

Community Social Interaction Towards Foreign Tourists

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Abstract: This research aimed to find out, analyze and describe the social interaction patterns of Tanjung Bira's societies towards the foreign tourists in Bulukumba regency which were used as a reflection and guidelines for supporting the certain community life and were developed in social life. The method used was qualitative method by applying descriptive research. The research participants were societies of Tanjung Bira both workers and non-workers and the foreign tourists. The data were collected by in-depth interview and observation and then the data obtained were analyzed qualitatively. Based on the research results, it can be concluded that the interaction patterns of Tanjung Bira's societies with the foreign tourists were divided into two forms, namely associative interaction patterns and dissociative interaction patterns. The associative interaction patterns consisted of cooperation, accommodation and assimilation. Meanwhile, the dissociative interaction patterns consisted of competition, contravention and conflict. As for the impact caused by the interaction patterns between societies of Tanjung Bira and the foreign tourists, it included positive and negative effects. The positive effects included providing jobs, increasing the society and government incomes and construction of the better infrastructure facilities. However, the negative effects included appearing the demonstrative effect and the changes of values.

Key words: Interaction, community, Tanjung Bira, foreign tourists, demonstrative effect

INTRODUCTION

The social processes are ways of communicate that is shown when individual and social group meet each other and establish the systems and the common social process forms that are called social interaction or social communication process because the social interaction is the main condition to conduct the social activities. A social interaction would not occur if it does not meet two conditions, namely the existence of the social contact and communication.

It should be noted that the contact is not solely dependent on the action but also the response to such action. The social contact can lead to the positive and negative effects. For example, the positive effect is in the term of cooperation while the negative effect leads to the conflict or even the social interaction cannot occur.

The international tourism is rapidly improved due to the existence of the human's movement to find out the new experience to explore the new areas to look for the changing situation or to get a new journey. The existing and developing of tourism is due to the tourists. One characteristic of the tourism development in a country is the existence of the number of the foreign tourists coming to the country. With the entry of foreign tourists there will be construction of tourism facilities and infrastructures that aims to facilitate the tourists (Pitana and Gayatri, 2005).

A tourism object should improve its quality to be better in order to get a positive perception. In order to create a positive perception, a tourism object is required to meet the desires of tourists (Pitana and Gayatri, 2005). Therefore to find out how significantly the market demand, it is needed the perception analysis. The perceptions towards the object quality become the benchmark to know the quality level of an object. This research emphasized the observation of the community social interaction patterns in tourism location of Tanjung Bira towards the foreign tourists. It certainly determines that whether or not a tourism object is worth to be visited. A tourism object requires infrastructures and transportation for visiting the tourism destinations. Besides, the availability of facilities is also important in providing the tourist's need while visiting this tourism object.

As related on this research was to find out how the social interaction patterns of Tanjung Bira's community towards the foreign tourists because the tourism is the mainstay sector for Bulukumba regency to earn the local revenue (PAD). Bulukumba regency has the high tourism potential rather than other regencies in South Sulawesi province. The nature and cultural attractions spread throughout Bulukumba regency.

Literature review

Social interaction patterns: Syani (Yusran and Quraisy, 2015) argues that social interaction is identical with social

relationship because the existence of social interaction means that as a social interaction. It can be interpreted that in the social interaction there is relationship between one another that mutually give and take with the realization of a possible cooperation or a competition or a conflict. The economic social aspect is an aspect that cannot be separated from human life.

There are some definitions and perspectives about the social interaction such as Soekanto (2012) defines interaction social is the dynamic social relations concerning to the relations between individuals between groups of people and relations between individual and groups of people.

The patterns of social interaction are classified by Gillin and Gillin into two kinds, namely associative social patterns and dissociative social patterns (Soekanto, 2012).

Associative social patterns

Cooperation: There are five forms of cooperation such as:

- The harmony that includes mutual cooperation and mutual help
- Bargaining, i.e., the implementation of agreements on the goods and services exchange between two or more organizations
- Co-optation, i.e., an acceptance process of new elements in leadership or political implementation in an organization as a way to avoid the shock and stability of the concerned organization
- Coalition, i.e., the combination between two or more organizations that have similar goals
- Joint venture, i.e., cooperation in the exploitation of certain projects, e.g., oil drilling, coal mining, cinema, hospitality, etc

Accommodation: According to Gillian and Gillian (Soekanto, 2012), accommodation is a term which is used by sociologists to describe the social relation process that is synonymous with adaptation which is used by biologists to refer to a process in which living creates adapt themselves to the natural surroundings. Which this understanding, it is intended as a process by which those individual or group of people who initially contradictory, mutually orient oneself to overcome the tensions. Accommodation is a way to resolve the conflict without destroying the opposition so that the opponent does not lose his/her personality. The forms of accommodation include coercion, i.e., an accommodation form that its process is carried out because of coercion; compromise is an accommodation form in which the parties involved mutually reduce their demands in order to achieve a settlement of the existing conflict; arbitratio, i.e., a way to

reach a compromise if the parties in conflict cannot achieve it alone; mediation is almost like arbitration. In mediation, a neutral third party in terms of the existing conflict is invited and conciliation, i.e., an attempt to reconcile the wishes of the dispute parties in order to achieve a collective agreement.

Assimilation: Assimilation is efforts to reduce differences between individuals or between groups in order to reach an agreement based on mutual interest and shared goals. According to Koetjaraningrat (Maryati and Suryawati, 2007) assimilation process will occur if there are groups that have different cultures. Then, the individuals in the group interact directly and continuously for a long time, so that the culture of each group change and adjust to each other.

Dissociative social patterns

Competition: Competition can be defined as a social process where the individual or groups of people competing for profit through the life aspect that at current situation becomes the public focus (both individuals and group of people) in a way to draw public attention or to sharpen prejudices that have existed without use threats or violence. Competition has two general types, namely personal and non-personal. The personal competition is directly competed, e.g., acquiring a certain position in an organization.

Contravention: Contravention is essentially as a social process which is different with competition and conflict or dispute. Contravention is characterized by uncertainty symptoms about oneself a plan and concealed distaste, hatred or doubt about a person's personality. However, these feelings can be developed towards the possibility, usefulness, necessity or vote against a proposal, ideas, belief, doctrines or plans that are addressed by individual or group of people.

Social changes: Social process according to Sorokin (1962) is any change in a particular subject in the certain process whether it changes its space or modifies quantitative or qualitative aspects. Koenig *et al.* (2000) defines that social changes refer to the modification that occur in human life patterns. These modifications occur due to internal and external causes. Based on this definition, it can be interpreted that the social changes are the changes that occur in society including the changes in the structure, systems and social organization as a result of the modification of the human life patterns which are caused by internal and external needs factors of society itself. These are referred to the structural changes

because they lead to the system change as a whole. The social structure is a kind of a framework formation of community and its operation. If its structure is changed, so all the other elements tend to change the patterns (Nazsir, 2008). The social changes are caused by some factors such as the new findings such as people who usually work as fishermen, laborers have changed their professions after the existence of the tourism objects to be parking attendants, guarding the graveyard around the tourism objects and other professions.

The social structure is appeared on the changes in the status and roles, e.g., for housewives who usually only conduct the household activities, after the existence of the tourism object they can increase their revenue by selling near their house. The life environmental changes refers to the changes that occur in the social environment, e.g., the teenagers who are usually preferred to study have been changed after the existence of the tourism objects they more often gather at these tourism objects, thus it indirectly reduce their studying hours.

There some factors that encourage the changes process acquiring by the society such as the contact with other cultures which refers to diffusion. It means that the deployment process of cultural elements from individual to others and from one community to other community. With this process, human can be able to collect the new discoveries. Through the diffusion, the new invention which has been accepted by the community can be forwarded and distributed to the general public even all people in this world can enjoy its benefits.

The advanced formal education systems which refer to the education teach various knowledge and sciences to be known and mastered. Therefore, education gives a certain value to human beings in opening their thoughts rationally or scientific thinking to be more objective about a utilization of needs in human life.

The attitudes to respect for one's work and the desires to progress. Those attitudes should be institutionalized in the community because the community is an encouragement for the efforts of the new discoveries. The tolerance for the deviate acts which are not an offense. The open stratification system that allows for the wide vertical social movement or meaningful opportunities for individual to progress based on the member community ability. The heterogeneous population of community in the social groups that have different race cultural background and ideology. Hence, it can easily cause the conflict which leads to the shock culture.

The community dissatisfaction towards certain life aspects which occur for long time is likely to cause the

revolution. The future orientation and the values considering human beings must constantly endeavor to improve their life.

Foreign tourists: In an effort to recognize the tourism areas or tourism objects as the tourism destination, tourists find out and learn the information obtained through advertising, books and friends/relatives. That information will be adapted to the goals and desires to be traveled. If the information is not in accordance with their wishes they will look for other alternatives. From the results of learning the information, it is formed the perception about the object which is by Kotler *et al.* (2002) defined as a process that is experienced by someone in selecting organizing and interpreting the information in order to create the meaningful description. In other words, it can be stated that perception assists individual to select and interpretation the information into a meaningful description.

Besides for example, when the foreign tourists want to visit the National Park of Komodo in Indonesia they have been widely experience and perception about it. Similarly, many foreign tourists also visit the various kinds of temple, e.g., Temple in Japan, Angkor Wattatau Temples in Thailand.

The perceptions of the prospective tourists will arise after they have read and find out the information about the destination objects. Before conducting the travel, the tourists always find out the information about their destination tourism objects. The prospective tourists will consider various existing alternatives in accordance with the tourism criteria and their travel motivation so that they can make the right decisions. Therefore, they will find out and learn the tourism destination objects through advertising, books and from friends/relatives.

MATERIALS AND METHODS

Research type: The research type was qualitative descriptive approach which aimed to provide the description or explanation systematically, factually and accurately about "the social interaction patterns of Tanjung Bira's community towards the foreign tourists in Bulukumba regency".

Research location: The research was conducted in Tanjung Bira, Bulukumba regency, South Sulawesi province, Indonesia because this location was suitable to the researcher to obtain the desired data so the researcher investigated the social pattern interaction between Tanjung Bira's community and the foreign tourists.

Research subject: The selection of the research subjects used purposive sampling technique. Purposive sampling is a technique of taking data source sample by certain considerations with the intention to find out the data that are relevant to the research objectives. In this case, the researcher determined the subjects by selecting people who were considered most knowledgeable regarding to the issue so it was easier for the researcher to explore the issue or social situation under investigation. The subjects were twenty people who consisted of:

- Two tour guides
- Two people from government institution, i.e., the head of the tourism department and the head of Bira district
- Three people of Tanjung Bira
- Three foreign tourists

Data collection technique: The data are the most important support in a study. As more as data are obtained, so the final research results are better. Referring to the research of the social interaction patterns between Tanjung Bira society and the foreign tourists, the researcher used several techniques to collect the data, namely; conducting direct observations that aimed to compare the data that had been obtained through the existing literature with the real conditions and situations in the field. These observations were conducted by visiting directly the research site and then the researcher conducted observations and recording of the phenomena in the research location.

Conducting interview, either formally or informally. This interview aimed to reinforce the data that had been obtained from direct observations. In this study, it was used in-depth interview technique by collecting data from the number of informants by using a list of questions which referred to the interview guides that had been arranged systematically so that the data obtained were more complete and valid.

Data analysis technique: To analyze the data, the researcher used Miles and Huberman interactive model data analysis (Miles *et al.*, 2014) that consists of three processes that take place interactively, namely data reduction/condensation, data display and drawing and verifying conclusions. First, data reduction/condensation deals with the process of selecting, focusing, simplifying, abstracting and/or transforming the data that appear in the full corpus (body) of written-up field notes, interview transcripts, documents and other empirical materials. Second, data display refers to an organized, compressed assembly of information that allows conclusion drawing

and action. The researcher displays the data into narrative text, the data arranged by collective so the researcher can draw a conclusion from data that researcher get. The form of display data in this research was narrative text. Third, the researcher gets the conclusions about data that are still absurd and doubt so the conclusion need to verify. The verification was conducted by reviewing the data reduction/condensation and data display so the conclusion of the data were valid.

Data validity test: In qualitative research, the data can be stated valid if there is no difference between the reported results with the real situations or conditions of the research subjects. To test the data validity in qualitative research, it can be used the credibility test. The credibility test in qualitative research can be analyzed by using some techniques namely; the observations extension. The extension of the observations means that the researcher returned to the field, conduct observation, interview with the data sources that have been encountered or with the new data sources.

Improving persistence, i.e., conduct observations carefully and continuously. Triangulation, i.e., checking the data from various sources in various ways and at various times. Therefore, there are three types of triangulation, namely first, sources triangulation, i.e., to test the data credibility by checking the data which have been obtained through several sources. Second, method triangulation, i.e., to test data credibility by checking the data to the same sources by using different method/technique. Third, time triangulation, i.e., the data collected by interview in the morning, afternoon and evening will usually be different.

RESULTS AND DISCUSSION

The interaction patterns between society of Tanjung Bira and the foreign tourists: Based on the research results, it shows that the interaction patterns between Tanjung Bira people and the foreign tourists were very varied and diverse. These can be seen based on the motivation and interactional behaviors. First, it can be conducted through tour's transaction, the businessmen (society of Tanjung Bira) as providers and tourists as consumers. Second, the social interaction patterns occur when the society and tourists met in the same tourism object, i.e., for example in the cafe restaurant with the motivation of friendships, finances and romance. The next interaction patterns occur when both sides gather information, either on tourism, cultural or personal data. The tour's transaction interaction more frequently occur which are followed by the interactions when the tourists and local people met in the cafe or restaurant in Tanjung Bira.

Interactions of tour's transaction: In this interaction form, the tourist and Tanjung Bira people interact to reach the tour's transaction agreement. Tanjung Bira community consists of the workers in the field of travel business that provides various supporting elements of tourism activities including procurement of travel tickets, entrance tickets of tourism objects, souvenir purchase, foods, drinks and accommodation. This interaction was relatively shorter if the goal was only to reach the transaction agreement. However, the contact may take longer if they met again for other purposes except the tour's transaction. In accordance with the statements of some informants who worked as the tour guide stated that as follows 'the societies here usually interact with the tourists for the travel transactions and besides, the societies of Tanjung Bira provide information to the foreign tourists about traveling package's.

The statements described by Edo as a tour guide were justified by his colleague who worked as a travel employee named Falen who stated that 'it is true that we as the tour guide interact with the tourists when they need us in this case, we will provide information to them about the trips and the travel ticket'.

The statements explained by Mr. Edo and Falen above were supported by a foreign tourist who said that 'I interact with the people of Tanjung Bira when we need information about the tourism travel and tourism transaction's'.

Based on the interview results above, it shows that the interaction patterns can truly be conducted through a tourism transaction because it can be proven when the tourists booked the tickets for travel to the Tanjung Bira people.

Interaction of information exchange: In this interaction form, the tourists and Tanjung Bira people conducted a contact in order to get the information, either about the tourism or personal information. It was conducted by tourists and Tanjung Bira people both workers and non-workers because this interactions can occur anywhere. The interaction can take place in the streets, restaurants, souvenir shops or travel agency office. The tourists can ask for directions to a motorcycle driver, taxi driver on the roadside ask for the local typical foods to the people who they met. However, it is different with the two kinds of interaction that have been explained previously this interaction tends to be short-lived if it aims to only get information. It could be argued that this interaction may take longer if it is preceded or followed by other interaction forms both for tourism transactions or when they meet in café resto. This interaction pattern can ultimately cause effects that very according to the

development of interaction between both parties. As it was congruent with the statements of some informants who stated that as follows; 'I am as a tour guide, frequently communicated with the foreign tourists that's where the tourists look for information about the uniqueness that exist in the society of Tanjung Bira, vice versa, the foreign tourists tell the uniqueness the areas of their residence'.

From the interview result addressed by Mr. Edo above, it was supported by a foreign tourist who stated that 'when I visited the tourism destination in Tanjung Bira that's where I interact with people of Tanjung Bira in this case, it is about the guide to ask for the tourism in Tanjung Bira then by accidentally we exchange information about the travel'.

Based on the informant's statements above that when people of Tanjung Bira who works as the tour guide interact with the foreign tourists, it revealed that that's where the information is exchanged, either information from the tour guide or from the tourists. Besides, the following further explanations regarding the interaction patterns between the Tanjung Bira people and the tourists are as follows.

Associative interaction patterns

Cooperation: The cooperation between the tourists and Tanjung Bira's people was conducted to form a community which was named "Gerakan Bebas sampah", this movement encouraged the people of Tanjung Bira to care about the environment so that they and the tourists can enjoy the beauty of the Tanjung Bira area. The most important thing is the cleanliness of the area itself. The other cooperation was the Tanjung Bira people and the tourists as well as the local government jointly promote the local wisdom of Tanjung Bira. It was in accordance with the statements of a foreign tourist who stated that as follows 'as long as I'm in Tanjung Bira, my friends and other tourists not only visit the tourism object in Tanjung Bira but also we cooperate with the community of Tanjung Bira, especially in the field of tourism. Because we see that the people of Tanjung Bira have excellent tourism potential to be visited by tourists. Here, we cooperate in promoting local wisdoms possessed by people of Tanjung Bira'.

The statements described by the informant above were justified by another informant who stated that 'During my position as a district head in Tanjung Bira, I saw that the people of Tanjung Bira and foreign tourists conduct the cooperation in the field of promoting the local wisdoms possessed by Tanjung Bira community, besides, they also cooperate to establish a healthy and clean environment so that the tourists and Tanjung Bira

community can breathe the fresh air'. The statements revealed by some informants above are supported by the statements of another informant (Tanjung Bira people) who stated that "as long as the foreign tourists were here, they help the community of Tanjung Bira especially in terms of hygiene they can encourage the community to be concerned with the existing environment they build up cooperation an community which was named gerakan bebas sampah".

Based on the statements above, it reveals that the people of Tanjung Bira and foreign tourists jointly cooperate to build a healthy environment that was away from the dirty rubbish to be the clean and beautiful environment where they can breathe in fresh air. Besides, they also jointly promote the beauty of Tanjung Bira because Tanjung Bira has the good local wisdom and beautiful tourism object to be known and visited by the tourists both form foreign and local. Tanjung Bira has the beauty local wisdom such as the Komodo Island; especially Komodo animal is already included in the seven wonders of the world in addition, there are many tourism destinations in Tanjung Bira such as the underwater beauty.

The cooperation between the community of Tanjung Bira and the tourists was a cooperation that will be profitable for both of them both on the part of tourists as well as on the part of Tanjung Bira society. It is a coordinated effort among members of a group or community that is encouraged towards achieving the common goals.

As it was mentioned by an informant (people of Tanjung Bira) who stated that 'cooperation between society of Tanjung Bira and foreign tourists is definitely benefited for both parties because they jointly promote the local wisdom possessed by the society of Tanjung Bira'.

Jerry's statements are supported by the statements of an informant (foreign tourist) who stated that I'm ever directly involved even cooperate with society of Tanjung Bira in promoting local wisdom that owned by them when talking about the advantage that for myself there was a little benefit because the profits will be shared equally to the community of Tanjung Bira who are directly join in promotional activitie's.

Mr. Jerry and Gaylene's statements above are justified by the statements of an informant who stated that "when we talk about the benefits of the cooperation between the community of Tanjung Bira and the foreign tourists, it clearly gives the benefits but I don't know exactly how much the benefits that is acquired by both parties'. Based on the statements above, it clearly shows that the cooperation between the community of Tanjung

Bira and the foreign tourists gives the benefits for both of them because the cooperation form that they established helps the people of Tanjung Bira to promote their local wisdom. Besides, it is very advantageous for the local government of Tanjung Bira because this activity will invite many tourists both local and foreign tourists so that it will add foreign exchange for the governments and in addition to the local knowledge possessed people Tanjung Bira will be known throughout the world.

Accommodation: Accommodation is a way to resolve a conflict between two parties without destroying one of the parties, so the personality of each of the parties is maintained. The aim of accommodation is to reduce the contradiction between people or groups of people as a result of differences in understanding and preventing the explosion of an opposition for a time or temporary basis.

In social life, it is possible that the occurrence of various conflicts caused by insignificant problems such as opposition from individual to individual, the individual with the group, the group with the group and with community groups. It can not be denied that the opposition which quickly caused the conflict is the opposition of the different opinion among societies of Tanjung Bira towards the tourists.

Conflicts that arise are usually resolved by judicious ways. Likewise with the tourists as visitors will take judicious ways so that nobody feels aggrieved both tourists and the people of Tanjung Bira. The way to do it is by conducting discussion. As it was congruent with the statements from Mr. Jerry who was the owner of one of the travel agents in the middle village of Labun bajo which stated that as follows 'it has ever occurred a conflict between the tourist and one of the employees in this travel, the employee is the society of Bira, the problem is that tourist come to book the ship here to go to the Komodo Island, it was booked for the next day but when the next day the tourist booked to other travel by the reason is the difference in price, so travel's employee complaints to the tourist but the opposition can be resolved by the discussion'.

The statements from the travel owner are congruent with the statements put forward by a foreign tourist who stated that 'as long as i'm here there has been ever a conflict that occurs between the tourist and the society but the problem can be resolved by the agreement'.

The statements above are supported by the statements of an informant who worked at a travel agent who stated that as follows; 'a conflict will never be denied in our daily life because as human beings are never infallible. It is similarly for the tourists and travel

employees so if there is a conflict, it is perfectly natural'. The above information clearly indicates that people of Tanjung Bira and foreign tourists resolved any conflicts that occurred with discussion and agreement without prejudice between the two parties involved in a conflict. Although there were differences of religion, ethnicity and culture but they respected each other.

Tanjung Bira societies were well-known that were discipline in all things, especially in the case to receive tourists into their environment they never received tourists into their environment without any permission from the local government in this case, the tourists must take care license from the authorities. There had been carelessness from the foreign tourists they visited Tanjung Bira without having permission from the government. It was as described by Mr. Abdullah in an interview which stated that as follows 'there had been inspection that was conducted by the local government of Tanjung Bira community towards the foreign tourists, where there was an tourist who didn't have visa permission and the tourist was given time to quickly make the visa. However, the conflict can be resolved by the authorities without harm one of the parties because the government was still the policy to the tourist'.

From the statements of Mr. Abdullah above, it is justified by an informant (foreign tourist) who stated that 'There had been sudden inspection by the Tanjung Bira's government to us as tourists, one of us did not have a permit form the Tanjung Bira's government but the problem was still given a policy by the government so that our member can take permit immediately'.

From the above statements, it can be seen that there was a conflict that can be resolved. Reasons of travel's employee and tourists was due to the problems was only considered as a small problem, the problem was not a complicated problem for the owner of the travel because it was the common problem in the travel anywhere as well as the tourist's problem which did not have a permit from the government so when there was a conflict happened among Tanjung Bira's people with foreign tourists, it do not need to be enlarged if the problem can be resolved by discussion and mediation.

Assimilation: Assimilation is the efforts to reduce the differences that exist between those individuals or groups of people and also includes efforts to enhance the unity of acts, attitudes and mental processes by considering the interests and common goals.

Despite having different customs and cultures between people of Tanjung Bira with foreign tourists but they are open, they not only look at certain groups but also are able to mingle with other people. Especially by

conducting the cooperation, it will accelerate the assimilation process between foreign tourists and the Tanjung Bira community. As it is in the case of cooperation in establishing a healthy and clean environment from the dirty and debris rubbish carried around the town of Tanjung Bira.

This phenomenon can not only be seen directly but also supported by the statements from an informant who was directly involved in the community of the rubbish free movement that which stated that as follows; 'my friend and i concerned about the environment together with some foreign tourists are joined when carrying out environmental clean activities there is no longer a significant difference between us'.

Mr. Irfan's statements above were justified by one of the foreign tourists who stated that 'when my friend and I interact with the people of Tanjung Bira that's where we get to know each other without any differences because the aim is to conduct the clean environment so that people of Tanjung Bira and tourists can breathe the fresh air'.

Based on the above statement from the informants, it clearly proves that the people of Tanjung Bira and the foreign tourists already interacted without considering their race and culture because their aim was equally desirous that the community of Tanjung Bira was clean of any dirties and rubbishes.

Dissociative interaction patterns

Competition: Competition is a social process involved individuals or groups who compete each other and do something to achieve a certain victory. Competition can occur if some parties want something limited or something that became the center of public attention. Competition takes place without threats or violence. Fair competition by complying with certain rules is called fair competition and provides a positive impact for the both parties, i.e., the motivation to be better. But if competition is unfair, then competition will give a bad impact to both of them.

Based on the research results concerning the competition between the communities of Tanjung Bira and the tourists, it can be stated that it didn't occur both in the economic, cultural and race aspects. As was mentioned by Abdullah who stated that 'during the foreign tourists were in Tanjung Bira, there has never occurred the economic, cultural and race competition because the tourist's aim is only to visit and enjoy the beauty possessed by Tanjung Bira community'.

Abdullah's statements above were justified by Pius Baut who stated that 'when people of Tanjung Bira interact with foreign tourists, there has never occurred the economic, culture and race competition because I see that

the tourists only come to visit and enjoy the beauty owned by Tanjung Bira community both in terms of tourism and culture'. Mr. Abdullah and Pius Baut's statements above were also supported by the statements of a foreign tourist who stated that 'when it was asked about the competition with the communities of Tanjung Bira in this area, competition is virtually non-existent because it can be seen that foreign tourists who come here do not come to do business or compete with the people of Tanjung Bira in the economic aspect but they come to Labuan Tanjung Bira to visit the tourism destinations possessed by the communities of Tanjung Bira'.

From the statements above, it clearly shows that the people of Tanjung Bira and foreign tourists did not virtually conduct competition during the foreign tourists were in Tanjung Bira because the aim of foreign tourists is only to come to visit the areas owned by Tanjung Bira community such as Sanenggoan Lake, Komodo Island, Wae Cicu and the underwater beauty.

Contravention: Contravention is uncertainty symptoms about oneself, a plan and concealed distaste, hatred or doubt about a person's personality. The feeling can develop against the possibility, usefulness, necessity or vote against a proposal, ideas, beliefs, doctrines or plan put forward those individuals or groups of people. Examples of the contravention are blocking inciting and provocation, intimidation, betrayal and slander.

The feelings of hate, berate, criticize, slander, like protest to each other in social life are no longer a taboo thing to do but they have been regarded as an usual. Even, one individual tries to find weaknesses of other people only because of his/her hate feelings towards a person. It is exemplary the social interactions that are conducted by people of Tanjung Bira with the foreign tourists because as long as the tourists are in Tanjung Bira, the feelings of hate, revile, defame, criticize, disseminating hoax are never occurred from both parties. Social interaction between societies of Tanjung Bira and foreign tourists always endeavored to avoid things like that. Tanjung Bira community really maintain a harmonious relationship with the foreign tourists and vice versa Foreign Tourists also always keep their relation with the community of Tanjung Bira in order to remain in harmony by not doing things that can make Loosening of relations between them.

The description was supported by the statements of an informant who worked as a motorcycle driver (society of Tanjung Bira) who stated that 'here, I am never bothered by the presence of foreign tourists in fact I am proud because my region is visited by foreign tourists as long as they are here they do not utter harsh words, they

are always kind to the people of Tanjung Bira. As long as I became a motorcycle driver, I also have customers from foreign tourists. I never see that they berate, criticize or slander'. The statements above were supported by one of the foreign tourists who stated that 'I am as the tourist, I do not ever do or see other tourists doing the damage, insulting society of Tanjung Bira, we even interact with them so we can get to know their culture'.

The statements above were confirmed by Abdullah as the district head who stated that 'I never hear that foreign tourists utter something pertained society of Tanjung Bira. They are really kind, usually when people see other people's lives, sometimes they insult but the tourists never do it because their aim is only to visit and enjoy the beauty of Tanjung Bira'.

The descriptions above show that the relationship between the people of Tanjung Bira with foreign tourists can stay well because their attitudes were always respectful to others, it is evident from the attitude of the tourists who never berate, criticize, slander, spread the hoax news towards the local community, even they always try to never do it. Similarly, Tanjung Bira communities are always kind, friendly and courteous to the tourists, they appreciate the foreign tourist's culture, religion and ethnicity.

Conflict: Conflict is a disagreement between individuals or social groups to meet their goals by resisting other party. The conflict is usually accompanied by threats or violence. Conflict occurs because of differences of opinion, individual feelings, culture, interests both individual and group interests and the social changes that are quickly and cause social disorganization.

Conflict becomes as a phenomenon that we can find broadly and quickly via television broadcasts, newspapers and magazines both conflicts between individuals, the individual and the group and between groups and other groups. The conflict's causes usually involve the trivial things even we more concerned because it is considered as trivial problem to be solved without using violence, eventually a sense of unity is lost due to by disagreement or conflict, a sense of affection for others is also lost.

Based on the research results, it shows the description about the conflict between the people of Tanjung Bira with Foreign tourists had been ever occurred but it was still in the reasonable limits and finally it could be completed by simple discussion and agreement. This conflict occurred between travel agent's employees and foreign tourists. The cause of the conflict was due to price difference between that travel and others. It was congruent with Mr. Jerry's statements which stated that as follows 'there had been occurred conflict

between an travel agent employee and foreign tourist, anyway, the cause is a trivial matter, the tourist has already booked on my travel agent but in the next morning he booked on the other travel, so it occurs a conflict between my employee and the tourist’.

The statements of the travel owner were in line with the statement proposed by Falen as one of the employees in Mr. Jery’s travel who stated that ‘a conflict will never be denied in our daily life because as human beings are never infallible. It is similarly for the tourists and travel employees, so if there is a conflict, it is perfectly natural’.

From the statements of Mr. Jery and Falen as travel agent’s owner and employ above were supported by the statements of a foreign tourist who stated that ‘the conflicts that have occurred in the road were still within reasonable limits they can be resolved well without violence’.

From the above statements, it can be clearly showed that the Society of Tanjung Bira with foreign tourists have been ever conflict but it was still within reasonable limits, such as conflicts between the travel agent’s employee and foreign tourist. The conflict could be still resolved well without any violence.

The effects of community social interaction patterns towards the foreign tourists: Some forms of interaction between tourists and the community of Tanjung Bira contributed the effects for both sides. As stated in previous studies in tourism, the effects that occur can be positive or negative. This happens because of different possible viewpoint on tourists or society of Tanjung Bira. Therefore, the next descriptions below show the effects for both of them, either positive or negative effects.

Positive effects: Referring to the positive effects of the interaction between Tanjung Bira community and the foreign tourists, it contributes various effects to society of Tanjung Bira, one of them is the positive effects in the economic aspect such as:

- Provide jobs for people of Tanjung Bira in tourism aspect such as tour guide, waiters, etc.
- Increase the better facilities and infrastructures for the convenience of foreign tourists which are also directly and indirectly can be used by the residents of Tanjung Bira such as recreation place, etc.
- Obtain foreign exchange through foreign currency exchange. Encourage the person to self-employed or self-employed traders, e.g., craft and open the culinary business
- Increase society and government’s income
- Provide economic benefits to the hotels and restaurants, e.g., the tourists need large room and foods

It can be proven by the informant’s description which stated that as follows; ‘during the foreign tourists were in Tanjung Bira, it can increase economic income of government and society in addition, the society can open the culinary business, open travel businesses such guide, the government also build the infrastructure for the convenience of tourists and the community of Tanjung Bira’.

Mr. Abdullah’s statements above were clarified by the statements of the travel agent head who stated that ‘with the presence of foreign tourists here, it can improve the economy of the tourism sector and to facilitate the society of Tanjung Bira to open up employment opportunities both in terms of art and culture as well as in terms of hospitality’.

The statements of some informants above were justified by another informant who said that ‘as long as Tanjung Bira areas visited by many tourists both local and foreign, many changes are seen, namely in terms of increased economic sector, infrastructure is added and the society of Tanjung Bira can open a business in terms of both culinary, hospitality and business travel agency’.

The above statements clearly show that when tourists visited to Tanjung Bira, the economy sector could be automatically improved both local governments and communities. It can also reduce unemployment in Tanjung Bira because Tanjung Bira community desire to learn English and other international languages.

Negative effects

Demonstrative effect: As stated by Kadtdemonstrative effect is changes in values, attitudes and behavior of society as a result of tourist visits to the area, mainly because of their interaction with tourists and the efforts to imitate the tourist’s culture. It also occurs in people of Tanjung Bira, began to be affected by foreign tourist’s culture, it is the impact of the interaction between the people of Tanjung Bira with foreign tourists. The impact of foreign tourist’s interaction with society of Tanjung Bira can be seen such as from the changes in clothing styles that imitate the tourists, the language style, attitude and behavior shown by Tanjung Bira community, particularly in the teenage behavior. Foreign cultural imitation included lifestyle changes such as chatting until late at night, drinking alcohol, making out in public places and the favoring of foreign music such as reggae and blues. It was congruent with the statements of one informant who stated that as follows ‘since, the tourists were here, most people of Tanjung Bira have started following Westernized style, especially that of how to dress’. It was also supported by Edo as a tour guide who stated that ‘most of them who followed the tourist’s style are teenagers they are still unstable and they do not know what the good and the bad are’. Mr. Edo and Rian’s

statements above were clarified by the head of tourism department who stated that 'if we now see a lot of our teenagers who have been affected by western culture which western culture that is contrary to our culture as a community of Tanjung Bira, just imagine that we see in terms of dress for western people that dress very openly, without shame with our society, besides, their behavior is so dangerous for our teenage children and many others'.

From the statement above, it is already apparent that teenagers of Tanjung Bira have been affected by the behavior of foreign tourists, namely in terms of profanity clothes that make people of Tanjung Bira feel uncomfortable with the open clothing style. Besides, it is coupled with the language style and the worse effect is their behavior which gradually makes people of Tanjung Bira be affected or emulate by their behavior especially among teenagers, the tourists did not hesitate to kiss, cuddle with the opposite sex in public, regardless of the local community.

Changes of values: Interactions that led to the attempted imitation of foreign tourists lifestyle as a result of a demonstrative effect also leads to changes in social cultural values of local communities. Changes that occur are such as there is consumptive and materialistic culture as a result of the efforts to imitate the tourists. This happens when the community of Tanjung Bira viewing the tourist's habits and wanted to imitate them such as the desire to have a camera or the newest mobile phone, eating and drinking foreign menu, traveling and shopping like the tourists and prioritize material. It can be proven by the statements of the informant who stated that 'during tourists come to visit in Tanjung Bira most teenagers and even older people follow the foreign tourist's life style, they also want to have luxury items that are commonly used by foreign tourist's'.

Based on the informant's statements above, it clearly shows that the effects of the of the tourist's behavior who love extravagance affected the community of Tanjung Bira who mostly imitate this behavior without considering its impacts. It will make people of Bulukumba can not fortify themselves from foreign tourist's lifestyle. Reducing attitude of tolerance and respect among working people competing in profits from the sale of tourism products. It is characterized by a competition between the local guides who wants to sell as much as possible to the tourism products to the JNP's (Tourism National Journal) tourists. This can be referred to as the negative impact of tourist interaction with the community of Tanjung Bira which affects the life of local communities. In competition of the sale and purchase tourism products both parties acknowledge their exploitation for the sake of tourism

activities. It was congruent with the statements of an informant who said that 'when many tourists arrive to Tanjung Bira that's where the tour guides compete to sell equipment either the equipment for swimming or event equipment for climbing and they also compete to get the benefit from the tourists such as accompany tourists for visiting the beauty of Tanjung Bira'.

Mr. Pius's statements above were justified by one of informants who stated that 'Tourist arrivals here contribute the big effects on the interaction pattern among the tour guides because as long as tourists are in Tanjung Bira, the tour guides automatically compete for the benefit from the foreign tourist's'.

From the above statements, it clearly show that when tourists visited Tanjung Bira may affect patterns of interaction between local guide with tourist arrivals where the guides vying selling travel equipment and in addition also the guide, expanding to sell services for tourists.

CONCLUSION

The interaction patterns between the societies of Tanjung Bira and the foreign tourists can be classified into associative and dissociative interaction patterns. In addition, other interaction patterns are through travel transactions, i.e., the businessmen (society of Tanjung Bira) as provider and tourists as consumers and the subsequent interaction pattern occurs when both parties explore the information. From many interaction patterns that occur between Tanjung Bira community and the tourists, the most dominant occurred are the associative interaction patterns in terms of cooperation, travel transactions and exploring information. While other interaction patterns indeed occurred but they do not significantly used.

The effects the interaction patterns between the people of Tanjung Bira and foreign tourists include positive and negative effects. The positive effects consists of increasing employment, providing infrastructure construction, obtaining foreign exchange, increasing revenues, Encouraging a person to self-employment and providing economic benefits to the hotels and restaurants. Meanwhile, the negative effects are demonstrative effect and changes in values. From both the positive and negative effects, it shows that in the community interaction patterns of Tanjung Bira are in terms of its positive effects due to the foreign tourist arrivals which can reduce unemployment in the community of Tanjung Bira. In term of the negative effects, they have not been significantly affected because some societies of Tanjung Bira could still filter the Western cultures.

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