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EFFORTS TO IMPROVE WELFARE BASED ON AQUACULTURE TOWARDS THE COMMUNITY ECONOMIC DEVELOPMENT

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ABSTRACT

This study aims to produce a continuous improvement model of river basin community welfare by applying the moral values of the society culture. The subject of research is the community of the river Kahayan River Palangkaraya. Based on the results of research can be concluded that the aquaculture based eco-business activities can be done by applying the moral values of the river society culture, so that all economic activities do not damage the environment. The Kahayan River has a high economic potential for the people living around it. However, the current condition has been greatly reduced due to various obstacles encountered, including environmental damage in the upper river, due to refinery plantation companies (accompanied by high levels of pesticide use and chemical fertilizers and intensive cultivation), illegal gold mining, deforestation, illegal use of poison while fishing, industrial and household waste disposal into the Kahayan river.

KEY WORDS

Aquaculture, economic independence, moral values, culture, community.

The region of Pahandut is now very developed. In this village has a lot of stands of shopping centers, traditional markets, small, medium, and large industries, shops, hotels and homes. Some of the shops and houses made of wood are built behind the banks of the Kahayan river that divides the city of Palangkaraya. The wooden houses, currently standing firmly lined the banks of the Kahayan river, are increasing in number each day until they become densely populated slums.

Access roads in densely populated villages on the banks of the Kahayan River Pahandut village is only a 1.5 meter wide wooden "ulin" or commonly called 'Puntun' by the local community. Although sturdy, his voice galloping when crossed by two-wheeled vehicles. When passing by, the biker is better to stop succumbing than to lose balance and fall from a height of about two meters to the surface of the tidal swamp. The wooden houses are almost similar to each other and the long alleys are also twisted into their own scenery and even for newcomers, the branched and twisted alleys cause confusion. Electric cables, television antenna cables, and a variety of clothes that are dried in front of the house also add to the chaos of existing environmental conditions. The density of the inhabitants is also seen from the number of children who play and run in the narrow alley and the mothers who sit chatting with neighbors on the terrace of his house that coincide directly with the wooden pathway.

The continuous population growth in Palangkaraya City as a logical consequence of the urbanization process brings a serious spatial impact to life, namely the demand for space in order to meet the needs of settlements, residential or trade and services. However, with limited land conditions in Palangkaraya City, the higher density of buildings with irregular distribution. So cause pressure on the surrounding area, especially on the riverbank area Kahayan. The Kahayan riverbanks in Pahandut urban village have been looted by residents by pegged, sold and established various permanent buildings and wooden houses.

The spread of urban communities towards the swamp area Kahayan river which initially the price is still relatively cheap, causing the emergence of illegal buildings that the number has not counted again. In addition, with the increasing price of urban land and accompanied by the economic weakness of most people in Palangkaraya City, forcing urban residents to utilize empty land such as Kahayan river banks by building illegal settlements. The current condition that occurs is, the utilization of the Kahayan River is increasingly out of control, both in terms of quality and quantity. Utilization of areas that are not covered by government supervision such as the river Kahayan this, is one of the problems faced by the City of Palangkaraya.

Settlements on the banks of the Kahayan can also be said to be "marginal settlements" or "illegal settlements", because they occupy land that should not be for buildings. This fact also reinforces the view that there is no monitoring and control of land use on the banks of the Kahayan River by the Government in this case the Central Kalimantan Irrigation Service Office. Uncoordinated land use and escape from the supervision of the government of Palangkaraya City and Central Kalimantan Province so as to spur more uncontrollable conversion of conservation land into a wake up area, which creates riparian areas of unsuitable land use, with permanent and semi-permanent buildings along the right and left bank of the river.

THEORETICAL REVIEW

Ife (1995) says empowerment aims to increase the power of disadvantaged. Swift and Levin (1987) tend to interpret empowerment as a reallocation of power. Empowerment as a way in which people, organizations, and communities are directed to power over their lives. (Irwansyah, 2012: 23).

Empowering the community is an effort to improve the dignity of the Indonesian society in general and the Alalak people, especially those in the present condition, are not able to escape from the poverty trap and backwardness. In other words, empowering is enabling and self-sustaining society. (Wrihatnolo & Dwidjowijoto, 2007, Irwansyah, 2012).

In the conventional sense, the concept of empowerment as a translation empowerment contains two definitions, namely (1) to give power or authority to or give power, transfer power, or delegate authority to another party; (2) to give ability to or to enable giving ability or empowerment. Explicit in this second sense is how to create opportunities to actualize one's empowerment. (Wrihatnolo & Dwidjowijoto, 2007, Irwansyah, 2012). River Water Region (KTAS) is a unity of land / area adjacent to the riverbanks, which still has the dominant influence of water edge characteristics both morphologically and ecologically. Functionally KTAS as unit of territory and or part of city area have main function as ecological function. Kaqasan TAS is a conservation area that is expected to be able to "filter" and protect river water resources. In reality, the current KTAS ecological function has begun to disappear because the utilization of KTAS is solely intended for residential, commercial, and non-environmental sustainability functions. This implies a tendency to decrease the visual quality and ecological quality of the area's environment (Wikantiyoso, 2010).

Efforts to control and protect the environmental quality of the River Bank (TAS) has actually been done by the government with the issuance of several laws and regulations related to it. The laws and regulations are as described on page 3 ahead. The technical regulations governing the utilization of the KTAS are set forth in the Technical Guidelines for Building and Environmental Arrangement in the Waterfront Area, issued by the Director General of Human Settlements of the Ministry of Public Works of 2000.

A strategic area is an economic region that potentially has a multiplier effect that is cross-sectored, cross-spatial (cross-regional) and cross-cutting. Thus, the development of strategic areas has a centrifugal effect because it can effectively move the economic development of other sectors, the development of the region around it and the ability to move the economy of society widely, in the sense of not limited to the economy of certain classes only (Irwansyah 2012: 21).

Efforts to assess its potential that could have a multiplier impact on other sector developments and target areas require careful study of the potential linkages. A region and a commodity are considered strategic if they have strong backward and forward linkages. Backward, it is expected that the development of a strategic area can absorb labor and spur the growth of input provider activities both in the form of input products (raw materials, raw materials and equipment) and supporting products (Irwansyah, 2012: 21).

The river border or floodplain exists between the river ecosystem and the terrestrial ecosystem. Based on the Decree of the President of the Republic of Indonesia No. 32/1990 on the Management of Protected Areas, river basins are defined as areas along the left and right of the river, including artificial river / primary irrigation canals, which have important benefits for maintaining river functions. The border area covers the river bank area that is part of the river body that only flooded during the rainy season and the border area that is outside the riverbank that is the area that catches the river water in the rainy season and has a soil moisture higher than the soil moisture in the terrestrial ecosystem. Flooding in the river basin during the rainy season is a natural event that has important ecological functions in maintaining the environmental balance and soil fertility.

The river border is often referred to as a river bank. But actually there is a difference because the river banks is a riverside area that flooded during the flood so that the banks of the river is also called a flood plain. While the river border is a floodplain area plus the width of avalanche of river cliffs (sliding) that may occur, the width of the ecological slope, and the required security width associated with the location of the river such as settlement areas and non-settlements).

Cultural landscape (cultural landscape) is everything that is in the outer space that is close and can be seen. According to this definition, the cultural landscape environment is all that has been intervened or changed by humans (Melnick 1983). It also means a term that denotes an area of landscape composed by human culture. Culture is the creation, work and human initiative that affect their lives. Thus the cultural landscape is all part of the face of the earth that has been intervened or changed by humans.

Tishler (1998) points out that the natural landscape formed by human activity forms a cultural landscape. Cultural landscape is a place in nature that has a significant relationship with human activities, reflects the important traces of human culture, provides important information about the ancestors.

Cultural landscape according to Tishler (1982) is a geographical region that features the expression of a natural landscape by a particular culture, where culture is its agent, natural region as its medium and cultural landscape as a result.

Ecology is a unique, balanced condition that plays an important role in conservation and land use and development to suppress problems arising as a result of human-caused global change (Forman and Godron 1996). The river ecology is linked to existing parts of the river, including the borders, banks and the river body itself.

Conservation activities are conservation activities. Conservation is defined as the whole process of managing a place so that the cultural meaning it contains is well preserved. Conservation may include all maintenance activities in accordance with local circumstances (Budihardjo 1989). The conservation motive is protecting our cultural heritage that has cultural value. If the relics of the past are not protected by the rules, then the processes of natural change will change or even eliminate them, plus more rapid development (Aini, 2005).

Housing on the banks of the river is a reflection of the limitations of urban land so that not all communities can enjoy adequate facilities and can live on suitable land (Evert, 1982). Communities who live around the banks of the river are structurally incapable communities so that although the land they occupy is not sloping, the riverside area is still inhabited (Guinness 1986; Aini, 2005).

Development strategies that refer only to the growth paradigm and "equity" have proven to be vulnerable to social problems. The development approach should be accompanied by the value of sustainable development or sustainable development in order to foster self-sustaining capacity of the community. This means that development must be

human-centered (people-centered development). This strategy will foster community participation in development.

Since aquaculture efforts are almost all located in coastal areas, small islands, rural and border areas, the aquaculture development and business will generate new centers of economic growth and prosperity throughout the Unitary Republic of Indonesia (Dahuri, 2016).

The aquaculture sector for Indonesia is like "The Sleeping Economy Giant" (Dahuri, 2016). He further explained that the aquaculture sector can be concrete and in the short term (2016 - 2019) produce high economic growth (> 10% per year), create large jobs, support food and pharmaceutical sovereignty, and prosper the people sustainably; then we should now focus on implementing 3 national programs based on superior aquaculture commodities. I.e. marine culture commodities that have high production potential, expensive selling price, relatively easy technology, needed by domestic (export) consumer and export, and generate big profit. On the basis of these criteria, the leading commodities for the cultivation at sea include duck grouper, tiger grouper, grouper, snapper, lobsters, barks, green shells, abalone, sea cucumbers, shellfish pearls, and various species of seaweed.

Main commodities for cultivation in brackish waters (shrimp ponds) include tiger shrimp, vanamme prawns, prawns, milkfish, salt tilapia, mud grouper, crabs, crabs, and some *Gracillaria* seaweed.

Leading commodities for aquaculture in freshwater, including ponds and fish alongside rice trees include golden fish, tilapia, carp, freshwater, prawns, freshwater lobster, various fish and ornamental plants.

METHODS OF RESEARCH

The research model used is action research with model development. The data were obtained by doing measurement before the research, followed by giving the action in the form of program implementation, followed by post-development measurement and model test. Data were obtained using measurements with questionnaires, participatory observations, and in-depth interviews. Data were analyzed with multi strategic approach. The research was conducted on the river Kahayan of Palangkaraya since May-August 2017.

RESULTS AND DISCUSSION

Utilization of riverbank Kahayan at this time experiencing the tendency of uncontrolled use of space, density, and ecological functions resulting in decreased quality of the physical environment and quality of river water. Slum settlements along the banks of the Kahayan River that cross the middle of Palangkaraya city, is an unpleasant sight and eventually cause a very serious problem in its utilization. River basin areas in their control face serious problems such as: (1) high density of buildings with minimal environmental infrastructure; (2) the quality of the scenery is very dirty; (3) vulnerability to flood hazard; and (4) household waste disposal that pollutes Kahayan river water resources. This situation occurs, among others, due to planning efforts, design, and controlling the utilization of the Kahayan River that is still sectorized. The efforts of structuring the area already inhabited by thousands of people become very difficult and require a serious effort involving all parties involved.

This is as a logical consequence for urban growth that is not well laid out, and a poor anticipation of the growing urbanization flow every day. This is certainly contrary to the river basin area regulations that should not be erected. Spatial use in riverbank area, generally experiencing the tendency of uncontrolled distribution of buildings in the watershed which has an impact on the degradation of river quality. In addition, people who occupy the river banks, generally throw garbage and household waste directly into the river water bodies. In fact, the river is one of the important sources of clean water in life.

Currently, the existence of the river that passes in the city of Palangkaraya is not done control and supervision of the development of rivers and river banks, it is evident that the number of illegal buildings erected on the banks or in the watershed. This causes the

occurrence of narrowing of river bodies, and can even cause other dangers such as river water pollution, flooding, sedimentation, and others.

Lots of community activities riverbank Kahayan River is not environmentally friendly, among others:

1) Throwing garbage under the house in the form of swamp. The swamps under the house of the Kahayan River are large trash can that holds all domestic waste into water bodies such as kitchen waste, soft drink bottles, plastic bags, baby diapers and sanitary napkins, mattresses, used clothes, children's toys already broken, flip-flops, various foams, Styrofoam, so that at low tide, garbage strewn around the poles. Not to mention the added industrial waste, municipal waste, mining waste, and various other chemical wastes that is very damaging to the ecosystem. as a result the neighborhood is becoming rundown, mosquitoes, mountainous garbage, and odor;

2) Transferring functions to settlements, business activities, and industries. There are no sterile regions of the river that cross the city of Palangkaraya from buildings and various business and residential activities. Current conditions, all very worrying because the condition of the river Kahayan in the city of Palangkaraya increasingly filled building houses and small industries.

3) Fishing activity using electric current and potassium toxicity. The result of this activity is not very environmentally friendly is the number of dead fish that are not feasible for consumption.

The picture of the economic condition of the very poor, with the condition of the houses on stilts over the swamp (river border), the majority of which is very concerning, with a slum physical environment, densely populated, dirty and hot, is a sight directly found by anyone who enters the riverbanks Kahayan Pahandut, Palangka Raya.

Poverty in the riverbanks is also a result of low public revenues, as they rely solely on odd jobs with uncertain income. The education level of the overwhelming majority of people is also very low as the cause of the poverty cycle. The number of school age 6-18 year is 2438 people. The number of those who graduated from high school was only 242 (9%), finished junior high school (12%), and the rest 950 (27%) only had elementary education. The number of people who are illiterate, illiterate, and blind figures as much as 12% coming from groups of parents and elderly.

Currently, the Kahayan River is still being used as a transportation route for residents to collect the produce from Bahaur Village in Pulang Pisau Regency to be brought back to Palangka Raya and sold to the market. The community also utilizes the Kahayan River as a "tourist infrastructure along the Kahayan river", using a boat whose size and color varies. People living on the riverbanks of the Kahayan River still depend a lot on their lives on the benefits of the river. Despite the growing era, people here also make the river as a means to live activities with various sides, such as social, economic, and cultural. In addition, the Kahayan River provides a variety of natural gifts, namely fish for eat. In other words, the Kahayan River Flow if managed properly, has tremendous potential and can produce excellent economic value.

Communities around the Kahayan River, in addition to fishing, also use the river for bathing, washing, and for everyday purposes. Unfortunately, nowadays with many palm oil plantation companies, the river area becomes polluted by fertilizer waste and various oil palm plantation medicines.

Empowerment of Aquaculture Economy. Types of fish that can be selected in empowerment through aquaculture cultivation is the cultivation of black tilapia fish. Researchers and teams chose black tilapia species because they were able to provide greater benefits than other fish farms. In addition, tilapia also includes fish species that are not difficult to maintain, pest-resistant, fast big, and high success rate in maintenance. From the harvest, obtained a high profit, because the market demand for tilapia is also very high. Every sitting on the ground restaurant, restaurant, seller in traditional market, supermarket in Palangkaraya city, really need tilapia in big amount.

This shows how open the business opportunity of tilapia fish. Tilapia on the market is in the price range Rp25.000-Rp30.000 per kg. Fish named Latin

Oreochromis niloticus when it comes to traders, the price can reach Rp35.000 per kg. Tilapia fish prices are relatively stable, rarely a price decline. Whatever the number of crops of tilapia from cultivators, all will be absorbed by the market, let alone enter the month of Ramadan fasting and holiday and holidays. Fish this value in addition can be consumed directly by fried, pickled, can also be made of fish dumplings, and nugget. Raising Aquaculture with floating ponds has many advantages compared with land pond. Aquaculture with floating ponds is able to produce larger fish than fish farming which is done by using ground pool. The price of tilapia cultivated in Aquaculture with floating ponds does not smell mud or soil because the cage does not touch up to the bottom of the river and the tributaries are always flowing and changing.

Ecobusiness Institutions. The above developed institution belongs to the group, since it is formed by the group. The community is also managed, turned on, and liven up with various activities by the group. In essence, the community is also fully utilized for the benefit of the group.

Anyone who has a aquaculture with floating ponds business can be a member of a group. Thus, the association as a joint-owned institution of all members of the aquaculture farming group will be able to: 1) be an excellent container in increasing the community's motivation to become a cage farming entrepreneur, 2) to be the center of activity and coordination of all members of the community in doing various activities, 3) be a source of information to gain knowledge, 4) as an institution that will distribute various assistance that at any time come from companies and local government assistance, and 5) as a vehicle to increase households through the ability to breed fish cages this was never imagined in their minds.

Moral values of the Community of River Basin Region. The various moral values that need to be implanted to all the people living in the Kahayan River Basin are 1) not to dispose of the garbage into the river, because it will pollute or contaminate the river, which in turn will cause the river bank. The river border of swamp beneath the houses becomes very shabby, many mosquitoes, when the dry season of garbage mounts, smells unpleasant, and greatly disturbs the beauty of the densely populated environment, 2) does not cut down the forest on a large scale, because it will cause erosion, flooding, and siltation of rivers, 3) not catching fish with rajas, because all fish both large and small are dead, so the sustainability of community protein source from freshwater fish is threatened. Water-soluble toxins can also kill various other aquatic animals, so the river water ecosystem becomes damaged. Toxins that dissolve in the river water will also kill the community's pet fish in the cage. Similarly, fish caught using toxins are unfit for consumption. 4) The community is expected not to catch fish using strum. Stun Fish is a tool used to find fish by giving a shock (voltage) electricity generated by batteries Aki (accumulator) to the fish in the water so that the fish become limp or even dead then captured. Catching fish with strum, will cause small fish to die and ecosystems become damaged. This moral value in accordance with Law No. 5/1990 on the Conservation of Natural Resources and Ecosystems article 21 and Article 40, prohibits the search for fish with stun, poisoned or using explosives. Violation of Law No. 5/1990, the perpetrator may be subject to fine of 100 million or maximum imprisonment of five years. 5) Communities should not engage in illegal gold mining by destroying forests, as forests will become damaged, erosion, flooding, and swallowing of streams significantly. River water becomes very turbid brownish, unsightly, and will affect the habitat of water, especially fish. 6) The public should not give a variety of medicinal plants in excess, because it will carry the flow of water into the river and will poison various types of freshwater fish. Includes washing tools used to spray various pesticide drugs in the river, as it would be very dangerous for various river ecosystems. Poisoned water will flow in all directions including flows to fish breeder cages, which will lead to high mortality rates in the cage. 7) The community should not burn the forest, because the forests will be barren which will result in the silting of the river, evident after the heavy rain of river water becomes very turbid, as a sign of soil content that dissolves into the river is very high. 8) Communities also do not dispose of company waste, industrial waste, mining, urban, household, and various Toxic Hazardous Materials (B3) into the river, because it will damage the river ecosystem. Also do not dispose of non-B3

waste, so it does not cause pollution of ecosystem of aquaculture area. 9) People also do not throw stools into the river, or do not dispose of in the river. 10) People do not throw away chicken carcasses, rats, dogs, cats and other dead animals. 11) Communities do not collect and trade bar land for personal gain. 12) communities also do not catch fish in the traditional way, or by making aquaculture with floating ponds fish that are environmentally friendly, and not doing reforestation in river banks.

Moral values that are still adhered to and moral values that have been violated can be tabulated as follows:

Table 1 – Moral values that are still obeyed and that have been violated

Moral values are still adhered to	Moral values that have been violated
Do not throw stools into the river, or do not waste in the river	Throw garbage in the river
Do not throw away chicken carcasses, rats, dogs, cats and various other dead animals	Look for fish with poison
	Look for fish with strum
	Reforestation in river banks
	Do not dispose of company waste, industrial waste, mining, urban, household litter, and various Toxic Hazardous Materials (B3) to the river
	Not burning the forest
	Not doing illegal gold mining
	Not giving a variety of medicinal plants in excess
	Not cutting down forests on a large scale
	Not plotting and trading for plots for personal gain

Source: Primary Data (2017), processed.

Targets for the socialization of fish cultivation, cultivation training, mentoring, and the formation of community associations according to Dahuri (2012) are to increase the productivity, efficiency and sustainability of all existing aquaculture business. Thus, the profits of his business can prosper the business actor in a sustainable manner. To achieve the target, all aquaculture business units must meet the economies of scale, ie the size of business units that can generate income for business actors. Each business unit must use state-of-the-art technologies that are environmentally friendly and apply the best Aquaculture Practices (BAP). BAP includes: (1) choosing the right business location, (2) the use of superior seeds or seeds (disease-free, disease-resistant, and fast-growing); (3) quality feeding; (4) water and soil quality management, (6) pest and disease control, (7) bio security, and (8) the area and intensity of cultivation technology does not exceed the carrying capacity of the local environment. (5) The design and construction of cages (other cultures) In addition, it should adopt an integrated supply chain (hatchery and feed system - enlargement - industrial post-harvest - market) approach. This approach is crucial to ensure the stability of the selling price of aquaculture products that are beneficial to the farmer and affordable to the consumer (as per the economy), and the sustainability of the entire business of the aquaculture business system.

According to Dahuri (2012) for the above programs to succeed in a sustainable manner, it must be supported by the following programs.

First is the need to have a Regional Spatial Protecting aquaculture business area on the banks of the river so that it does not switch function to land use as industrial area, urban, and settlement development.

Second, pollution control either through industrial effluent, dumping, run-off, household waste, and other media. Therefore, all industrial activities, mining, urban, settlement, and other development sectors are prohibited to dispose of B3 (Hazardous Toxic) waste directly into the natural environment of the river. Non-B3 waste must also be limited in volume, so as not to cause pollution of aquatic ecosystems or aquaculture farms. This can be realized, among others, by applying zero waste technology, and 3 R (Reduce, Reuse, and Recycle) technologies for industry, mining, urban and other development sectors.

Third, prepare and implement mitigation and adaptation programs on Global Climate Change and other natural disasters. Fourth, the government should encourage state-owned

enterprises, private companies, and cooperatives to produce all aquaculture production facilities (such as seeds, seeds, feed, vaccines, medicines, floating net aquaculture with floating ponds materials, and automatic feeder), the price is relatively cheap, and the amount sufficient to meet the needs of the aquaculture business. In addition, the government, together with the three national economic sectors, must also guarantee the market of all aquaculture products at prices in accordance with economic value.

Fifth, the government must improve existing fisheries logistics infrastructure and systems, and build new ones as needed across the city. Sixth, there should be a special credit scheme to spur development and aquaculture business with relatively cheaper interest and more soft requirements. Seventh is the revitalization and development of institutional and R & D activities (research and development). Finally, the improvement of human resources of aquaculture through education, training and counseling is systematically and continuously programmed.

Aquaculture is one solution that can be done, given the production that can be controlled both with innovation technology and capacity. The Kahayan River that divides the city of Palangkaraya especially in Pahandut Village has huge potential for the development of freshwater aquaculture sector.

Fishery cultivation that cultivated community will be influenced upstream environmental management and river water pollution levels and socioeconomic conditions of society. However, with a fishery business in a region will be a source of additional income and open new jobs for the community, but on the other hand fishery business can affect the environment of the previously balanced environment to be disrupted as a result of some of the cultivation process itself (Putri et al, 2014).

The growing of fishery aquaculture business in Kahayan River Basin cause more and more people are getting interested to participate in doing aquaculture business. In addition to affect the environment, also give influence to the community.

CONCLUSION AND SUGGESTIONS

Based on the results of research can be concluded that the aquaculture based eco business activities can be done by applying the moral values of the river society culture, so that all economic activities do not damage the environment. The Kahayan River has a high economic potential for the people living around it. However, the current condition has been greatly reduced due to various obstacles encountered, including environmental damage in the upper river, due to refinery plantation companies (accompanied by high levels of pesticide use and chemical fertilizers and intensive cultivation), illegal gold mining, deforestation illegal use of poison while fishing, industrial and household waste disposal into the Kahayan river

Based on these conclusions can be recommended for the community, should cultivate aquaculture with floating ponds fish in an environmentally friendly way by upholding the moral values of the culture of the community to increase their independence and welfare, so that it does not depend on the income from the odds business which the result is uncertain. To the nomination of palm oil plantation industry, gold miners, forest opener, should always do business in an environmentally friendly manner while still applying cultural moral values of society, by not burning forests, massive forest clearing, provide chemical fertilizer to the oil palm plantation that will cause landslides, river silting, and river water pollution. To the company around the riverbank Kahayan, should always do business by applying moral values by not throwing industrial waste into the river Kahayan, and always give his CSR funds as improving the welfare of the community in the form of assistance fish cages, fish seeds, fish feed, fish medicines, and so on.

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