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# Communication Strategy Planning of Fisherman Kampung Medan Belawan as a Tourist Destination

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## Abstract

Location of Kampung Medan Belawan Fishermen is at the northern end of Medan Indonesia. The establishment of settlements in the village does not involve any government or designer. The village has the potential to grow as a destination for marine tourism to improve the quality of life. Researcher identifies perceptions and participation of the population to achieve a proper communication strategy action. Analysis and discussion of research using quantitative and qualitative methods. Results of this study are communication strategies that will encourage the village into a community-based marine tourism destination and local wisdom.

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## 1. Introduction

Communications planning occupies a decisive role in a thorough process. Some experts argue that the preparation of mass communication in rural development in coastal planning to become a marine tourism destination should be

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clear. The implementation of the state does not guarantee it will work well if it does not receive support through effective communication. Fisherman village which is part of the coastal tourist area in the district of Medan Belawan, tremendous potential for growth. Although tourism is a priority sector in development in Indonesia, tourism in the city of Medan is still far from expectations as well as with other regions in Indonesia, such as Yogyakarta, Bali, etc. Fishermen village that is part of the coastal tourist area in the district of Medan Belawan has huge growth. Government and village dwellers have to manage jointly and develop the fishing settlement in Belawan to have the object and appeal of nautical tourism. Accessibility and infrastructure to the area of Fisherman's village are in a state of discomfort. The corporate system, management as well as Human Resources, *etc.*, are still not integrated. There are several concrete steps to develop and assess the potential of nautical tourism in the fishing village of Medan Belawan. Practical steps are determining the perception and participation of residents. Studies related to knowledge and public involvement occupant is to find a view of thinking and people's desire to have the intention to promote their settlement area. Society must understand the potential of the village and intends to make the community as a marine tourism destination in the city of Medan. This study found the public perception and participation of the fishing village. Through the discovery of understanding and participation of residents, researchers can make the most appropriate communication actions to promote marine tourism industry in the city of Medan. The Government must also be easy to carry out discussions with the community about the attractions for caring for and preserving the environment as well as cooperation with the private sector. Research on the most appropriate communication action situates expectations tourism object planning and management to have the assurance and apparent direction. Implementation of the discussion always is one of the communication strategies since the New Order era (1966-1998). Communication must exist as an extension of the planning program for the fishing village of Medan Belawan. The primary function of communication is to get the support of village communities and their participation in the implementation of the plan. Intends to launch the discussion needs to consider what strategies can be applied to convey the message that the expected impact of planning Belawan fishing village as a tourist destination in line with expectations. Planners must have great attention to communication strategies to increase the participation of the inhabitants of the village. The focus of attention is the role of communication is important because communication effectiveness in the implementation of communication strategies.

## 2. Communication Development in Coastal settlements

Research on the development planning policy in an area is necessary. It concerns the interests of good communication problems to those that exist in the area. (Bishop & Said, 2012). The role of communication in development should result in a change to a zone. Communication must be able to anticipate the movement of development. Discussion on the lives of the people found in the negotiation of a common problem. It allows people to express their opinions and interests with the existing problems in the area. Communication in a negotiated settlement of the problem is the real form of participation of the community to enhance the quality of life of the inhabitants of the colonies (Akortor, 2012). Communication in development planning, requiring attention to the principles, methods, and tools of the communication strategy for the sustainable development concept is derived from the incorporation of aspects and different approaches (GTZ Rio Plus - Environmental Policy and Promotion of Strategies for Sustainable Development, 2006).

Comprehension strategies that always exist in a community group planning decisions would affect development in an area. The approach: (1) Motivating communities to live and be active in the negotiations; (2) problem-solving in a way that is good in a negotiation; and (3) the existence of an integrative negotiation from the beginning to the end of the negotiations. Other factors may also influence strategies in the negotiations that the power factor, preferences, and culture (Du`r & Mateo, 2010). Negotiations must obtain results in line with expectations, so the process must have the authority. Several factors affect the strength of the negotiations, these factors include (1) Resources in the negotiations; (2) making the voting rights; (3) the size of the economy; (4) information; and (5) cooperation (Bailer, 2010). Negotiation efforts on a large scale, often have conflicts of interest between the parties involved, resulting in the emergence of conflict in mediation efforts. Strengthen the relationship between the communities is a way to resolve the dispute. The existence of the association in the community is a form of the public communication process that can be diplomacy in culture. Public relations to attract sympathy, identify and

influence the thinking of society (L'Etang, 2009). There are several methods of communication in conflict resolution. One example of an informal method of communication is a method of communication of a secret agent for a severe conflict situation. Implementation of communication is the way to making decisions deal. In the discussion back-channel, there are two ways: (1) direct the discussion; and (2) an analysis of indirect (Pruitt, 2008). In problem-solving, implementation studies may also involve a mediator to facilitate the course of communication between the parties to the dispute.

### 3. Methodology

In determining the location of the survey, researchers pay attention to three elements, namely the place, residents and activities in the area. Place, residents, and action are an element that is used by researchers in collecting data. Researcher identifies the perception of the occupants of the desire to get involved if the village becomes a marine tourism destination. Another data is the public's understanding of the physical state of the area of the village. Researchers divided the village area into nine sub-areas. In determining the sampling technique, the researchers used the method of purposive sampling, i.e., sampling technique on the basis that the respondent can understand questions about perception and desire to involve themselves in their residential areas. The total population of Belawan fishing village there are about nearly 600 people. Researchers were distributing questionnaires to the respondents who are in the adult category. Researchers choose the interviewees by considering the villagers who had long lived, knowing the state of the village, open to receive the other hand, have an idea of thinking about the village where he lives, and be able to illustrate the potential of the entire community to the advancement of society. Besides, respondents also understand the private communities they occupy and be able to express what has thought if a development program applied to settlements held by them. In determining the variables, the researchers first interpretation of the theory of the runway. Researchers make the selection based on the theory that underlies the problem issues in this study. Researchers conducted an analysis of a theory then create an indicator that the process of thinking based research problems. Researchers collected data referring to the study variables. In performing the analysis, researchers linked data through aspects of perception and willingness to engage with the fundamental theory. The result of the survey is the image of the village community thought to influence the communication, participation, communication strategies and perceptions of potential fishing villages as a marine tourism destination.

### 4. Results and Discussions

In general, a fishing village community in Medan Belawan does not have land titles (94%). The settlements are growing unplanned. In this case, the Medan city government should create programs and solutions that can prevent the growth of illegal settlements are increasingly growing in the coastal areas. Development programs that affect the quality of the environment and housing will indeed produce the quality of life of its inhabitants (Astuti, Astuti & Syarifudin, 2015). In general, Medan Belawan fisherman village community has not heard of maritime tourism program (94%). In fact, the program can support the growth of marine tourism economy of a city and even a country. The whole community can benefit marine tourism program. The entire community should be able to feel the development of a country's economic development. The development of society is an integral part of a building. The three phases that affect the economic growth of the State, namely, capacity building, community development, and social capital factors (Ahmad, Yusof & Abdullah, 2013). Villagers have the perception that the level of the economy will be more developed than before (61.4%) if they involve themselves build their village as a tourist destination. They also think that tourism development can increase the family income (27.2%). Tourism development opportunities for potential mariculture. Fisherman village community in Medan Belawan open if there is potential for marine aquaculture in their coastal areas (82%). Possible mariculture provides increased sustainable economy at the beginning of the implementation memorable although not promising opportunities that will be accepted by the local population is significant. The participatory approach enables the performance of the principles in the field of tourism can open up opportunities that will be received by residents. Residents will benefit a greater and balanced from the area of tourism through the use characteristic of their region. It will then make an affirmative action of local communities in conserving local resources and preserve the natural resources community (Inskeep,

1994 in Prabhakaran, Nair & Ramachandran, 2014). In the process of participatory approach should involve social networks (non-government) and the government. Planning and development of the fishing village of Medan Belawan should include social networks (non-government) and the local communities so that governments are willing to participate. Local communities have a desire to promote the program (94.5%) jointly. They understand the importance of a program in advance of their village to a better economic progress. Inhabitants of the village guarantee their involvement in the planning and development process to include agencies or program managers (93.4%). In fact, the local communities will receive other parties from outside to understand and examine the area where they live now (96%). The purpose of the participatory design is to summarize all holders of existing decisions at every stage of the design process. Policy makers including designers, clients, users and the public. Users are owners of critical decisions. Participatory design should plan development for the benefit of the public (Kang, Choo & Watters, 2015). Local community fishing village will only engage in a real program and provide benefits (57%). This fact illustrates the importance of involving the community in developing the fisheries village of Belawan. A fishing village based communities build their thinking. Social and cultural elements play a significant role in the formation of coastal settlements in Belawan. Cultural and social research regarding this village requires openness of local communities. Research on the potential value as a tourist destination it is necessary to explore the values that have selling points. Based on research, people expressed a willingness fishing village when the village they are sold to outside parties as a tourist destination (69%). However, there are 16% who stated that the community where they lived retained as settlement only. The willingness of residents to be important in supporting the preservation of the built based cultivation. There is a 66% local community that supports environmental conservation programs at the fishing village of Medan Belawan, and 27% said very supportively. Application of conservation must be based cultivation. Preservation as a result of cultivation in the implementation should involve the community. Both retention and farming should involve the community because it will provide benefits based on local knowledge. By involving the local community, the other party will get faster over information relating to the conservation and cultivation. It is possible because the society is supposed to be a source of local knowledge (Daim, Bakri, Kamarudin & Zakaria, 2012). Local communities will have the desire to be supporting the preservation of the village when they approved the government program the community as a marine tourism destination (65%). Communities that agree of course have the opportunity to affect other residents who disagree and who do not understand. Approval of village dwellers in support of conservation programs have an important role. The role of the community can be one of the main keys to the success of the preservation program because taking into account the public participation program will increase public confidence even effectively to support local planning processes in a region. In the course of public involvement, the involvement of a public role in planning an effective way in the planning area. Community involvement would facilitate the planning and implementation process of its realization (Ismail & Said, 2015). Residents understand that they play a significant role in decision making for the design of fishing villages (58%). Based on their perception, the government does not feel the immediate design decisions because they do not live and direct experience of life in the settlements (27%). In developing a plan, people have to participate because it is a way that they are willing to take part in the process of implementation. The society also took the initiative to help if the programs have the advantage that they felt significant (Daim et al., 2012). However, residents want the product design to remain oriented towards traditional tourist village (65%). Planner to plan the region by focusing on problem-solving. The designer who looked as businesses turns to the marketing (Kang, Choo & Watters, 2015). The Planners should be able to resolve problems related to the image of the village dwellers thinking about development programs. The planner is easy to predict the complex issues that occur. According to Shalaby (2013), to determine the causes and challenges that occur on the object of study can use the model. The model may be a diagram or framework. The model describes the analysis of the aspects related to the problem. A model can be a useful tool to simplify, predict, explain and control complex phenomena in various fields of science. The model will describe the function of the aspects related to the problem in the fishing village of Medan Belawan. Aspects related to the problem is an important element in the analysis. The Aspect is the confidence of local communities when their village to be a tourist destination. Village fishing community wants the program of nautical tourism employment opportunities for the local community (57%), and domestic products have a sale value (21%). The fact illustrates that 48% of the fishing village found in the village of their income is sufficient to meet all the needs of their life, and 39% said it was not enough. In this case, the community wants that development programs in any form should provide benefits for them. A village can become a tourist destination by first improving the quality

and quantity of the potential of the community itself. To promote rural development must also be encouragement from the government and also the participation of local authorities. Residents are inhabitants of their area. Thus, they can cultivate and harness the potential of the region. Moreover, as the locals they also must preserve, improve and maintain the area (Sesotyaningtyas & Manaf, 2015). Fishing village community has endorsed the idea that the program should focus on solving problems (50%) even only 32% who want to concentrate on marketing the product design village to outsiders. The program planned in solving problems will positively affect change. From the aspect of culture, changes that may occur should prioritize alignment of the local culture with the culture of tourists (70%). However, there is a 19% stating that changes may take place, as far as not impact the west. Local communities have a desire if their residence into a place of tourists. Tourists and local people who accept the concept of accommodation in houses in the program would be a significant potential for the success of the village as a destination for marine tourism. It clearly affects the high level of satisfaction and new experiences for tourists (Jamaludin, Othman & Awang, 2012).

Communication is necessary because there are groups of people who gave a significant influence on the fishing village of Belawan, namely the government (27%), RT (4%), RW (3%), Local youth (28%), and traditional leaders / Elders Rural (18%). In general, local people want a meeting with decision makers (56%) as well as the discussion workshops (31%) as a program of action for the implementation of the planning and development of the village. Communication is necessary to achieve the quality of life of local inhabitants in a fishing village. Thought the village design decision-making process, should be for the settlers and villagers (74%) and only 23% said the results of the design for the benefit of local communities. The high quality of life must be the desire of all the local people regardless of age (Bishop & Said, 2012). There are 63% of local residents who want the communication should be established with local communities both aged adults as well as children and only 37% who want the implementation of sufficient communication for local people aged adults only. Local communities expect them to know the impact of policy on the sustainability of program planning and development of the village. They understand that the exchange of ideas to reach agreement on the proposed policy program managers to be important (71%) and even the implementation of an open dialogue for sustainability of the program is also a need for local communities (21%). Local communities should feel safe and trust for various program planning and development of the fishing village. The public has a perception that planning and development program implemented with the involvement of village communities (62%) and communication will influence the thinking of the village dwellers (20%).

## 5. Finding

Communication is a strategy in shaping the perception of villagers. Perception formation will help the process of developing a fishing village in Medan Belawan (fig. 1). Planners must find communication strategies through negotiations for a solution to a common problem in people's lives. Communication allows people to express their opinions and interests associated with the issues of the area. Exchanges in a negotiated settlement of the problem is the real form of participation which also contribute positively to improving the quality of life (Akortor, 2012).

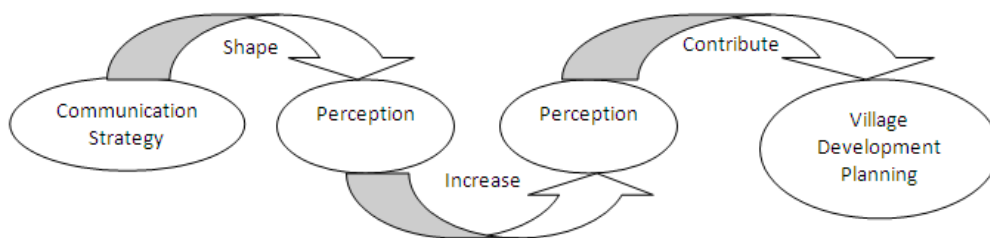


Fig. 1 Overview of Communication Strategies in Village Development Planning

People's active participation in program planning will help the planners and the government in making decisions. Requires a participatory program planning concept that can accommodate the opinions of all society (fig. 3). Conflict in the implementation of a program happens naturally. Communicators can help in resolving the problem

by forming public perception. Fisherman Village community Belawan role of the communicator can receive because they are open to the involvement of outside parties. Apply the appropriate communication strategies able to prevent conflicts that may occur in the fishing village development program (fig. 2). Appropriate communication strategies and successful will provide a clear understanding of the community, being able to accommodate the views of the interests of even involve the community in its implementation (fig. 4). Communities can receive appropriate communication strategies when means of delivery make them as subjects, and it has meaning local wisdom. The communication strategy is the right way to help program development Belawan Medan Kampung Nelayan in towards a quality life.

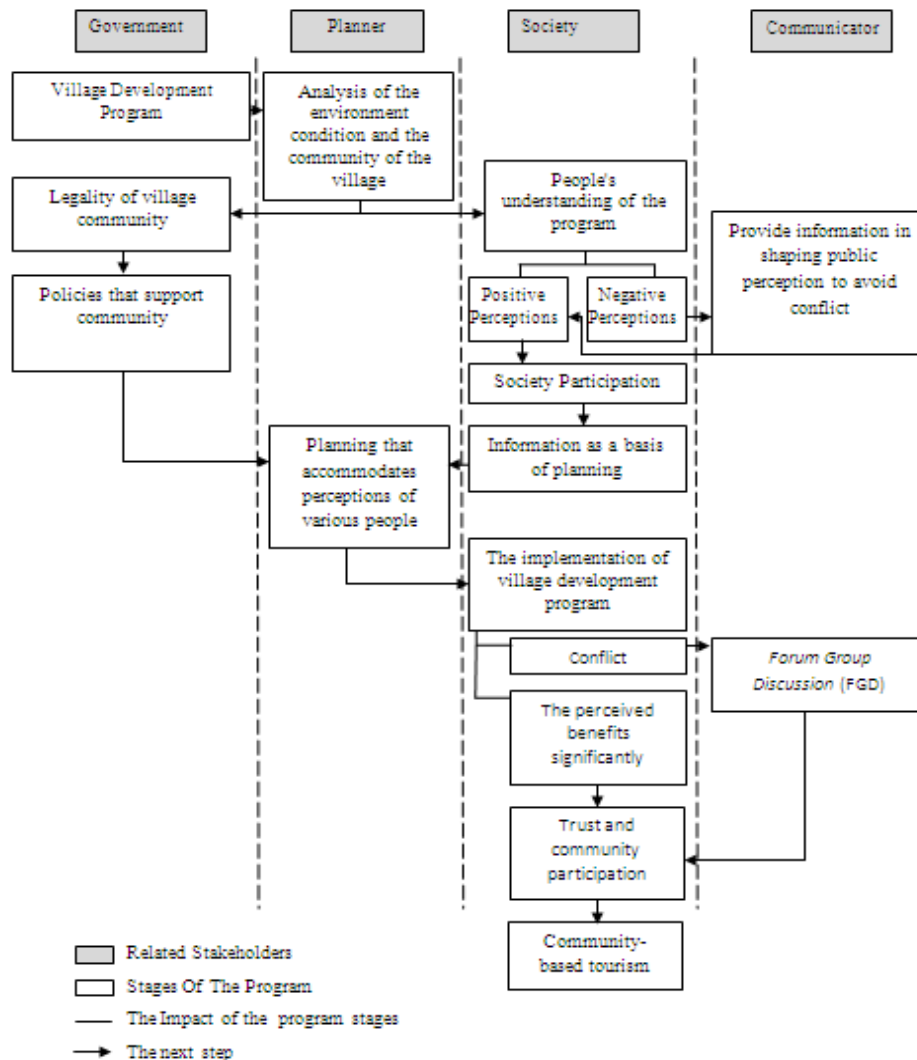


Fig. 2. Communication Strategies in Generating the Community-Based Tourism Program

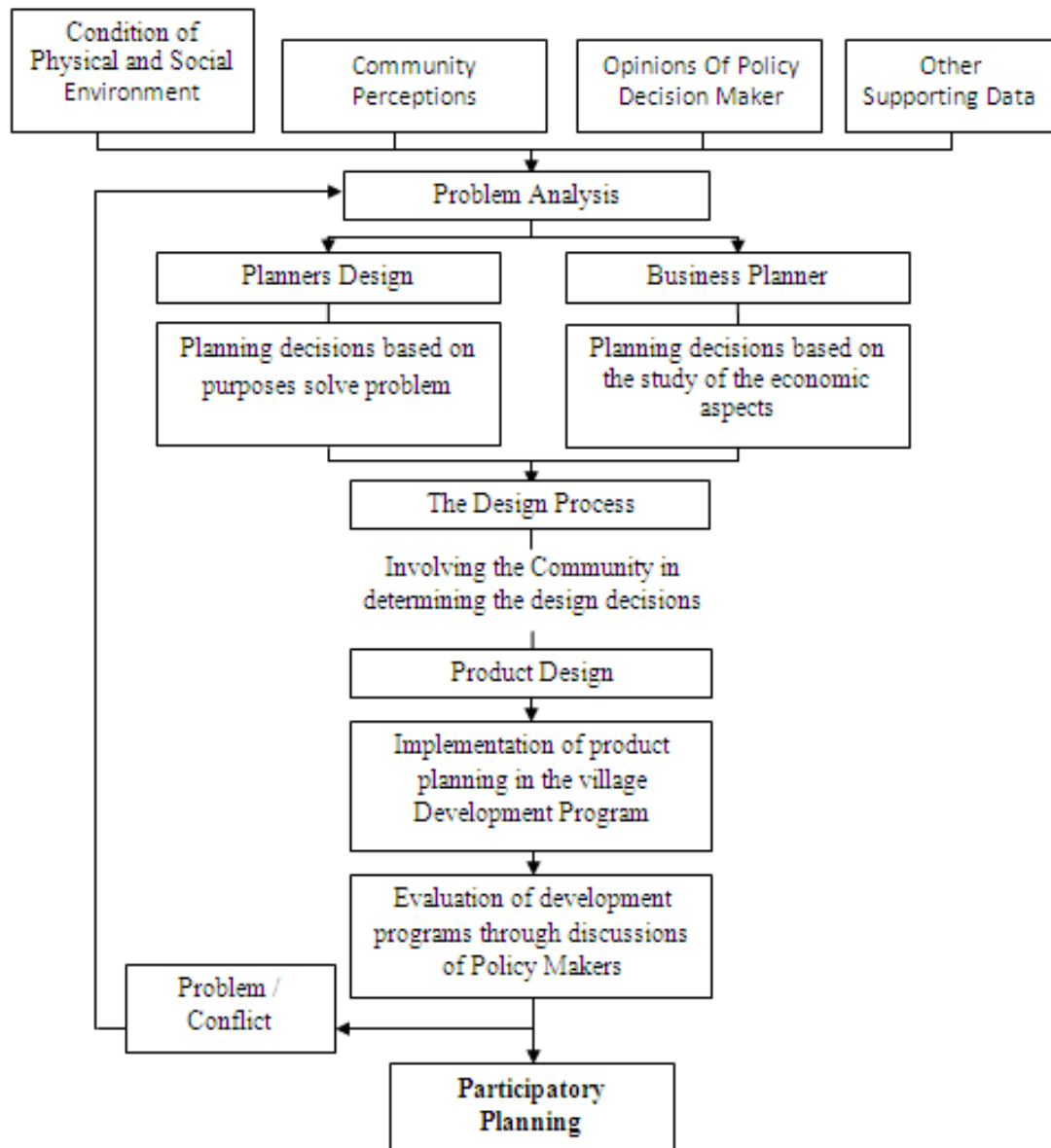


Fig. 3. Communication Strategies in Participatory Planning



The positive impact is felt Society for Development Program as a fishing village coastal tourism destinations

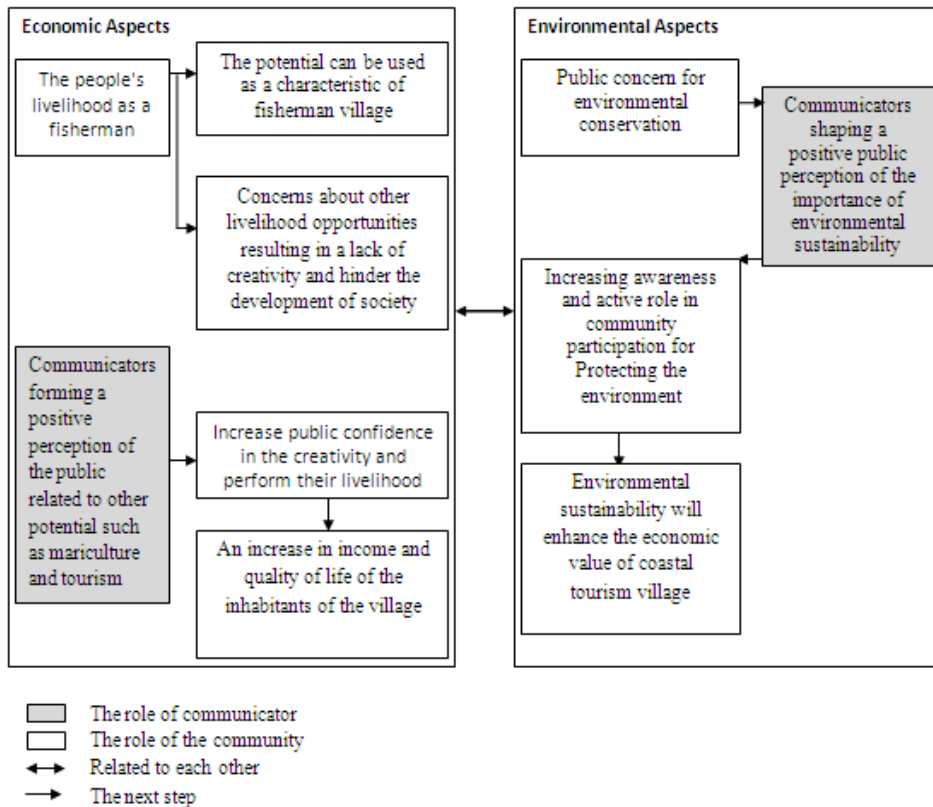


Fig. 4. Communication Strategy in Obtaining Benefits of Village Development Program

## 6. Conclusion

Participatory planning requires planning program. The program plans to accommodate the opinions of all parties. Sometimes conflict in the process of implementing a program into something reasonable. In the case of the communicator can be parties to assist in resolving the problem by forming public perception. Community fishing village in Medan Belawan can accept the role of communicator. The inhabitants of the village require the application of appropriate communication strategies. Appropriate communication strategies will provide a definite understanding of the community because it can accommodate the views of the parties may even involve the community in its implementation. Society wants to the delivery of local wisdom. This is a way of the life that has quality. Achievement of the quality of life has become a necessity. In this case the need for further research on the context in the form of a fishing village on the coast of Medan Belawan Indonesia. Maritime tourism planning should refer to the socio-cultural context of the inhabitants of the village.



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