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Social Behavior of Teluk Meranti Community towards Surfing Sports in Kampar River Riau Province

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ABSTRACT

The social behavior of the People of Teluk Meranti regarding surfing sports is a response to the unique natural phenomenon that occurs in kampar river by utilizing bono waves to conduct surfing activities found in kampar river teluk meranti district pelalawan riau province. Bono waves are a natural phenomenon that comes before high tide, bono waves have the potential to be one of the tourist destinations, now bono waves have attracted a lot of local and foreign tourists so it is expected to have a positive impact on the community.

Penelitian ini bersifat deskriptif kualitatif dengan menggunakan metode Triangulasi (observasi atau pengamatan, in-depth interviews and documentation) then analyzed using the Nvivo, dilaksanakan di Meranti Bay District pelalawan Riau Province.

Informants are the people who are expected to assist the author in uncovering the true reality in a conscientious society. The results of this study explain that the environment in this study is a river that is able to produce waves up to four meters and used for surfing activities. Meanwhile, when viewed from the socio-cultural aspects of the meranti bay community can introduce traditional activities such as the use of waves after the passage of a large wave as many as seven layers of waves for the activity "Bono Riding", and also the people of meranti bay can accept culture that comes from outside even contrary to local customs. In terms of socioeconomic with bono wave tourism and able to bring many tourists indirectly able to support the economy of meranti bay community and also able to bring in Regional Native Income (PAD) Based on the analysis using NVivo which often talks about the environment by 18%, socio-cultural 27% and socioeconomic by 22%.

1. Introduction

Pelalawan Regency is one part of Riau Province with very rich natural potential. The wealth is not only from the perspective of its natural potential, but also the diversity of people who have social and cultural structures in people's lives. Tourism sector is a potential sector, development in the field of tourism is expected to benefit people's lives, because the tourism sector is one of the development sectors in the field of economics. Scheyvens, (2011) in his research revealing about sustainable tourism needs to understand the important role of the government in directing tourism development and consider how the government balances interests to compete for the benefit of tourism. Through tourism development is expected to encourage regional development, introduce nature, values, and culture of diverse nations such as those in meranti bay area. Meranti Bay is a sub-district in Pelalawan Regency, Riau, Indonesia. The natural condition is a marshy lowland with amperature peatland. The Meranti Bay area is split by the Kampar river that flows into the Strait of Malacca. Along the river stretches vast tropical dense forests on both sides of the river. People in meranti bay area are generally farmers and fishermen, as for the fishery activities that are in the waters are fishing, while the cultivation activities by the community are not so much. The area of fishery potential in meranti bay area, which is about 1,088.10 ha, while the area of land availability that can be developed is about 5,207.70 ha. The land that has been utilized is as much as + 272.03 Ha. Water resources in Meranti Bay area include four pieces of Lake Besar, Tasik Cek Lanang, Tasik Tongah, Tasik Kuali and Lake Guntung. In this lake live various types of fish that have economic value such as toman fish, tapah, jams, baung and selinca. In addition, the Meranti Bay area is flowed by kampar river. In this river there is a type of river patin fish that has high economic value.

Bono in the language of the local community means true. The word has its own story when King Pelalawan asks the local community envoy to face the Wing Palace but the messenger is blocked by waves to cross the river. In the absence of the messenger, the king ordered a direct check of whether there was a powerful wave in the river. Finally obtained information that it is true. The word 'true' is in the local language called 'bono' and since then the word 'bono' has been attached to river waves in Meranti Bay. Walgito, (2010) human behavior cannot be separated from the individual's own circumstances and the environment in which the individual is located, sothe bono sentence arises from the language of the gulf community merati as a citizen who is by the river.

Bono that occurs in kampar river is a natural phenomenon that is able to produce waves that reach four meters thus the waves are always used by local people and tourists to do surfing activities, so that the phenomenon can attract tourists. Syarif Hidayat, Toho Cholik Mutohir, (2018) Suggested that the sport of tourism is making sports as the main destination for tourism, the more tourists who visit meranti bay eat the more impact the welfare of the people in the economic sector.

Bono is a natural phenomenon because of the conditions in the estuary of the river there is a heavy superficiality so that when the tide comes from the sea,

the tide cannot move upstream smoothly but is prevented by sediment and the shape of the estuary of the river that is rising. Bono is a natural phenomenon caused by tidal waves that meet the currents of the Kampar River. The condition of the 'V' shaped estuary allows the meeting of the two kinds of currents, namely tidal currents and river currents from upstream, to evoke the formation of Bono. Bono waves fall into *the tidal bore* category, a hydrodynamic phenomenon associated with the mass movement of water where tidal waves travel upstream with destructive force. Not all river estuaries or bays can generate tidal waves like Bono.

Rivers that produce tidal waves have occurred in other countries Donnelly & Chanson, (2005) such as in Batang Lumpang (Malaysia), Siene River (Francis), Shubenacadie River and Stewackie River (Canada), Yang Tse-Kiang River and Hangzhou River (Hangchow) in China, Bore on Amazon River (pororoca) in Brazil, tidal bore on Seine River (mascaret) in France, and Tidal Bore Hoogly in Gangga River. The number of rivers that can produce waves then kampar river is one of the rivers that can produce waves and can be used for surfing activities so as to make the place one of the tourist options for many people. Suratmin, (2018) said that sports and tourism are a combination of activities that are very profitable when combined, many profitable things can be obtained from tourism sports activities. Widyawati, (2018) the local community in general has a positive perception of tourism development, but the enthusiasm to engage and participate is still not very optimal, the above statement is one of the obstacles experienced in the development of bono wave attractions in Meranti Bay

2. Research Methods

Penelitian ini bersifat deskriptif kualitatif dengan menggunakan metode Triangulation data (observasional atau pengamatan, in-depth interviews and documentation), then analyzed using the NVivo approach implemented in Meranti Bay District pelalawan riau province. The study was conducted in November – December 2019. The informants who researchers conducted interviews included Camat, Lurah, Community Leaders, youth leaders, BRC chairmen and traders and visitors.

Data Understanding the social behavior of the gulf community meranti surfing sports in obtained an in-depth interview with a designated informant.

3. Results and Discussion

The results of the study are data that the authors collected during the study which was then reduced based on the statement of the study, the results of the study presented the informant's answers.

Environment

The environment is something very close to life based on nature's interaction with the community, even having a very wide scope as it develops. But simply the environment is closely related to nature where the river in Kampar river is

able to produce waves (bono waves) with a height of up to four meters and utilized by tourists both local and foreign countries to do surfing activities in the river.

Socio-Cultural

Socio-cultural is everything or values that apply in a society that is the hallmark of that society, the change that occurs in social elements is called social change. This includes the social structure and social function itself. The scope is a change in behavior, mindset, and discovery. Meanwhile, cultural change is an automatic change that occurs when there is a social change. These changes include material culture and nonmatter.

Based on the above thinking that socio-cultural changes are changes in people's lives that include social changes and also cultural changes that occur in the tourist attractions bono Teluk Meranti. So that consciously the culture in Meranti Bay such as "Bakudo Bono" can be introduced in the wider community. Bono riding is an activity that can be done by taking advantage of the advanced waves after the big waves pass with the media of boats made by the local community. Besides bono riding there are also traditional sports that are intended at certain times such as regional dance, gasing and so on.

Socioeconomic

Improving the social welfare of the population is one way to realize the noble ideal of independence, namely to advance the welfare of the public and educate the life of the nation. Economic-oriented development leaves many crucial problems such as poverty, unemployment and the inequality of development outcomes. Many developing countries that in their development history have a good record in achieving their economic development, but fail to improve welfare levels for their communities. Development that focuses solely on economic progress has been shown to not only provide the maximum results of the development process itself but also show a lot of inequality or inequality in society. The Government of Kabupeten Pelalawan seeks to pay attention to the development of bono wave attractions in the hope that if the program is made to run properly and is able to increase the interest of the people in visiting bono wave attractions will have an economic impact on the people of meranti bay so as to lower the gap in the economic level around bono wave attractions and will also be able to increase the Regional Native Income (PAD).

Table 1. Meranti Bay Community Social Behavior Interview Analysis Data

No	Name	Environment	SOCIO-CULTURAL	SOCIOECONOMIC	Total
1	Hadijah	5	2	4	11
2	Hasan	4	5	6	15
3	Hendra	5	3	3	11
4	19 REVIEWS , 13	3	1	5	9
5	LIDYA AFRITALIA	6	3	4	13
6	MURSYIDIN	7	3	7	17

7	RITA AFRIANI	7	1	2	10
	Total	37	18	31	86

Based on the table above, it can be seen a comparison of the results of the subject statement in which Hadijah spoke about the environment 5 times, talked about socio-cultural as much as 2 times and talked about socioeconomic as much as 4 times. Hasan spoke about the environment 4 times, talked about socio-cultural 5 times and talked about socioeconomic 6 times. Hendra talks about the environment 5 times, talks about socio-cultural 3 times and talks about socioeconomic 3 times. Hendrizal spoke about the environment 3 times, talked about socio-cultural 1 time and talked about socioeconomic 5 times. Lydia Afritalia talks about the environment 6 times, talks about socio-cultural 3 times and talks about socioeconomic 4 times. Mursidin spoke about the environment 7 times, talked about socio-cultural 3 times and talked about socioeconomic 7 times. Rita Afriani talks about the environment 7 times, talks about socio-cultural 1 time and talks about socioeconomic twice.

While in the form of graphics can be visualized in the form of figure 1, as follows:

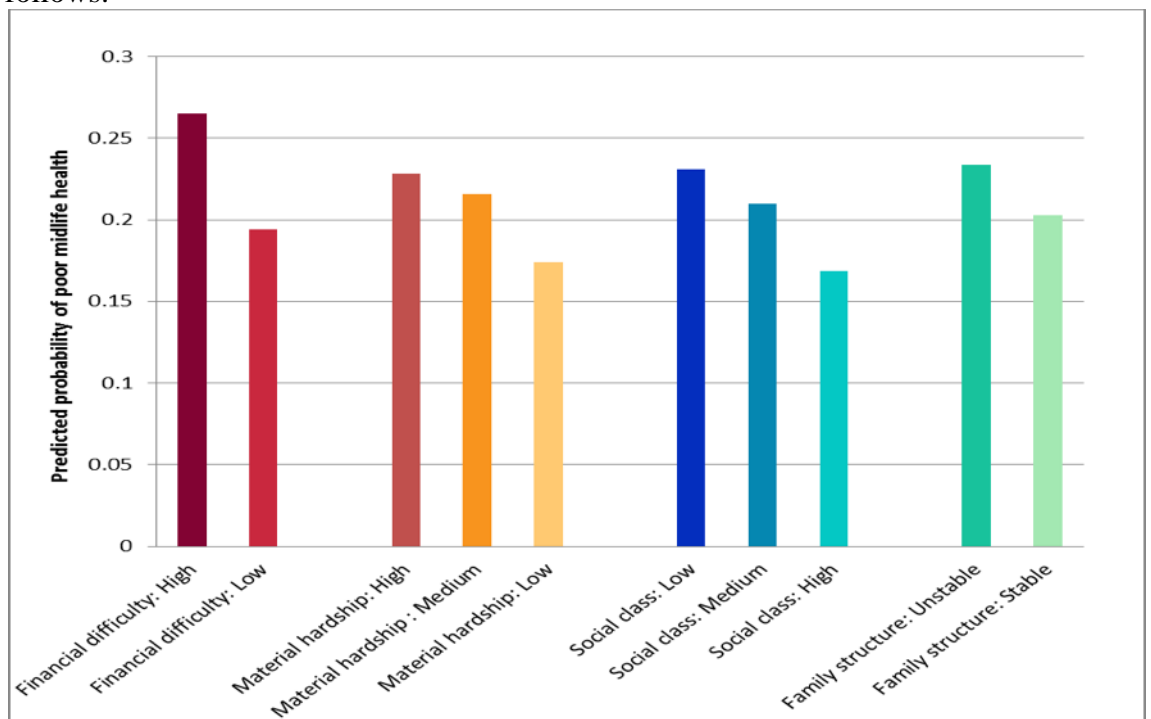


Figure 1. Graphic Socio-economic

Based on the chart above, it can be seen that who often talks about the environment namely Mursidin by 18%, Rita Afriani by 18% and the least talked about the environment is Hendrizal 8%. While who often talk about socio-cultural is Hasan by 27% and the least talk about socio-cultural namely Hendrizal 5%, Rita Afriani 5%. Kemudian who often talks about socioeconomic is Mursidin at 22% and the least talk about socioeconomic is Rita Afriani by 6%.

Discussion

Social behavior is a socio-cultural and socioeconomic behavior that is specifically addressed to others in relation to the environment, socio-cultural and socioeconomic.

Environment

The environment is organizing a different way of life in relation to climatic, geographical, and other physical conditions. Zoer'aini, (2003) is a complex system that is outside the individual that affects the growth of organisms. Between organisms and the environment is a close and reciprocal relationship to govern life. Thus the active role of the community in maintaining environmental sustainability is indispensable, therefore promoting training and education is indispensable so that the community is rich in knowledge by sharing experiences with each other, as stated by Towner, (2016) the main finding of this study is that the local community recognizes education and training as the most effective way to increase community participation in the surfing tourism industry.

Bono waves are used by surfers to do the activity of surfing so that this attraction makes surfing as the main attraction of tourists to come to visit the tourist destination, so the facilities and supporting advice should be considered. Susetyaningsih, (2013) stated that maintaining environmental support capacity so as to realize sustainable development. Sustainable tourism development, arguably an ecologically supportive and economically viable development, is also ethically and socially fair to society.

Socio-Cultural

Socio-cultural consists of two words namely social and cultural. Social means everything related to the surrounding community. While culture comes from the word *bodhya* which means mind and reason. Culture is also defined as everything that man makes based on his mind and mind that contains love and taste. So socio-cultural is everything that man creates with his mind and mind in public life.

The main issue is community participation for tourism development and bringing up brilliant ideas so that it seems to only accept what is already there and continue in the future, while Dadvar-Khani, (2012) The results show that although rural communities encourage tourism development in their area, they have very low participation because they are not satisfied with the way it is growing. The results of the above research are highly expected masarakan participation to encourage that existing tourism can be more developed. Thus, breakthroughs are needed to develop tourist villages as stated by Andayani et al., (2017) Community empowerment through the development of tourist villages has implications for the socio-cultural resilience of the region in the form of strengthening and some changes to the social, cultural and environmental values.

Gunawan et al., (2015) the results of his research occurred in socio-cultural changes including: 1) Reduced social interaction; 2) Reduced social solidarity; 3) The socialization process is influenced by elements from outside the community of Cihideung Village; 4) Reduced social supervision and care; 4) Disappearance of customs; 5) Increasing existence of traditional art; 6)

Livelihoods that become heterogeneous; 7) The onset of social mobility. The statement is a consequence that must be accepted by the providers of tourist attractions including those in Meranti Bay, so in the customs that have been carried out will be mixed and contaminated with the diversity of attitudes brought by tourists who come to visit Meranti Bay.

Socioeconomic

Socioeconomic is a person's position or position in a community determined by the type of economic activity, education and income. In its discussions social and economic are often the object of different discussions.. Sugianto, (2016)) of his research is an effort to identify the potential that has so that it has a high selling power as a tourist village. Thus, it can be learned the original character of the village in the strategy of developing tourist villages as an alternative to improving the economy of the community. As for Always, (2016) in his research explained that the externalization of the people of Meranti Bay Village about the reality of Bono is inseparable from the role of electronic media as well as print media. In addition to the community that is developing with improvement as supporting Bono tourism forging, it is necessary to do promotion through Cetaak media and electronic media so that the wider public is more familiar with the program run by the manager.

Hermawan, (2016) The results of the study showed that the livelihood of tourist villages has a positive impact on the economic development of local communities, among others: people's incomes increase; improving job opportunities and striving; increase ownership and control of local communities; increase government revenue through the tourism levy. While indications of negative impact on the local economy in the form of rising prices of goods are not found. If the arrangement and management is done well then Bono wave tourism will have a positive impact on the economy of the people of Meranti Bay.

The result of the report statement conducted interview that who often talks about the environment is Mursidin by 18% because he is a Stakeholder as a Lurah in Meranti Bay, which speaks the least about the environment namely Hendrizal 8%. While who often talk about socio-cultural namely Hasan by 27% as a public figure he is very understanding of socio-cultural relations in Meranti Bay and the least talk about socio-cultural namely Hendrizal 5%, Rita Afriani 5%. Mursidin, who often talks about socioeconomic issues, is 22% of the population in Meranti Bay so that he understands how to improve people's social security and the least talk about socioeconomic is Rita Afriani by 6%.

4. Conclusion

Based on the analysis of data on the behavior of the Meranti Bay community obtained then concluded that:

1. The environment in this study is a river that is able to produce waves up to four meters and is utilized for surfing activities.
2. The socio-cultural aspects of the Meranti Bay community can introduce traditional activities such as the use of waves after the passage of large waves as many as seven layers of waves for the activity "Bono Riding", and also the

people of meranti bay should be able to accept the culture that comes from outside sometimes contrary to local customs.

3. In terms of socioeconomic with the tourism of bono waves and able to bring many tourists indirectly able to boost the economy of the meranti bay community and also able to bring in the Local Original Income (PAD)

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