

Government Communications in the Management of the Sea National Park of Kepulauan Seribu Region

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Abstract

Government communication is a rare study conducted in the study of communication in general and specific in Indonesia. The study describes the communications performed by government agencies as stakeholders in the process of conservation area management, how a development program addressed to the community can be managed and communicated well by the government agencies involved in the program to targeted community groups. The study aims to analyze the communication between government agencies to be stakeholders in executing their authority as managers and guardians of nature conservation in Kepulauan Seribu National Park (TNKpS) and how they communicate to fishermen as the target group of the program. The government agencies in question are the National Park Authority of Kepulauan Seribu (BTNKpS), the District Government of Kepulauan Seribu, the Food Security, Maritime and Agriculture (KPKP), the Office of Tourism and Culture, the Environment and Cleanliness Unit (LHK). As a comparison, interviews with NGOs, fishermen and tourism businesses are also conducted. Concepts and theories about government communication and environmental communication are used to analyze the communication process. The results showed that there is a communication between government agencies in managing the environment and conservation areas, communication between agencies in the ranks of district governments under the coordination of the Government of Kepulauan Seribu District Administration and routinely held a meeting of leaders every Monday, TNKpS office as the central government is also invited and involved. There is still overlapping of perception on fishermen between TNKpS office and Sub-dept. Of KPKP, the most protested agency with action is KPKP because it is a direct institution with fishermen and because the policy of Ministry of Aquaculture and Fishery (KKP) is considered a lot of harvest fishermen, zoning policy is not cause of the problems for now.

Keywords: Conservation, Environmental Communication, Government Communication, National Park, Stakeholders.

Introduction

Environmental problems in Indonesia is an important issue because it is related to the sustainability of development, moreover Indonesia is a country that has a very diverse of the wealth of nature and also very broad. Being important because the natural wealth is degraded then it requires real effort and good will from the decision makers. The conservation program in KepulauanSeribu National Park is one of the efforts to reduce and prevent environmental degradation. As a conservation area, TNKpS is divided into zonation systems, consisting of core zones, protection zones, tourism utilization zones, and residential zones. Determination of this zone has an impact on the fishermen because the area in the core zone should not be fishing, which means there are restrictions on the area for fishermen in fishing.

Kepulauan seribu is designated as Marine National Park armed with the uniqueness of landscape conditions, the richness of biological resources, especially marine biota, and the region's important ecological functions to the area of Jakarta, part of the KepulauanSeribu region received special award in the formation and appointment of the Marine National Park of KepulauanSeribu since 2002. Since 1960, the Government of the Special Capital Region of Jakarta has realized the importance of the function of KepulauanSeribu Ecology. Natural resources existed insKepulauanSeribu should be regulated in an orderly manner, can not be arbitrary, and the need for restrictions. Sand extraction and coral reefs; the location and manner of fishing have been arranged from the past to ensure the sustainability of natural resources in KepulauanSeribu (Ardianti&Panderi 2015).

Turtles are protected animals, sea turtles are one of the ancient animals as well as the komodo. The green turtle makes the TNKpS area as a place to look for eating but also a place to lay eggs. Sea turtles and green turtles in both the world and Indonesia are protected, and even sea turtles have serious poaching for their meat, eggs and shells. In addition to Turtle, many important natural resources are prioritized for its conservation and protection efforts; namely: The Beach Forest, it is important for freshwater availability; Field of seagrass; Reef; the economy fish price such as grouper, yellow tail, cob, mackerel, tuna and bloated; Kima, due to the excessive exploitation of the Kima population is declining, Kima is preferred to divers because it is colorful; Sea mammals such as dolphins that are the mainstay of fishermen when they lost their marine direction, in fact there is Mermaid or Dugong however they have been assumed as extinct along with their main habitat degradation, seagrass field.

This study focuses on the communication process of conservation involving stakeholders, judging from the study of government communication. Government agencies as stakeholders related to conservation management are the National Park itself as the central government and local government of KepulauanSeribu District Administration that coordinates several tribes of the office iesudin KPKP, Sub-dept. LHK, Sub-dept. Of Tourism and Culture.

The purpose of this research is to describe communication practices and communication process among stakeholders in conservation area management with government communication approach based on seven principles of government communication according to Canel and Sanders (2013), as follows: 1) Openness, 2) Direct communication with the public. 3) Involvement with the community as part of policy formation and delivery. 4) Positive presentation of government policies and achievements that have been achieved. 5) Using all communication channels considered as relevant, not only limited to the national mass media. 6) Communicated cross-departmental coordinating the issues, not to create conflict or duplicate messages. 7) Encourage the neutrality of the political position of the government apparatus.

Communications of governance (Government Communication) is defined by combining the two meanings of communication and government then the understanding of government communication is the delivery of ideas, programs and ideas of government to the community in order to achieve the state goals (Hasan 2005). The meaning of government communication here is the government in this case assumed as communicator and society as communicant, but in certain circumstances, it can be opposite society that is

in position as idea communicator or thought and government is in position to observe what society want. Under such circumstances, the government has the authority as well as the responsibility to consider, even to respond to those desires in accordance with the rules and applied regulations.

According to Pasquier (2012), government communication can be defined as follows:

All activities of public sector institutions and organizations aimed at conveying and sharing information, especially for the purpose of presenting, explaining government decisions and actions, promoting the legitimacy of these interventions, maintaining recognized values and fostering social bonds.

Conservation issues are environmental problems, hence it is needed to overview the environmental communications. Environmental Communications by Flor (2004) is the application of environmental management approaches, principles, strategies and techniques. Simply put, it is the deliberative exchange of information, knowledge, and even environmental wisdom. Oepen and Hamacher (1999) define environmental communication as a plan and strategy through communication processes and media products to support the effectiveness of policy making, public participation, and its implementation in the environment. Here environmental communication becomes an integrated component of policy.

Robert Cox (2010) provides a definition of environmental communication as:

Pragmatic and constitutive means to provide an understanding of the environment to society, as well as our connection to the universe. This is a symbolic medium used to create environmental problems and negotiate differences in response to environmental problems that occur, in other words environmental communication is used to create an understanding of environmental issues.

Problems that occur in a project or action plan regarding environmental policies occur when the solution or innovation offered is not fully owned, accepted, and used by the community. Therefore, two-way communication is needed so as to generate interaction between policy makers and the public. The expected condition is the creation of win-win situations. This is important since a policy concerning to the environment is not sufficient at the level to be heard, understood, or accepted by the community, but it must arrive at the level done.

Environmental communication connects with policy-makers in the socio-political field with the wider community. Environmental communication alone is need-oriented and requires participation from many parties and more to process-oriented, not a goal-driven. Communication becomes important to bring up the issues and solutions or innovations that are offered in order to appear to the public and being known.

This study completes research in the field of environmental communication as has been done by some previous researchers, among others Cox (2010), Ahmad *et al.* (2011); Caron *et al.* (2011); Hansen (2011); Ross (2013); Ongare *et al.* (2013); Dairymple (2013); Wynveen *et al.* (2014); Kiisei (2013); Brulle (2010); Susilo (2016); Dayton (2002); Park 2013.

Conservation is a program executed in TNKpS with the enforcement of various policies such as zoning and limitation of fishing gear. Conservation comes from the word conservation itself consisting of the word con (together) and servare (keep / save) which has an understanding of keeping what you have wisely. Otto Sumarwoto (1994 in Panderi of 2015), defines nature conservation as a term derived from the term nature preserve that has been used by standard. Nature preserve is a plot of land that is guarded to protect the fauna and flora in it. According to Law No.5 of 1990, the conservation of natural resources implies the management of natural resources biological use wisely to ensure continuity of its supply while maintaining and improving the quality biodiversity and its value.

Zoning policy is implemented on several islands in KNPPS as an effort to protect the ecosystem, the core zone is a forbidden zone for fishing activities. Zoning is an effort (including engineering techniques) to

divide a region into a conservation area to be several different functional zones. The term zoning is widely used in spatial planning systems, such as the provisions of Law No. 26 of 2007 on spatial planning. Law No. 27 of 2007 also discusses zoning especially in coastal areas and small islands in Indonesia that have been updated with Law No.1 of 2014.

Materials and Methods

The research used qualitative and descriptive approach. Data collection was conducted with in-depth interviews to informants and field observations. Determination of informants by purposive, ie informants chosen for direct involvement in conservation programs, informants are people who are defined as representatives of agencies related to conservation issues in the KepulauanSeribu, which represents the KepulauanSeribu National Park (BTNKpS), the Food Security Dept. , Marine and Agriculture (KPKP); Sub unit of Department of Tourism and Culture; Environment and Cleanliness Agency (LHK); and the KepulauanSeribu District Government.

The informants interviewed were 2 persons from TNKpS, 1 from the Office of KPKP, 1 from the LHK Office, 2 from the Department of Tourism and Culture, 1 from the Thousand Islands District Administration District, 1 from the NGO with 2 people and 1 fisherman Marine Tourism Actors. So the total informant is 11 people.

Results

Communication among Stakeholders

Communication between stakeholders of the conservation area consisting of government agencies is usually conducted a routine meeting leader every Monday, which is followed by the entire sub-district under the coordination of regents, the park is also included if the materials discussed in accordance with the main duties of TNKpS Hall, even BTNKpS can also be the inviting party if the matter is his or her authority. In leadership meetings and coordination meetings coordinated by the local government, then the Bupati acts as the coordinator.

The BTNKpS line of command is located at the Ministry of Environment and Forestry (KLHK), however because the work area of BTNKpS is located in the Kepulauan Seribu Administration District, BTNKpS is involved in coordination meetings, especially if the issues are discussed in accordance with the main duty.

Communication between local government and BTNKpS is required because there is a difference in the size of the boundary between the local government and TNKpS concerning to the park area. TNKpS measures the total area based on the tide, while the local government uses the lowest temperature measure, TNKpS uses the highest tide. Based on this issue, the problem of restriction and ownership of islands in Kepulauan Seribu District could be a problem, for example: Gosong Island, according to the size limits from local government is their own, while if by using TNKpS, the island is owned by TNKpS. This can be an example of the existence of ego-sectoral between each agency, although it can actually be taken the solution if the parties see it as belonging to the State, owned by the people of Indonesia, it is very precise informant answers when asked 'how is the solution?' The answer is 'managed jointly'.

The description of communication among stakeholders related to conservation in KNPPS, can be seen in Figure 1 below:

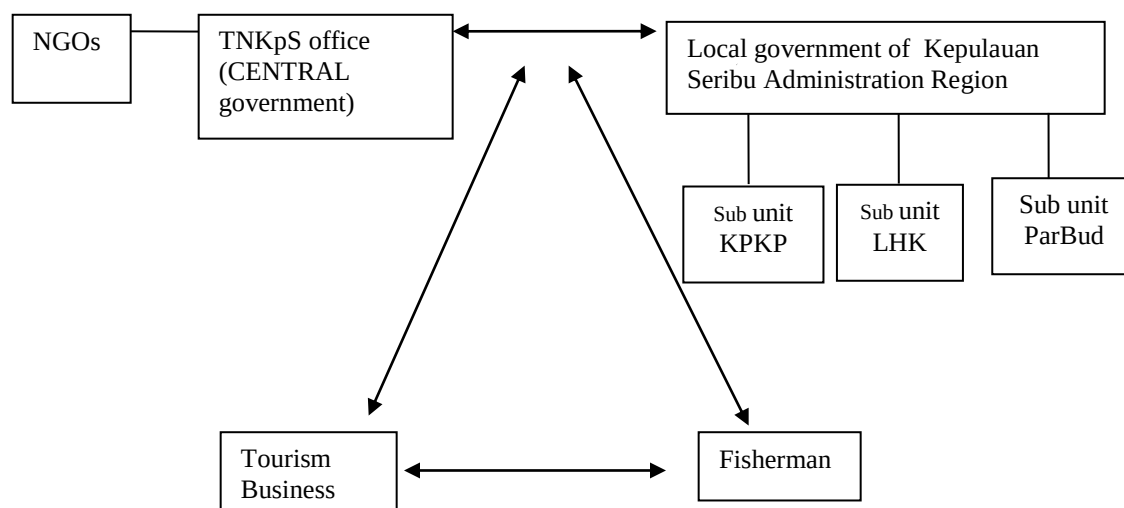


Figure 1: Communication framework between stakeholders in TNKpS

TNKpS Hall is part of the central government in cooperation with the Regional Government of Kepulauan Seribu District, communicates with business / tourism industry and fishermen community as target group, there is also the role of Non-Government Organization (NGO) as partner of BTNKpS in changing the behavior of public society, tourists and fishermen from not caring about the environment to being caring and protecting the environment.

Inter-stakeholders are often inevitable, for example because of differences in perceptions, based on information from the KPKP Sub-dept., There is a conflict between the CTF and KLHK at the central level, falling between the KPKP Sub-dept. And BTNKpS, although each of them has a reasonable argument, according to the KPKP if there is such a conflict then the local government becomes a mediator, but the local government with TNKpS sometimes also disagree, especially in terms of development permit. According to BTNKpS if it is located in the TNKpS area then the permit must be come from BTNKpS, while the local government and sub units under it, then it is considered as the authority of Local Government.

The results of the identification and mapping of stakeholders in KNPPS according to the category of Mendelow (1991) can be seen in the table below:

Table. 1 Analysis of conservation stakeholders in TNKpS

No	Stakeholder	Power	Interest	Category
1.	TNKpS office	+	+	D=Keyplayers
2.	KPKP Sub unit	+	+	D=Keyplayers
3.	LHK Sub unit	-	+	B=Subjects
4.	Tourism & Culture Sub unit	-	+	B=Subjects
5.	Local government	+	+	D=Keyplayers
6.	NGOs	-	+	B=Subjects
7.	Tourist Business	+	-	C=Contest Setter
8.	Small Fisherman	-	-	A=Crowd
9.	Big Fisherman	+	-	C=Contest Setter

Source: Field Data in 2017

Conservation Policy Communication Process

TNKP has taken various steps to involve the community in the management of the area, among others, the Conservation Village Model involving three districts around the conservation area, coordination meetings related to community empowerment programs at sub-district and sub-district levels, as well as community capacity building trainings. These programs aim to make people willing to participate and feel belonging to the region, but it cannot be denied, there are still abuses such as sand mining, turtle egg trade, muro-ami equipment etc.

BTNKP also provides conservation associated training for fishermen, tourism actors and the general public with certificates to those who have followed, but this activity is not done anymore because it is not BTNKP main duty, BTNKP takes the initiative to do it because it is important but it does not exist implemented, currently BTNKP is only be the only resource related to conservation material if there are trainings conducted by agencies or other stakeholders.

In order to break the chain of behavior that is destructive or bad, BTNKP conducts a training to the young generation, the 5th grade of elementary school students, on the with the reason that parents are more affected when reprimanded by children, for example: tourists take corals when they are directly reprimanded by the children, they will embarrass and expect not to do it again.

BTNKP also cooperates with RKS (KepulauanSeribu Radio) as a medium for conveying information in socializing conservation. Broadcast program is performed in live broadcast for 2 times in 1 month. The extension activities are conducted through talk-show program in RKS as a container or place to accommodate information, a container to know the problems that occur in the middle of the community and as a place of the effective delivery of information related to the management of the area.

Communication on Zoning

BTNKP describes the core zone divided by section, core zone 1: only in two islands, namely Pulau Gosong Rengat 1 and 2. The core zones of two and three are in section 2: West Penjalinan Island, Eastern Plumbing, West Peteloran, East Peteloran, West Wind and East Wind. The islands are explained to the fishermen as an area that should not be doing fishing activities. BTNKP describes the zones with the ban on fishing in protected zones, namely the core zone and the protection zone. BTNKP also provides training to tourism actors by providing certificates and training conservation associates.

According to BTNKP, it is not easy to give understanding to fishermen, it needs their own art and must be flexible; fishermen have their own style, they are hard, but we must not against hard, too, how to awake them in the event of collisions, once BTNKP feel the office is attacked. They come to the office, it is because of their ignorance but slowly awakened in a way, for example if you do not want to expose in law, do not go into the core zone, they got confuse which the core zone is? finally fishermen's boats are plastered with maps, each fishing vessel is given a delaminating and pasted map, this is the core zone so they are told, finally embedded in their minds, long without a map they already knew. Why not entering the core zone? because it is not allowed.

The determination of zoning or fishing lanes aims to regulate fishing activities by different types of fishing gear, in order to avoid overlap, and to preserve the stock of fish resources. Thus, in zoning, there are at least three basic things, namely: areas with clear boundaries, zoning objectives and rules in one zone. About this zonation, The CTF is preparing a zoning regulation, so later the CTF will impose its own zone, although from the interview obtained information that the zone is not too different from that already applied. According to BTNKP, they will also revise the zoning as it is deemed to be no longer appropriate, but the core zone will remain unchanged.

Communication on the Rights of Fishermen

Fishermen have the right to fish outside the established core zone, the right of the people according to Article 65 of Law 32/2009 is a good and healthy environment, education, environment, access to information, access to participation and justice in the fulfillment of a good and healthy environment, filed and / or objected to the business plan and / or activities in the PPLH (Development and Environmental Monitoring), made a complaint resulting from allegations of environmental pollution and / or damage.

According to KPKP Sub unit, Fishermen have the right to take fish with fishing gear that does not violate the rules of the government, whereas according to the Sub-dept. Of Tourism and Culture, fishermen / communities may and entitle to conduct tourism activities by taking into account of the rules of BTNKpS, KPKP sub unit, LHK sub unit and Local Government for snorkeling, how to be a guide who understands conservation and does not litter.

For LHK Sub-dept., Fishermen have the right to carry out fishing activities and doing tourism activities but it is strictly prohibited to throw garbage carelessly let alone throw to the sea. According to Local government, fishermen and the community have the right to achieve their activities in a thousand archipelago areas following the prevailing rules, whereas according to tourism actors, fishermen and the general public are entitled to accomplish tourism activities as long as they comply with established rules, even if they compete heavily with the large tourism industry / business. Fishermen themselves say that they are entitled to fish and economic activities, social and educational activities, but they are prohibited from fishing in the core zone and are prohibited from fishing with restricted fishing gear, such as with compressors, potassium and muroami nets.

Communication Rules and Sanctions against Violations

Based on the results of interviews with all informants, it is obtained an information about the parties who have authority in the management of conservation areas. According to the most authorized BTNKpS, of course, it is the National Park, as well as according to tourism actors and NGOs. Whereas according to the local government, the Sub-dept. of KPKP, the Sub-district of Tourism and Culture and the LHK Sub-dept. it is the Regent. Regent as the executor but the Governor is the responsible, the authority on the regent but subjected to the Governor, while according to Fishermen, the authority is on BTNKpS and KPKP. The difference of opinion is seen that there is still distortion of information among stakeholders from the government and fishermen community

Settlement of Infringement

Based on FGD results, small fishermen primarily feel that there is an indecision from the authorities or related agencies at the time of the settlement of the violation. According to them it is true that net users are captured and taken to land, but are often released and most make these fishermen feel tricked, it is after being captured, processed within days of being released again, the problem is not about the person being released but because the net is the evidence and it is also returned. For these fishermen, let him be released for humanitarian reasons, because his child, wife and family usually ask to be released, but the question is why the net is also returned, does not that mean they can use the web again? The fact is they will use it again.

Solutions Due to Communication Differences

Differences in communication can occur between two or more stakeholders because each has its own binding rules and laws, it certainly happens also in the field. If there is a difference of information between BTNKpS and KPKP sub unit which resulted in protest fishermen, a solution that can be done according to the BTNKpS is as follows:

"Not long ago, the example of yesterday is the problem of their compressors (KPKP) prohibits but we have no restrictions on it, they protest to us 'BTNKpS does not prohibit', because we have no legal basis to ban the clear prohibits the fisheries law. , we finally collect. Not too long ago, there is arrest by KPKP sub unit protests to BTNKpS, finally we explain that it is the law of fishery, respecting the law if there is prohibition, try to not to do it, there is still exist fishing gear which is environmentally friendly, as we explained.

Discussion

The analysis of government communication in conservation policy in KepulauanSeribu National Park is based on seven principles of government communication according to Canel and Sanders (2013) is as follows:

1. **Openness.** It is very important for government agencies to disclose information about policies and regulations that apply to their working area, in this case, it is KepulauanSeribu District. Since the information is a message of conservation, the government agencies concerned with the matter are obliged to provide their respective policy information openly and clearly, so that the public should not be confused as to which institution should be referenced. The parties are mainly National Parks, KPKP and District Government Sub-Department. Other agencies as supporters are the Office of Tourism and LHK Agency. Openness is enough but its distribution is still lacking, traditional small fishermen often lag behind information.
2. **Communication to public is performed directly.** Communication that occurs based on the results of interviews and observations, mostly are implemented directly as through counseling, training and socialization by face to face for interpersonal or group. When using media, the medium used is Radio, KepulauanSeribu Radio (RKS), low-line media such as banners and warning boards scattered in various places that are easy to see and social media such as Whatsapp as well as phone and short messages (SMS).
3. **Involvement with the community as part of policy formation and distribution.** Regarding this matter, it is not an simple, but the officers usually reach the community, officials when staying on the island, they usually participate haning out with the community, in addition to discussing the moment, it is also used to dig information, criticism and also input, informal forum can be a platform for sharing information that is usually difficult to uncover when done in a formal moment, although it is admitted by officials interviewed that the islander is brave and critical in expressing his opinion. Such informal public spaces are used to collect information that is not necessarily natural officials because they are not fishermen. The inputs obtained can be material for input to the next policy, although not necessarily successful. Here it actually shows the role of public advocacy, according to Cutlip, Center & Broom (2006) commonly performed by public affairs officials and information officers or public relations officials, namely as important liaison between the people and government. The diversity of technical expertise, organizational goals and public activities of the public affairs function of government are greater than traditional and / or specialized PR practices. The peak difference is in the role of public advocacy played by government communicators for government decision-makers. In reality, it is still very small that the public advocacy results affect the regional and national policies.
4. **Positive presentation of government policies and achievements that have been achieved.** Government agencies located in KepulauanSeribu through company profile, booklet, and Bulletin are produced as PR media showing positive presentation on the policy of each agency and of course it shows achievement that has been acomplished, based on observation and FGD, it shows that what is written and communicated in the form of print has not yet illustrated the truth, that certain policies taken and executed are true, but the continuity of which is often a problem. The program is performed but not until the maximum results have stopped, especially if the program budget is only up to a certain time, based on information from non-fishermen or islanders who have been out the island, the island community has been too spoiled with a variety of government assistance and private sector, there is even a significant change between the people living on the island of Pramuka and those living on the

very adjacent Panggang island. Pianggang Island is a settlement island, while Pramuka island apart from as the Government Center, it is also the residence of a tourist place, so along with it the community has become more transactional society than Panggang island community which still show the original people culture of the island more humane meaning that is still keeping hospitality and not too materialistic. Cultural intersections with fairly intense tourists led to the change. It can also be understood because the cost of living on the island is very high, ie 100 thousand rupiah per day in 2017, because almost all the needs are supplied from the land except sea products; but with a high kinship because it can be said they are almost all related to blood then there is local wisdom in the form of a culture of mutual assistance so there is no people who are starving, in terms of work they always share with other relatives. For example the people who has homestay, the consumption is often provided by his brother cooks, tourism facilities are supported by relatives who have travel or boat to take tourists, as well as for snorkeling equipment.

5. **Using all communication channels that are considered as relevant, not only limited to the national mass media.** The national mass media is used when there is a large national and provincial event, if only the archipelagic spaces of interpersonal channels and groups are used more often. Media channels used are local radio, Radio of Kepulauan Seribu (RKS), also lower line media such as board of socialization about rules and sanctions and banners.
6. **Coordinating cross-department communications on an issue, not to create conflict or duplicate messages.** Implementation of conservation in KNPPS, there is a coordination between the tribes of the existing service in the Kepulauan Seribu District under the coordination of Kepulauan Seribu Regent and leader meeting held every Monday. The tribes are structurally under the Provincial Service and are responsible to the Governor, but the line of coordination is under Bupati, while Bupati coordinates with the Governor. So the sub units have two tops, namely Head of Service and Regent. It appears that there is a good coordination between the sub units with local government but the problems may occur if two leaders need at the same time, as the researcher once witnessed when the head of the Tourism and Culture office are asked to accompany the Regent to an event at Tangerang, in the middle of the journey, the Head of the Office calls to attend an important event, at such a time it would be difficult for officials concerned to decide which to follow. At that time it is decided to turn the vehicle and taking the head of the service first. In terms of conservation of BTNKpS is the main actor, BTNKpS is also invited in the monday meeting but it depends on issues to be discussed, because BTNKpS has no authority beyond its main duty and function. There are differences opinion between the local government and BTNKpS and other sub-dept. related to land or building permits / IMB which there is a difference of perception between BTNKpS and other agencies. According to BTNKpS, IMB is not needed because it is enough with BTNKpS allowance only, according to the local government permit from BTNKpS is only valid for five years only, according to the Sub-dept. Of Tourism and Culture, however to build the resort on land, it must have IMB, but according to BTNKpS, IMB is issued if the building built on land while the sea is not needed, so it is needed a permit only from BTNKpS if it is in TNKpS area. According to the KPKP, there are occasional conflicts between the local government and BTNKpS because the local government if they want to building, they must have BTNKpS license first, while in the perception of other agencies under the coordination of local government, it should be them to regulate the permit.
7. **Encouraging the neutrality of the political position of the government apparatus.** In the current political era, it is actually very difficult for apparatus especially for local leaders to be neutral, because they become leaders usually for the support of political parties. Special district of Kepulauan Seribu, it is because it belongs to administrative district, where the regent is not being elected but being appointed then it should be easier to do. Based on the observations, the researchers captured the impression that the apparatus do not want to enter the practical political area concerning to the problem of Ahok with Buniyani which the tragedy is happened in Pramuka Island, while the fishermen shows their support and backing.

Conclusions

1. The results of research indicate that of the seven principles of government communication, the principle number 6, which is a coordinated cross-department communication on an issue, is not creating conflict or duplication of messages, which still appear because of the obstacles still exist in overlapping regulations between agencies with others and astonishing the public.
2. In general, there is environmental communication process regarding to conservation policy related to zonation and fishing gear from government institution to society, especially for fisherman society, although in process of implementation of policy sometimes it occurs disagreement between government institution with community / fisherman, or between government institutions itself. The reason is because there are two government involvements; namely the central government (BTNKpS) and the local government of Kepulauan Seribu District along with related subordinate tribes under it.
3. Different perceptions still exist, sectorial ego among agencies also sometimes still appear and implicate the fishermen as the target group in understanding the policies applied. Improvement efforts through several amendments to the Law and the Ministerial Regulation is the solution to address the problems appearing on the field, which is proved as ineffective. The success of a development effort is certainly a joint effort between stakeholders, as well as conservation programs in KNPPS require participation, support and awareness of all parties, therefore it is required effective government communication strategies and environmental communication strategies that reach to the changes in community behavior to becoming aware about environment or tourism, ie, eco-tourism (ecotourism) which is not rhetoric.

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