION

The case of border management in Sota implies that the approach of border management that based on the focus on military security should be altered into border management on the basis of economic potency development. This idea needs support from all stakeholders, namely Badan Pengelola Perbatasan Daerah (The Body of Border Area Administration), the Body of Local Development Planning, Bureau of Agriculture, Bureau of Industry, Bureau of Tourism and Bureau of Culture. The

synergy from those stakeholders is very crucial to construct an integrated and continual masterplan so that the management of border area will not stop solely at the plan but also on how each party can keep the endurance of the program to reach success.

The labor to manage Sota a tourism object and economy cluster also need some support and contribution from the community. The effort to make the community aware of the need to develop the local potency should be carried out continually, considering that the activities of developing economic potency are still relies on certain people (community top figures). The development of economic potency is for sure impossible if done only by 1 or 2 persons, but it needs the involvement to the whole community. For that reason, the community should be continually persuaded to involve themselves in the movement of developing economic potency and border tourism potency.

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