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PERCEPTION OF THE EKAS BUANA COASTAL COMMUNITY TOWARDS THE LARGE-SCALE SEAWEED INDUSTRY DOWNSTREAM MODELING PROJECT

Persepsi Masyarakat Pessir Ekas Buana Terhadap Proyek Modeling Hilirisasi Industri Rumput Laut Sekala Besar

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ABSTRACT

The large-scale seaweed industry downstream modeling project on the coast of Ekas Buana village, East Lombok district, has been made a national strategic project by the central government. The potential of natural resources owned by the Ekas Buana coast has made policy makers from the center to stakeholders at the regional level utilize the coastal area optimally and complexly with a relatively narrow area. The purpose of the study was to determine the perception of the Ekas Buana community towards the large-scale seaweed industry downstream modeling project. The data collection method used a questionnaire. Data was reduced using a Likert scale and simple statistics and to obtain conclusions were described qualitatively descriptively. The results of the study obtained the perception of the community of cultivators towards the large-scale seaweed industry downstream project in the categories of know, agree, and positive, a percentage score of 33.4% was obtained, and in the category of Don't Know, Disagree, Not Positive a percentage score of 35.8% was obtained, and in the category of Very Don't Know, Very Disagree, Very Not Positive a percentage score of 17.6% was obtained, meaning that these three categories still dominate the perception of the unexpected category, namely a score higher than the most expected score. The perception of the community from the government, business elements and community leaders was dominated by a good perception, where the respondents' answers were dominated by the most expected answer, namely 43.56%.The conclusion of this study is that the perception of the Ekas Buana community towards the large-scale seaweed industry downstream project is dominated by people who have a negative perception, disagree, and don't know.

Keywords: Perception; Industrial Down Streaming; Seaweed.

ABSTRAK

Proyek modeling hilirisasi industri rumput laut sekala besar di pesisir desa ekas buana kabupaten lombok timur dijadikan proyek strategis nasional oleh pemerintah pusat. Potensi sumberdaya alam yang dimiliki oleh pesisir ekas buana membuat para pemangku kebijakan dari pusat sampai pemangku di tingkat daerah memanfaatkan kawasan pesisir dengan

maksimal dan kompleks dengan wilayah yang relatif sempit. Tujuan penelitian untuk mengetahui persepsi masyarakat ekas buana terhadap proyek modeling hilirisasi industri rumput laut sekala besar. Metode pengambilan data mengunakan kuisioner. Data direduksi menggunakan sekala likert dan statistik sederhana dan untuk memperoleh simpulan dideskripsikan secara diskriptif kualitatif. Hasil penelitian mendapatkan persepsi masyarakat unsur pembudidaya terhadap proyek hilirisasi industri rumput laut sekala besar pada angka kategori tahu, setuju, dan positip didapatkan skor prosentase sebesar 33,4 %, dan pada ketegori Tidak Tahu, Tidak Setuju, Tidak Positif didapatkan sekor prosentase 35,8%, serta pada kategori sangat Tidak Tahu, sangat Tidak Setuju, sangat Tidak Positif didapatkan sekor prosentase 17,6% artinya ketiga kategori ini masih mendominasi persepsi kategori yang tidak diharapokan yaitu skor lebih tinggi daripada skor yang paling diharapkan. persepsi masyarakat dari unsur pemerintah, unsur pengusaha dan unsur tokoh masyarakat didominasi oleh persepsi baik, dimana jawaban responden didominasi oleh jawaban yang paling diharapkan yaitu 43,56%. Kesimpulan dari penelitian ini adalah persepsi masyarakat ekas buana terhadap proyek hilirisasi industri rumput laut sekala besar adalah didominasi oleh masyarakat yang berpresepsi tidak positif, tidak setuju, dan tidak tahu.

Kata kunci: Persepsi; Hilirisasi Industri; Rumput Laut

INTRODUCTION

The Indonesian government, through the Coordinating Minister for Maritime Affairs and Investment, continues to strive to build an industrial ecosystem in the country, one of which is a large-scale seaweed downstream industry (Fauzan, 2024). The modeling of a national project for large-scale seaweed downstreaming on the coast of Ekas Buana, East Lombok Regency, has been made a project strategy by the central government, carried out simultaneously in five regions in Indonesia, namely; Wakatobi, Maluku, Buleleng, Rote Ndao. Tenggara, and West Nusa Tenggara (NTB). (UNIC Communications 2024). The large-scale seaweed industry downstreaming modeling project is believed to provide direct and inextricable benefits to local and surrounding communities. Both in the field of cultivation and in terms of marketing existing seaweed cultivation products. A similar thing was conveyed by Sawarni (2015) that mapping and strategies for utilizing technology in the seaweed industry in Indonesia must be carried out sustainably and the benefits can be felt directly by farmers..

West Nusa Tenggara is the second-largest coastal seaweed producer in Indonesia after East Nusa Tenggara (NTT). Data from 2007 to 2016 recorded production of 900 tons of dried seaweed for NTB and 20 million tons for NTT. In 2022, dried seaweed production increased, ranking fourth in Indonesia, with production reaching 744,498 tons. This position is below North Kalimantan. In 2023, NTB surpassed East Nusa Tenggara and South Sulawesi, and was declared Indonesia's leading seaweed producer (Suara NTB).

The dynamics of seaweed production growth in quantity and quality are influenced and determined by natural factors and human resources as well as government policies to determine the status and priority of an area as a seaweed production center. NTB seaweed production concentrated on the coast of Telok Ekas, Ekas Buana Village, is able to outperform the production of other regions in Indonesia such as Central Sulawesi, Southeast Sulawesi, East Java and the Thousand Islands (Agustang 2019). The Coordinating Minister for Maritime Affairs of the Republic of Indonesia in his remarks at the "showcase piloting of large-scale seaweed cultivation" event in Ekas Bay, East Lombok, West Nusa Tenggara, (29/2/2024).) said that the seaweed produced in the Ekas Buana area is intended as raw material for: biostimulant production, biodegradable plastic, food, and biofuel.

The number of seaweed farmers in Ekas Buana based on the results of interviews with the head of Ekas Buana Village (Ahmad Mursandi, dated 23/08/2024) is approximately 162 farmers, which is 6.6% of the total population of Ekas Buana of 2,449 people in 2019 (BPS Lotim district). There are approximately 57 farmers who have formed groups divided into 5 groups (bareng bangkit, Ekas tulen, pandan wangi, kebun sejahtra and laut biru) With the types of seaweed cultivated being dominated by the types of echatoni and gracilaria sp.

The potential of natural resources owned by the Ekas Buana coast makes policy makers from the central to regional level stakeholders utilize the coastal area maximally and complexly with a relatively narrow area, namely starting from the designation; large-scale seaweed downstream modeling project, seaweed cultivation, capture fisheries area, marine tourism area, lobster cultivation, and the designation of mangrove areas. Utilization The existence of the potential of the Ekas Buana coast is not supported by adequate resources, both human resources and economic resources in the Ekas Buana area. The determination of the large-scale seaweed industry downstream project in the Ekas Buana coast is assumed to set aside the utilization and designation of the area that already exists. Based on the above, it is desired to know how the Ekas Buana coastal community perceives the large-scale seaweed industry downstream modeling project in Ekas Buana Village, East Lombok Regency. Considering the urgency of the coastal area of Ekas Bay, Ekas Buana Village, East Lombok Regency, which faces the problem of low economic and educational levels, the Ekas Buana area has been designated as one of the modeling project areas for the downstreaming of large-scale seaweed cultivation industries from four other regions in Indonesia (Iqbal Shukri, 2024). Although the designation of the Ekas Buana area is already very complex.

RESEARCH METHODS

Time and location of research

The research was conducted in 2024 with several stages including: the observation stage starting in February-March 2024, with data collection and reduction from June to September 2024, with the research location on the coast of Ekas Buana, Ekas Buana Village, Jerowaru District, East Lombok Regency, West Nusa Tenggara with a geographical position at 8˚49’7” South Latitude and 116˚28’16” East Longitude with an altitude of 3 meters above sea level.

Data collection technique

The techniques used to reduce and conclude the perceptions of the coastal community of Ekas Buana towards the large-scale seaweed industry downstream modeling project are observation techniques, interviews and survey methods, namely making systematic, factual and accurate descriptions or images of the facts reduced using a semi-closed questionnaire with a number of multiple-choice questions with the main questions consisting of knowledge, attitudes and behavior towards the large-scale seaweed downstream modeling project. The questionnaire was read by the interviewer using the Google Forms device used by the interviewer and the answers were entered directly into the Google Forms application after being asked the questionnaire questions to the object/sampling by the interviewer. The sampling size used in this study was determined by purposive sampling, namely determining the percentage based on the population. The population of seaweed farmers was 162 people with a sampling amount of 35% of the population, namely 57 people. And the number of samples from the government and community leaders and seaweed entrepreneurs in Ekas Buana was 12 people, namely 4 from the village government, 4 from the village community leaders and 4 from the entrepreneur elements.

Perception analysis of the Ekas Buana community towards a large-scale seaweed downstream modeling project. Perception analysis used a Likert scale. Data obtained from the questionnaire are ordinal data that measure the level of knowledge, attitudes, and behavior. As in the following table 1. The most expected answer is given the highest score of 4 and the least expected answer is given the lowest score of 1. So the number of the highest score is 4 times 57 (number of respondents) = 228 and the number of the lowest score is 1 times 57 (number of respondents) = 57.

Table 1 Likert Scale of Ekas Buana Community Perceptions of the Large-Scale Seaweed Downstream Modeling Project

Number	Perception items	Tiers	Score
1	Knowledge	Very Knowledgeable	4
		Know	3
		Don't know	2
		Really Don't Know	1
2	Attitude	Strongly agree	4
		Agree	3
		Don't agree	2
		Strongly disagree	1
3	Behavior	Very good	4
		Good	3
		Not good	2
		Very not good	1

Source: Primary

To obtain conclusions about the perceptions of the Ekas Buana community regarding the large-scale seaweed industry downstream modeling project, percentage data from the Likert scale results and data from Google forms that were not calculated on the Likert scale were described qualitatively.

RESULTS

Perception is one of the psychological aspects that are important for humans in responding to the presence of various aspects and symptoms around them (KBBI). Perception contains a very broad meaning. Various experts have provided various definitions of perception, although in principle they contain the same meaning. In the implementation of a large-scale seaweed industry downstream project in Ekas Buana, it is necessary to know whether there is good perception/active participation, moderate perception/passive participation and bad perception/low participation (negative) can be seen from the results of the reduction of 15 questions to the sampling of cultivators in sequence such as Table 2, Table 3, and Table 4, and Table 5. The results of perception reduction from sampling among village government, community leaders, and entrepreneurs can be presented in Table 6.

Table 2. Data Reduction of Ekas Buana Seaweed Cultivators' Perceptions of the Large-Scale Seaweed Industry Downstream Modeling Project Viewed from the Cultivators' Knowledge Items

No	Knowledge Item Questions	Answer			
		ST	T	TT	STT
1	What is your level of knowledge about large-scale seaweed industry downstream modeling projects?	1 (1,8%)	6 (10%)	31 (54%)	19 (33%)
2	Do you know the main objective of the large-scale seaweed industry downstream modeling project?	9(15,8%)	-	-	48 (84,2%)
3	How well do you understand the objectives of the large-scale seaweed industry downstream modeling project to improve seaweed quality?	2(3,5%)	8(14%)	34(59,6%)	13
4	How well do you understand the objectives of the large-scale seaweed industry downstream modeling project to develop the seaweed downstream industry?	1(1,8%)	5(8,8%)	25(43,9%)	26(45,6%)
5	In your opinion, how important is this large-scale seaweed industry downstream modeling project for the future of the seaweed industry in your village?	14(24,6%)	28(49%)	14(24,6%)	12(1,8%)
	Total Score	108	141	208	107
	Percentage	19%	25%	37%	19 %

Source: processed primary data

Table 3 Data Reduction of Ekas Buana Seaweed Cultivators' Perceptions of the Large-Scale Seaweed Industry Downstream Modeling Project Viewed from the Cultivators' Attitude Items

No	Attitude item questions	Answer Score			
		SS	S	TS	STS
1	How do you assess the impact of this large-scale seaweed industry downstream modeling project on increasing farmer income?	3 (5%)	11 (19%)	22 (39%)	21 (37%)
2	How do you assess the impact of this large-scale seaweed industry downstream modeling project on the general welfare of village communities?	4 (7%)	17 (30%)	24 (42%)	21 (21%)
3	How much do you believe that this large-scale seaweed industry downstream modeling project will improve the quality of the seaweed produced?	4 (7%)	25(44%)	27 (47%)	1(1,8%)
4	How much do you believe that this large-scale seaweed industry downstream modeling project will increase the selling price of seaweed?	1(1,8%)	19 (33%)	28 (49%)	9 (16%)
5	How much do you believe that this large-scale seaweed industry downstream modeling project will increase access to larger markets?	12 (21%)	24 (42%)	17 (30%)	4 (7%)
	Total score	96	288	354	47
	Percentage	12,23%	36,69%	45,10%	5,99 %

Source: processed primary data.

Table 4 Data Reduction of Ekas Buana Seaweed Cultivators' Perceptions of the Large-Scale Seaweed Industry Downstream Modeling Project Viewed from Cultivator Behavior Items

No	Behavioral Item Questions	Answer Score

		SP	P	TP	STP
1	Do you agree with my statement that I am willing to be involved in every phase of this large-scale seaweed industry downstream modeling project?	4(7,0%)	39(68,4%)	12(21,1%)	2(3,5%)
2	Have you attended any outreach or training related to this large-scale seaweed industry downstream modeling project?	1(1,8%)	1(1,8%)	1(1,8%)	54(94,7%)
3	How often do you apply new knowledge or technology gained from this large-scale seaweed industry downstream modeling project in your cultivation activities?	1(1,8%)	15(26,3%)	2(3,5%)	39(68,4%)
4	How much influence does this large-scale seaweed industry downstream modeling project have on your decision in choosing a cultivation method?	2(3,5%)	3(5,3%)	14(24,6%)	38(66,7%)
5	How big an influence does this large-scale seaweed industry downstream modeling project have on your decision in terms of choosing the type of seaweed to cultivate?	1(1,8%)	3(5,3%)	18(31,6%)	35(61,4%)
	Total score	36	183	94	168
	Percentage	7,5%	38.0%	19,5%	34,9%

Source: Processed primary data

Table 5. Tabulation of Data on Ekas Buana Community Perceptions of the Large-Scale Seaweed Industry Downstream Modeling Project for Cultivators.

No	Perception Items	SCORE				Total
		Very Knowledgeable Totally Agree Very Positive	Know Agree Positive	Don't know Don't agree Not Positive	Really don't know Very disagree Very not positive	
1	Knowledge	108	141	208	107	564
2	Attitude	96	288	354	47	785
3	Behavior	36	183	94	168	481
	Total	240	612	656	322	**1830**
	Percentage	**13,1%**	**33,4%**	**35,8%**	**17,6%**	100%

Source: Processed primary data

Table 6. Tabulation of data on community perceptions in Ekas Buana regarding the large-scale seaweed industry downstream modeling project for government elements, entrepreneurs, and community leaders in Ekas Buana.

No	Perception Items	Question No	Answer Score				Total
			ST SS SP	T S P	TT TS TP	STT STS STP	
1	Knowledge	1	5(38%)	2(15%)	2(15%)	4(31%)	
		2	6(46%)	0	0	7(54%)	
		3	1(8%)	1(8%)	2(15%)	9(69%)	
		4	4(31%)	3(23%)	6(46%)	0	
		5	4(31%)	4(31%)	4(31%)	1(8%)	
2	Attitude	1	3(23%)	5(38,%)	4(31%)	1(8%)	
		2	5(38%)	5(46%)	2(15%)	1(8%)	100%
		3	4(31%)	6(46%)	2(15%)	1(8%)	
		4	5(38%)	6(38%)	2(15%)	0	
		5	7(54%)	5(31%)	1(8%)	0	
3	Behavior	1	2(15%)	4(15%)	7(54%)	0	
		2	1(8%)	2(31%)	2(15%)	8(62%)	
		3	4(31%)	4(15%)	1(8%)	4(31%)	
		4	2(15%)	2(15%)	4(31%)	5(38%)	
		5	2(15%)	2(15%)	4(31%)	5(38%)	
	Total score		220	153	86	46	505
	Percentage		43,56 %	30,30%	17,03 %	9,11 %	100%

Source: Processed primary data

Note: ST: Very Know, SS: Strongly Agree, SP: Very Positive, T: Know, S: Agree, P: Positive, TT: Don't Know, TS: Disagree, TP: Not Positive, STT: Very Don't Know, STS: Strongly Disagree, STP: Very Not Positive.

No	Community Elements	Score	Total

		ST SS SP	T S P	TT TS TP	STT STS STP	
1	Cultivators	240	612	656	322	1830
2	Government, Community Leaders, and Entrepreneurs	220	153	86	46	505
3	Total	460	765	742	368	**2335**
4	Percentage	**13,1%**	**33,4%**	**35,8%**	**17,6%**	**100%**

Table 7: Ekas Buana Community Perceptions of the Large-Scale Seaweed Industry Downstream Modeling Project
Source: Processed primary data

DISCUSSION

The public perception of the cultivator elements with the government elements, entrepreneurs and community leaders in Ekas Buana can be seen from the Likert scale calculation data with simple statistical analysis in table 5 above, the results of the perception of the cultivator elements community are obtained from the category figures Very Know, Strongly Agree, Very Positive at a percentage of 13.1% while in the government elements, entrepreneurs and community leaders obtained a larger percentage of 43.56% in the same category. This means that there are different perceptions between the government elements, entrepreneurs and community leaders with the cultivator elements community.

The perception of the Ekas Buana community of the cultivator element towards the large-scale downstreaming project in the category of know, agree, and positive obtained a percentage score of 33.4%, and in the category of Don't Know, Disagree, Not Positive obtained a percentage score of 35.8%, and in the category of Very Don't Know, Very Disagree, Very Not Positive obtained a percentage score of 17.6% meaning that these three categories still dominate the perception of the unexpected category, namely a score higher than the most expected score. Meanwhile, in the community of government elements, business elements and community leaders in the same category as the community of cultivator elements obtained a percentage score of 30.3% at the level of Know, Agree, and Positive, 17.03% at the level of Don't Know, Disagree, and Not Positive, and the very unexpected category of 9.11%. This means that the perception of the community from the government elements, business elements and community leaders is dominated by a good perception, where the respondents' answers are dominated by the most expected answers, namely 43.56%. This is caused by several factors, differences in knowledge about the project, intensity of obtaining information about the project, information media about the project and the level of education, both formal and informal, between the farming community and the government, business elements and different community leaders.

There are several elements believed to shape the perception of the Ekas Buana community towards the large-scale seaweed downstream modeling project in Ekas Buana, including elements of knowledge, attitudes and behavior. As stated by Junaidi (2005) that perception is determined by knowledge, attitudes and behavior. Factors that influence perception are internal factors (experience, thinking ability, motivation and frame of reference). While external factors are (environmental conditions where the perception takes place).

Knowledge

Knowledge is a variety of things obtained by humans through the five senses. Knowledge arises when someone uses their senses to explore certain objects or events that have never been seen or felt before (Wijayanti, 2009 in Nanda Nur Amalia Utami 2020). As the data in table 2 no. 1 above from 57 respondents from seaweed farmers in Ekas Buana, who knew about the large-scale seaweed industry modeling project, only 1.8% knew very much about the seaweed industry downstream modeling project, 33.3% did not know at all, 54.4% knew a little, and 10.5% knew enough. This means that farmers need optimal socialization and communication, this can be seen from the answer number 2, namely 84.2% of respondents did not know the main objective of the large-scale seaweed industry downstream modeling project. This is further reinforced by the answer to number 3, which answered that 14% understood enough, 59.6% did not understand enough, 22.8% did not understand at all, and only 3.5% really understood the project's goal of improving seaweed quality. Likewise, with the understanding of the project to increase the added value of seaweed products, only 3.5% understood very well, 14% understood enough, a larger 4.9% did not understand enough, and 38.6% did not understand at all. However, in terms of the perception of the importance of this project, respondents have an important belief for the future, this can be seen from the respondents' answers to number 5, where 43.9% of respondents answered important and 24.6% answered very important. So if totaled with all scores with all scores from the most expected answers to the least expected answers as shown in the percentage of answers in table 2 above.

Attitude

The influence of education and information on the knowledge and attitudes of seaweed farmers in running a business is very influential on the industrial technology used by Jonanthan (2021). Habibah (2021) explains the factors that influence the formation of fishermen's attitudes, including: personal experience, other people, culture, education, and emotions. What a person experiences will affect appreciation in social stimuli, responses will be one of the bases in forming attitudes, to be able to have responses and appreciation, a person must have observations related to psychological objects. The attitudes of the community, elements of the government, elements of community leaders and elements of entrepreneurs are supportive of the implementation of a large-scale seaweed downstream modeling project in Ekas Buana, this can be seen from the answers that 38.5% strongly support 38.5% support and the remaining 23.1% are neutral about whether it will be implemented or not. Attitudes towards accepting the large-scale seaweed industry downstreaming project are closely related to the level of education of respondents who can analyze the impact of the presence of this project, so they have a very good attitude, this cannot be separated from the level of education of respondents from government elements, business elements and community leaders who have formal education at the master's level 23.1%, bachelor's degree 53.8% and the rest are high school.

In contrast, the seaweed farmer community strongly disagreed 36.8% and disagreed 38.6%, agreed 19.3% and strongly agreed only 5.3%. This means that the impact currently felt has not had a significant impact, as seen from the attitude of strongly disagreeing being higher than the attitude of agreeing. This is also influenced by the limitations of direct respondent analysis caused by different levels of knowledge with the community elements of the government, business elements, and elements of community leaders in Ekas Buana. This condition is associated with this project not having an impact on increasing the income of direct

farmers because farmers feel and experience that the sale of production is still higher than the selling price to the outside of the large-scale seaweed industry downstream project partners in Ekas Buana.

This was conveyed by Lukmanul Hakim in an interview with Abdul Tilah, the head of the Bareng Bangkit seaweed farmer group and seaweed entrepreneur, at his residence in Ekas Buana. However, the assessment of the impact on improving the welfare of the village community in general has a better attitude than the direct impact on farmers, as seen from the respondents' answers: strongly agree (7.0%), agree (29.8%), disagree (42.1%), and strongly disagree (21.1%).

This means that the attitude of strongly disagreeing dominates the respondents' answers, but the percentage of strongly disagreeing attitudes among the community regarding the impact of this project on the income of cultivators directly is still higher. Lack of socialization is the perception that causes this attitude. The attitude of the Ekas Buana community towards the large-scale seaweed modeling project is also reflected in the percentage of confidence in the impact of the project on improving the quality of seaweed produced, the answer is higher percentage of disagree 47.4%, strongly disagree 1.8%, agree 43.9, and strongly agree only 7.0%. This means that farmers are more uncertain that the presence of this project can improve the quality of seaweed cultivation on the coast of Ekas Buana. This is based on the results of an interview with the head of the Ekas Tulen seaweed cultivator group (Ismail) at his residence in Ekas Buana, that the company in carrying out direct cultivation still often fails with the techniques the company uses, finally the company modifies the techniques used by the local community. This is seen as narrow-minded by cultivators, so that those who disagree with the large-scale seaweed downstream modeling project being able to improve the quality of cultivation results are more dominant than those who agree or strongly agree.

Likewise, the attitude of cultivators' trust in the large-scale seaweed industry downstream modeling project can increase the selling price of seaweed. Respondents' answers were dominated by disagree (49.1%), strongly disagree (15.8%), agree (33.3%), and strongly agree (1.8%). Based on the results of direct interviews, the selling price has so far been higher when selling to external buyers than the selling price to partners in the industrial downstreaming project in the East Java region. Despite this attitude, cultivators have confidence that this large-scale seaweed industry downstream modeling project can increase wider market access as respondents' answers in Table 3. This belief is indicated by the percentage of answers that agree is more dominant, namely 42.1%. In accordance with the opinion of Rahman (2019) that there are 12 strategies and solutions to improve the socio-economic of seaweed cultivators, one of which is establishing a market partnership cooperation pattern.

Behavior

Mursal Gazali et al. (2020) stated that several problems experienced by seaweed farmers in Ekas Buana when the good planting season arrives, including the limited availability of seeds due to damage caused by natural factors in the month before planting. This condition leads to dependence on external nurseries rather than obtaining seeds from existing downstream company partners. This is proven by respondents' answers regarding the influence of this large-scale seaweed industry downstream modeling project on farmer decisions in terms of choosing the type of seaweed to cultivate. 61.4% answered STP (very unpositive), meaning that farmers still depend on nurseries from outside the Ekas area. Wiryanti (2022) stated that the behavior of seaweed farmers is determined by respondents and knowledge about seaweed.

The application of new knowledge and technology obtained from partners in the large-scale seaweed industry downstream modeling project in cultivation activities is still very little, as seen from the respondents' answers that 68.4% answered very unpositive, 3.5% unpositive, 26.3% positive, and only 1.8% very positive. This means that the behavior of cultivators in applying science and technology obtained from large-scale industrial downstream company partners is very minimal, even on the contrary, companies that combine methods with existing cultivators in the area.

Respondents' statements of willingness to be involved in every phase of the large-scale seaweed industry downstream modeling project were dominated by positive behavior, as seen from the answers that 68.4% agreed, and a small portion who were very unpositive, namely 3.5%. Although the majority of respondents, namely 94.7%, had never attended training socialization related to the large-scale industrial downstream project. Socialization and training related to this project are closely related to how the condition and designation of the area that has been used since the beginning of the existing coastal environment for seaweed cultivation areas, marine tourism areas, fishing areas, mangrove areas and lobster cultivation areas. This complex designation makes the division of areas a must be known by the people of ekas buana. This is in accordance with Adrianto's statement (2006) that the purpose of the division of designated areas is to improve the quality of the environment with the mission of realizing the utilization and management of natural resources with added value, environmentally sustainable, efficient, planned, comprehensive, directed, integrated and gradual based on science and technology.

CONCLUSION

The perception of the Ekas Buana community towards the large-scale seaweed industry downstreaming project in Ekas Buana is dominated by people with negative perceptions, disagree, and don't know. This is seen from the percentage of answers at the most expected score level, namely: very aware, very agree, and very positive, getting a percentage score of 13.1%. At the level of knowing, agreeing, and positive, the percentage score is 33.4%. At the level of don't know, disagree, and not positive, the percentage score is 35.8%. At the very unexpected score, namely very unaware, very disagree, and very not positive, the percentage score is 17.6%.

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