Social Values Analysis Toward Ecotourism Development in the Kei Islands

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Abstract

The application of carrying capacity has the potential to protect tourist areas, both natural and cultural, and is related to the local community lifestyle and the potential of tourist destinations. The condition of the people of the Kei Islands who are still experiencing conflicts of interest in several areas leads to an unplanned development that is not according to plan or can even change or destroys the character of natural and cultural resources. Therefore, this study aims to analyze the condition of social values related to the current social carrying capacity and the past 10 years. A total of 600 people from 10 community groups were involved and the primary. Primary data were obtained through filling out of a list of questions by respondents using a closed-ended questionnaire by applying the "one score one indicator scoring system". The data were analyzed was carried out in a quantitative descriptive manner based on the average value of each indicator. A paired t-test was conducted to determine the difference between the current and the condition 10 years ago. The results showed that the local community's response to tourism development activities under both now and 10 years ago felt positive and negative impacts. The social situations that produce positive impacts were conducive situations, associations, cooperative situations, and productive collaborations, while the negative ones were dissociation, conflict, and war. This showed that communication and economic aspects must be the attention of the parties to reduce conflicts of interest and enhance the development of ecotourism in the Kei Islands.

Keyword: development, ecotourism, Kei Islands, social values

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Introduction

Tourism is a multi-discipline system, where various aspects are interrelated and influence each other (Suwena & Widyatmaja, 2010). In the last few decades, tourism has become a source of driving force for community dynamics and one of the prime movers in socio-cultural change (Pitana & Gayatri, 2005). Its development also induces changes in the social character of a destination (Saveriades, 2000). Avenzora (2013) stated that social aspects can shape human behavior in the interaction and management of various conflicts of interest. This show that, the social aspect can be said to be specific because it is shaped by the behavior of specific community interactions that give birth to specific development. Moreover the social dimension does not only identifies and organizes the stakeholders involved, to generate optimal economic benefits for each component.

According to Saveriades (2000) social carrying capacity is the ability of humans and different population groups to live together as a society in a harmonious, balanced, peaceful, ordered and safe manner. Meanwhile, the three factors that affect the social carrying capacity are namely: 1) the ability of humans themselves, 2) social interaction, and 3) the social groups involved in it (Faturochman & Widaningrum, 1993). Changes that occur due to the as a result of the process of the social interaction are called social impacts, which produce that will give both positive and negative influences.

The attitude of local communities in responding to tourism, including local tourists, was first introduced by Doxey in 1976. It is known as the irritation index theory, which describes. The irritation index theory describes changes in local people's attitudes towards tourists in a linear fashion (Pitana & Gayatri, 2005). This attitude and is divided into 4 phases, namely euphoria, apathy, annoyance, and antagonism. These phases describe the conditions where the tourists happily until the community begins to be disturbed. However, the irritation index theory is less relevant because the dynamics that occur between tourists and local communities do not always lead to dislike and damage. There is another paradigm that can emerge when there is an interaction between local communities and tourists who

carry the accompanying attributes such as style, language, customs, behavior, etc. This occurs when there is a productive collaboration between tourists and local communities and their impact on regional development in the Kei Islands, specifically the social effect in form of changes in the existing value order.

Ecotourism development can have a positive or negative impact on society and the environment based on the carrying capacity as well as high tourism activity in the area (Saveriades, 2000). In Indonesia, the Kei Islands are one of the areas with great natural and cultural tourism potential. The condition of these islands makes this archipelago rich in natural and cultural tourism potential. However, in early 1999, there was an ethnic-political conflict involving religion in the Maluku Islands (Tryatmoko, 2017). The Malino II Charter ended the conflict and initiated the process of reconciliation. There are also social problems related to differences in perceptions between formal government government structures and social structures based on customs and traditions. In 2007, the Kei Islands passed through expansion consisted of Southeast Maluku Regency and Tual City (Rahantan, 2014). Throughout its development, the Kei Islands have been marked by development conflicts between the local government of Tual City and Southeast Maluku Regency, differences in percep-tions between formal government traditional and traditional-based governance and social structures, and conflicts of interest in several areas. The impact of various conflicts that arose led to demonstrations and sometimes caused the disappointment of many parties, specifically outsiders such as visitors/tourists/immigrant groups. The dynamics of social values that occurred in the Kei Islands have experienced significant changes during this decade.

In order to avoid the occurrence of social degradation and disfunction of coastal areas in the Kei Islands, need to carry out an integrated, planned and sustainable investigation of ecotourism development to avoid the occurence of social degradation and the distinction between coastal areas. Therefore, this study was carried out and involving all relevant stakeholder components to enhance the optimal use of existing assets. The potential and use of Kei Islands resources for coastal and marine tourism activities must have the potential to improve the welfare of the people in the area. Due to the continous growth in population and development activities, the pressure on the ecosystem is also increasing. This will also erode the prevailing social order in the Kei community because of the low socio-economic conditions of the population. Meanwhile, the social dimension of ecotourism aims to improve the welfare and residents' quality of life. According to the conditions and changes in community behavior in the Kei Islands, 7 phases of the social value system of society were designed based on the dynamics that occur, namely the value system that can lead to abnormal dynamics (war, conflict, dissociation) and normal dynamics (conducive situations, associations, cooperative situations, and productive collaboration) (Taneko, 1993; Lawang, 1994). The 7 social situations are also influenced by several aspects including aspects of religion, economy, technology, science, rights and obligations, art, and communication or language (Koentjaraningrat, 2009). Each

aspect is described in 7 variables that explain their respective roles in normal and abnormal dynamics.

Tourism development in the Kei Islands requires mapping the conditions of the social values of the community to increase economic value maintains the preservation of natural and social resources. Meanwhile, the condition of the people of the Kei Islands who still experience conflicts of interest in several areas has led to unplanned development that is not according to plan or can even change or destroy the character of natural and cultural resources (Joshi & Dahal, 2019). The purpose of this study aim to describe the social character of the people of the Kei Islands associated with ecotourism, to identify social values related to social carrying capacity, and to analyze the dynamics of changes in social values related to social carrying capacity.

Methods

Study area and respondent This study was conducted in Southeast Maluku Regency and Tual City, Kei Islands, Maluku Province. The respondents of this research are stakeholders. ISO 26000 as individuals or groups that have an interest in any decision or activity of an organization. Stakeholders include suppliers, internal staff, members, customers (such as shareholders, investors, and consumers), regulators, as well as local and regional communities. They also include purchasers, clients, owners, non-governmental organizations (NGOs) (Moratis & Cochius, 2017), and all parties involved in the management of resources. According to Henisz (2017) stakeholders are individuals from local and national politicians and community figures or leaders, authorities, paramilitary groups, NGOs and international bodies, who are related to the issues and problems. The determination of the number of respondents is based on Sugiyono (2015) which states that the minimum number of samples for each category is 30 for each stakeholders. When they are divided into several groups. Therefore, a total of 600 respondents were divided into 10 groups, namely: 1) traditional leader (the king of each region in Kei Islands), 2) the tourism industry (owners of hotels, travel agencies, a souvenir shops, etc.), 3) local community (those who lives near the ecotourism area), 4) NGO's, 5) university in Kei Islands, 6) government in Southeast Maluku Districts, 7) government in Tual City, as well as, 8) Moslem, 9) Catholic, and 10) Protestant. The Kei Island because religion in Kei Islands are dominated by 3 religion, namely: Islam, Catholic Christianity, and Protestant Christianity which have almost the same presentation ± 30%. This study used an exploratory-phenomology approach, to examine human phenomena and their social behavior. The data collection was carried out through participants' observation to determine the essential phenomena in their life experiences (Altinay & Paraskevas, 2008). The technique used was non-probability sampling or purposive sampling.

Data collection methods The data were obtained quantitatively from questionnaires. The instrument used was in form of a questionnaire designed with a closed ended with a guide to one score one criteria scoring system (Avenzora, 2008), which comprises 7 indicators. Meanwhile, each indicator also consists of 7 aspects of the assessment.

Perception scores were assessed in a range of 1–7, where 1 = very low, 2 = low, 3 = somewhat low, 4 = average, 5 = somewhat high, 6 = high and 7 = very high.

Data analysis The score of respondents' perceptions of the aspects of social values is analyzed descriptively and quantitatively based on the average value of each indicator. The comparative and correlation analyses were carried out to determine the relationship between each aspect of the social value system and the dynamics of its changes. The comparative analysis used the paired t test method, while the correlation analysis used the Pearson cross correlation method.

Result and Discussion

Validity and reliability study instrument test According to Koentjaraningrat (2009), the social values of the community that are used as aspects or variables that determine the social carrying capacity of tourism are: 1) war, 2) conflict, 3)dissociation, 4) conducive situation, 5) association, 6) cooperative situation, and 7) productive collaboration. Table 1 shows that the results of the study instrument reliability test using the Cronbach's Alpha method were reliable in all aspects (Cronbach's Alpha value > 0.6). The validity test using the Pearson correlation method was also valid (correlation value or calculated r value > r table) for all variables. Therefore, the results of the social values survey can be analyzed further.

Respondent profile The condition of the residents of the Kei Islands is significantly unique because the area is a vulnerable to abnormal dynamic events. The bloody conflict in 1999, Kei was hit by major inter-communal conflicts large inter-village or village with religious issues. Bloody conflict in Kei at that time could be said to be the aftermath of a major conflict that occurred in Ambon (starting January 1999). Initial characters and issues of conflict in Ambon and Kei are the same, namely inter-village conflict using religious symbols (Tryatmoko, 2017). It caused many casualties which also resulted in material and immaterial losses, and influence of social dynamics of Kei Islands. One of the social dynamics that occurs in the Kei Islands is regional segregation. It causes

Table 1   Validity and reliability test

Aspect	Product moment correlation (r)	Cronbach's Alpha
War	.757**	.940
Conflict	.826**	.934
Dissociation situation	.792**	.937
Conducive situation	.897**	.926
Association situation	.914**	.923
Cooperative situation	.911**	.924
Productive collaboration	.888**	.926

regional division in the Kei Islands and resulted the Tual City to be splitted up itself from Southeast Maluku Regency in 2007 to the New Autonomous Region in Maluku Province (Rahantan, 2014).

Currently, the people of the Kei Islands are still developing their territory with several mainstay tourist destinations which are selling points to increase regional foreign exchange. Based on these abnormal dynamics, a time limit was made 10 years ago since the residents have started improving the area in a better direction.

In this study, respondents were dominated by women, namely 365 (61 %) compared to men (39 %), aged 16–25 and 36–45 years (193 people or 32 %) of the total of 303 (51 %) and 193 (32 %), respectively. According to the population status, the characteristics of the respondents are dominated by natives compared to immigrants. The indigenous respondents were 416 (69 %), while the immigrants were 184 (31 %). The single respondents were 54 % which were more than the married at 47 %, with the last education level being dominated by high school graduates (> 50 %). A small proportion of respondents did not attend a school or have an elementary level (< 1 %). This showed that the level of public education in the Kei Islands is already significantly high. Although most of the respondents have a monthly income of less than IDR1 million (52 %) which indicated that economic growth is not optimal. This value is still far from the per capita income of the Indonesian people of IDR4.74 million per month, when converted from the comparison of the average per capita in 2020 of IDR56.9 million (BPS, 2020).

Dynamic of social values in ecotourism development The society social values that are used as the basis for determining the social carrying capacity of tourism consist of seven social situations, namely: 1) war, 2) conflict, 3) dissociation, 4) conducive situation, 5) association, 6) cooperative situation, and 7) productive collaboration (Maryati & Suryawati, 2003). Figure 1 shows that the lowest score of social values is the situation that causes war, while productive collaboration. Negative social situations (war, conflict and dissociation) score lower than positive social situations (conducive situations, associations, cooperative situations and productive collaboration). Based on these conditions, the social order of the people of the Kei Islands can be said to be "controlled," because positive values remain to predominate over negative values. The empirical data in Table 2 showed that, aspects such as technology, science, art, and communication are important aspects that make the social values solid and stable. Meanwhile elements of culture, religion, economy, as well as relative rights and obligations significantly influence the social values which makes the situation perception score to be between 4.31 to 4.99.

The current social situation of the Kei community is in a normal condition, namely towards development. This is based on a high category in any established value system, which includes conducive situations, association, cooperative situations and productive collaboration. However, some obstacles cause changes in the value system to become be negative. As shown in the level of community welfare. The measures that are used to indicate a decline in

the level of people's welfare are the deterioration in the level of education and health, as well as the increase in the number or portion of the poor population, which is determined by the worsening of the human development index (HDI) (Mahjuddin, 2012). Based on BPS data as of September 2021, Maluku people have the fourth highest percentage of poverty, which is 16.3% of 33 provinces in Indonesia. This shows that one in every four people in Indonesia's eastern province lives in poverty. This also supports the high number of negative dynamic patterns, namely war and conflict that occur more frequently compared to other parts of the country. Similarly, BPS Malra data (BPS Maluku Tenggara, 2021), shows that the Kei Islands (Southeast Maluku) have a relatively high percentage of the poor population than other cities and regencies ranking 7th out of 11 in Maluku Province. This indicates that, conflict areas experience stagnation in improving people's welfare, which leads to poor regional development, specifically in eastern Indonesia.

The social situation causing war Table 2, shows that the perception score of social situations that lead to war is generally positive, ranging from 4.31 to 4.7. This indicates that all aspects of the social situation can be a factor in the cause of war. After the war, there was a change in the social structure of the Kei community. This involved the movement of people to a location that made them more comfortable and safe, which increased the social gap that occurred in the community. Economy, technology, as well as rights and obligations factors are the dominant ones that affect the conditions of war, while religious and artistic factors have less influence on the conditions of war. Moreover, a prolonged political conflict that causes war will exacerbate expectations, in terms of economic activities that significantly determine the production capacity such as investment, consumption, and supply of production factors (Mankiw, 2007). The impact of deteriorating expectations on aggregate demand is determined by from the decline in household and government consumption, investment as well as net exports. Meanwhile, its effect on aggregate supply can

be identified from the decline in short and long-run aggregate supply. In the long term, it causes stagnation in the fertilization of capital goods due to decreased investment and reduced number and/or quality of human resources. If the conflict continues and is prolonged, production capacity of the economy decreases. This will worsen macroeconomic performance as measured by the rate of economic growth, general price stability (inflation rate) and the unemployment rate. Conflict also causes low or negative economic growth to be very low or even negative, the inflation and, unemployment rate, structural, and chronic. Furthermore, deteriorating macroeconomic performance leads to a decline in the standard of living or the level of people's welfare (Mahjuddin, 2012).

The social situation causing conflict The score for the perception of social situations that cause conflict is generally positive, ranging from 4.49 to 4.55. This shows that all aspects of the aspect can be a contributing factor to conflict. The social situation that has the potential to cause conflict is economic, while the art element has little effect. The level of community welfare also plays a role in creating an atmosphere of conflict in the Kei Islands, which is not significantly different from war, namely the economic aspect related to the level of community welfare. The existence of art in form of traditional harmony between *Larvul Ngabal* kings, traditional rituals, local heritage and local wisdom have a role to unite the *Larvul Ngabal* people and minimize conflicts, before the emergence of war.

According to Lawang (1994), conflict is defined as a struggle to obtain rare things such as values, status, power, etc. to gain profit and to subdue competitors. It is also a conflict of power and interest between one group and another in the process of competing for relatively limited social resources (such as economic, political, social, and cultural). Conflict is the process of achieving goals by weakening the opposing party, regardless of the prevailing norms and values (Taneko, 1993). Moreover, it contains a series of phenomena which ranges from class conflict to international and war (Setiadi & Kolip, 2011).

The social situation causing dissociation The score for the perception of social situations that cause dissociation is generally positive, ranging from 4.49 to 4.55. This shows that all aspects of social situations can cause dissociation. Meanwhile, dissociation is a social condition in a less harmonious state due to conflicts between members of the community. The social disorder leads to social disintegration due to conflicts between members of the community. Dissociative, is a social process that includes competition, disputes, and contravention. The social situation that has the potential to cause dissociation is the element of communication, while the element of science has little effect on the emergence of dissociation.

The problem that often arises in the people of the Kei Islands is the difficulty of sitting together to discuss various existing social issues. Many perceptions arise between formal government and its structures as well as social structures based on customs and traditions. This makes it difficult for deliberation to be carried out and no space is
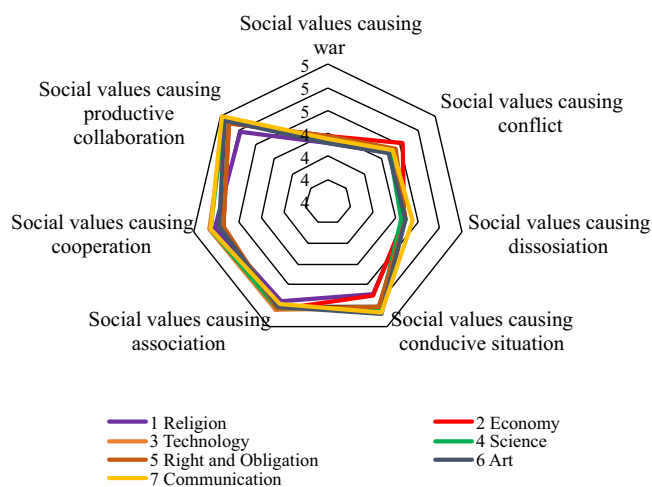

Figure 1 Social situation composing social carrying capacity of Kei society in current time.

Table 2   Criteria and indicators of social carrying capacity (at present)

Social values	Indicators						
	1	2	3	4	5	6	7
War	4.31	4.37	4.37	4.34	4.37	4.31	4.35
Conflict	4.49	4.63	4.50	4.49	4.55	4.48	4.52
Dissociation situation	4.49	4.48	4.50	4.46	4.50	4.49	4.55
Conducive situation	4.69	4.70	4.82	4.83	4.82	4.88	4.86
Association situation	4.76	4.84	4.84	4.83	4.83	4.81	4.78
Cooperative situation	4.82	4.74	4.86	4.85	4.74	4.77	4.85
Productive collaboration	4.79	4.90	4.95	4.97	4.91	4.95	4.99

Note: 1 = religion, 2 = economy, 3 = technology, 4 = science and knowledge, 5 = right and obligation, 6 = art, 7 = communication

created for bridging. Moreover, problems often arise between the Tual City and the Southeast Maluku Regency government in various matters. Based on ownership of tourist land management, parties and islands, there is still no good administration related to the governance of each region, and others. This can easily be solved by conducting joint deliberation among various parties, but it is difficult to achieve because of the various interests and inability of parties to lower each other's egos to deliberate and reach consensus.

According to Leeuwis (2009), communication is an important process that is used to exchange experiences and ideas. Therefore, communication is a trigger for changing knowledge and perceptions which play an important role in shaping human habits. It is also a core element in changing strategies to promote continous improvement in knowledge and perceptions. Purcell and Beck (2010) considered that communication is a very important dimension in the community development process. Melkote and Steeves (2001) stated that communication design is important for systematic and participatory development, approaches, methods and media for sharing information and knowledge among stakeholders to ensure mutual understanding and consensus leading to action. A previous study by Dalkilic et al. 2013) on the relationship between the level of parti-cipation and family communication skills discovered a positive correlation between the two variables. Each party brings knowledge and wisdom that allows mutual learning to occur through the exchange of knowledge, skills and experience (Ife & Tesoriero, 2008). Schramm (1971) stated that the role of communication in the socio-economic development of individuals includes 1) providing information, 2) helping accelerate decision making, and 3) playing a role in skills teaching processes. Fitriyah (2014) also stated that development is a planned joint effort to improve the quality of human life.

The scientific aspect can balance communication problems and bridge various problems that arise in the Kei Islands. Meanwhile, only intelligent people lower their egos and think rationally to put aside various interests and discuss with several stakeholders identify the solution to the numerous problems. Conflict and war values can potentially occur in the Kei Islands. When the dissociation value system is minimized by the scientific aspect. Therefore, it is assumed that the development of human resources will become a priority scale in community development in the Islands.

The social situation causing the conducive situation The score for the perception of social situations that lead to conducive situations is generally positive, ranging from 4.69 to 4.86. This shows that all aspects of a social situation can be a contributing factor to a conducive situation. The factor that has the potential to create a conducive situation is the artistic aspect, while the religious aspect does not have much influence on the conducive situation. The artistic aspects also an important role in creating a conducive atmosphere, namely an orderly atmosphere, has maximum freedom, the development of community behavior in line with the desired behavior, a positive socio-emotional climate, and the formation of an effective organization (Cooper, 1995). The art aspect in this case is in the form of traditions passed down to different generation by the ancestors of the Kei people which are very strong and are being practiced currently. The attributes involved in this art aspect are in the form of singing, dance, local wisdom, local heritage, and others.

The religious aspect has the lowest average value, which indicates that it is sensitive issue for the Kei community, leading to situations that are inversely proportional to conducive situations. This shows that religious issues can trigger various social problems. This is because the people of the Kei Islands practice three major religions, namely Islam, Protestant Christianity, and Catholic Christianity. Therefore, the unity of the community can easily be divided when irresponsible parties are present among Kei people with religious arguments. The only thing that can dismiss various problems based on religion is art (artistic aspects), which is the understanding that has emerged. This is because before the arrival of immigrants introduced various concepts and views of different religions, the original ancestors of the Kei community adhered to animism, namely believing in ancestral spirits. The concept of "*Aini ni Ain*" is also firmly held by the Kei people on *Larvul Ngabal* earth that the indigenes originate come from the same ancestor (one descendant) (Kudubun, 2016).

The social situation causing the association The score for the perception of social situations that give rise to associations is generally positive, which ranges from 4.76 to 4.84. This shows that all aspects of social situations can be causal factors of association. Meanwhile, the situations that have the potential to cause associations are economic and technological aspects, while the religious aspects contributes little influence. This indicated that economic prosperity is

important to create a society that can work together and coordinate in one dimension, while reciprocity occurs because each party has mutual benefits. The ultimate goal is to improve the standard of living of the people of the Kei Islands.

The religious aspect has the lowest average value, which plays an important role in turning the conditions of association into dissociation. These issues are significant and need to be considered based on community development in the Kei Islands. This also shows that the dynamics of religion related to tolerance, equal rights, respect and healthy competition among the people need to be improved to create a society that can cooperate healthily for future development.

Association is a union of people with similar interests to establish a relationship or connection between ideas, memories, or activities that involve all the five senses (KBBI, 2016). According to Putnam (1993) social capital is a set of horizontal associations among people influence the productivity of the local community, which includes networks of civic engagement and social norms. The assumptions underlying Putnam's concept are 1) empirically interrelated networks and norms, and 2) networks and norms have important economic consequences.

Social situation causing a cooperative situation The score of perception of social situations that lead to cooperative situations is generally positive, which ranges from 4,74 to 4,86. This shows that all aspects of social situations can be a contributing factor to cooperative situations. Meanwhile, the social situation that has the potential to cause a cooperative situation is a technological aspect, while the economic aspect and rights and obligations have little effect. This indicates that there is good cooperation between Kei community groups in terms of economic growth, but artistic development is still lacking. Therefore, why Kei art well documented and promoted to attract tourists.

A cooperative situation contains the understanding as an attitude in working or helping others in an orderly structure of cooperation in groups, consist of two or more people, where work success is influenced by the involvement of each group member. The end of this phase is that social dynamics are carried out for the benefit of the lives of many people related to the third need in Maslow's Theory, namely social needs (Yuliana, 2018).

Social situations causing a productive collaboration The perception score of social situations that lead to productive collaboration is generally positive, ranging from 4.79 to 4.99. This indicates that all aspects of the social situation can be a contributing factor to productive collaboration. The social situation with the potential cause productive collaboration is the communication aspect, while the religious aspect has little effect. This shows the current collaborative effort to build the Kei Islands because they have a shared vision, mission and goals. However, there is a need to consider the religious aspect because when is not minimized, the gap will remain a threat and become an obstacle in the development of the Kei Islands towards a more sustainable advanced and developed.

Productive collaboration is learning together or building something. From the results of this understanding, it can be concluded that productive collaboration is working together as a whole (Gunawan, 2006) to build something with a joint effort to achieve a common vision, mission and goals. The end of this phase is that social dynamics are carried out for the benefit of the lives of many people related to needs I and II in Maslow's theory, namely physical (physiological) and safety needs (security, stability, protection, order, freedom from fear), and worried.

Factors of community social values The condition of society's social values is largely determined by 7 social aspects namely 1) religion, 2) economy, 3) technology, 4) science, 5) rights and obligations, 6) art, and 7) communication (Koentjaraningrat, 2009). Each social aspect has a different influence on social values. Table 2 shows the level of influence of these seven aspects on social values.

Religious aspect The religious aspect has less influence on the social situation that creates a conducive situation, association, and productive collaboration. Local people the that religion is the belief in their respective God. This factor is not an obstacle for local communities to work together in the development of existing tourism Kei Islands. These Islands are dominated by 3 major religions in Indonesia, namely Islam, Catholic, and Protestant Christianity with almost the same domination. In 1999, the Kei Islands experienced a religious war, which consequences are still being felt presently (Tryatmoko, 2017). This war has caused a loss of the livelihood of many people related to needs I and II in Maslow's theory, namely physical and safety needs (Maslow, 1943). Religious monopoly and discrimination are not factors that trigger the emergence of wars in the Kei Islands. The legal basis for the order of religious life, social life is determined only based on one particular religious perspective. Meanwhile, the existence of discriminatory dynamics of religious and/or social life on public belonging and/or public rights, which leads to loss of livelihood of many people, is not the cause of the emergence of war in the Islands. This factor cannot be the cause of religious wars because in Kei Islands there is no dominant among the three major religions.

Economic aspect The economic aspect is very influential in social situations that lead to wars, conflicts, and associations. According to local people, it can trigger wars and conflicts, when economic problems are not resolved properly. Meanwhile, the economic problems that can be resolved properly can have a positive impact, which occurs when can occur is that the community is willing to be invited to work together in tourism development programs. This is because community involvement in tourism development can help improve conservation relationships (Weladji et al., 2003) so that people's will benefit and reduce community negative attitudes (Walpole & Goodwin, 2001). The existence of economic benefits has a direct impact on the attitudes of local communities. This study conducted by Andereck et al. (2005)

in Nepal showed that local communities who get direct economic benefits have a positive influence on their attitudes and behavior to become protected tourist areas.

Technology aspect The technological aspect becomes the dominating factor that leads to cooperative situations. The use of technology makes local people interested to participate in tourism development and protect the environment of tourist areas. Local communities can use social media to promote tourism in the Kei Islands. Currently, technology is an important aspect that controls most lines of life and plays a major role in regional development, specifically with the rapid increase the use of gadgets and social media. This also includes the beginning to the access of the internet network in most areas of Tual City and Southeast Maluku Regency, although it has not yet reached remote areas. The war caused by the technological aspect led to the loss of many people's livelihoods related to needs I and II in Maslow's theory, namely physical needs and safety needs (Maslow, 1943).

Aspects of science and knowledge Aspects of science are less influential on social situations that cause dissociation. When the local community has sufficient knowledge, they will not have disagreements. Therefore, knowledge and perception play an important role in shaping human habits. This indicates that innovation and changes in knowledge and perceptions (Leeuwis, 2009), which makes science the lowest aspect. Currently there are several educational facilities ranging from preschool to public and private universities with relatively affordable costs, leading to the increase in human resources in the Kei Islands during this decade. War in the context of science as causes a whole results in loss of livelihood for many people related to needs I and II in Maslow's theory, namely physical and safety needs (Maslow, 1943). Meanwhile, the injustice in science is not a trigger factor for the emergence of war in the Kei Islands, where everyone has the right to obtain the same knowledge indiscriminately. The dynamics of discrimination, intimidation, violations, contestation and competition in science are factors that can lead to war from the scientific aspect Although they are moderate and there are no determinants, there will be war in the Kei Islands when these five factors appear together.

Aspects of rights and obligations One of the moral obligations of the community is protecting the environment. Moral obligations can have a positive impact on the intentions of pro-environmental behavior (Wu et al., 2021). It was also discovered that communities will spend their time on conservation projects (Harland et al., 2007). Local communities also receive some economic benefits from tourism to improve people's welfare which has a positive medical and psychological impact (McCabe & Diekmann, 2015). When the community has carried out the required obligations but their rights are violated, this condition can lead to war. This is in line with a study which stated that the rights and obligations are aspects, affecting the social situation that causes war.

Art aspects Art has become the cultural aspect that dominates the social situation and creates a conducive situation. The existence of art in form of traditional harmony between kings, traditional rituals, as well as local heritage and local wisdom has a role to unite the community. The art aspect has the potential to prevent war because it is categorized as high on all existing variables. This indicates that art is a key factor in minimizing the occurrence of war. Furthermore, it a tradition that is passed down to different generations and a milestone in the traditional values of a region in form of songs, dances, ancient artifacts and jewelry, local heritage, and local wisdom.

According to Andaya (1993), the Kei Islands community has a tradition or belief "*Aini ni Ain*" that they come from one ancestor, and all people are "*basudara*". This tradition of unity is what makes the Kei community united. Currently, art is an important cultural aspect that symbolizes the characteristics and uniqueness of a region. It can be interpreted as a tradition that is passed down to different generations which becomes the guideline/milestone for the customary values of a region. The characteristics of the arts in the Kei Islands include dances, songs, ancient artifacts and ancient jewelery/gold from their ancestors which are still kept to this day by the king as the head of a hamlet/village. One of the Kei arts/customs that often trigger wars or riots is related to sasi. The sasi is a customary system that has existed for generations and is part of marine as well as land conservation, namely the prohibition of exploiting existing natural resources. However, the concept of sasi is currently being misused for the benefit of a certain group due to a conflict of interest.

Communication aspects The aspect of communication becomes the dominating factor in social situations that lead to dissociation and productive collaboration. This is because communication has an important role to maintain a conducive situation, specifically in the condition of the Kei Islands, which were once involved in the war. It is also an important part of the calculation of carrying capacity (Byron et al., 2011). Therefore, when communication is disrupted then the carrying capacity process is also constrained.

This shows that the social aspects influencing the formulation of the values of the Kei community are economy, technology, rights and obligations, art, and communication. Social values that also influence war, conflict and dissociation, are the dynamics of monopoly, discrimination, intimidation, injustice, fraud, contestation and competition in the fields of economy, technology, rights and obligations, arts and communication which leads to losses of livelihood of many people. The factors from the aspect of values that influence the formulation of a conducive situation, association, cooperative situation, and productive collaboration, are the existence of equal rights, impartiality (impartiality), freedom, justice, obeying rules/regulations, mutual respect and perfect competition (perfect competition) in economic activities , technology, art and communication that are positive sum games for the benefit of the lives of many people.

Dynamics of social values The dynamics of the social value system can be measured by comparing past data with the present ones and identifying the factors to optimize for the development and progress of the Kei Islands in the future. The time limit used in this study is 10 years which is called the initial hue. The initial environmental conditions are in form of natural conditions or initial components before planning and physical development. Based on Table 3, it is discovered that there are differences in the conditions of the social situation between the initial and present conditions as shown by the sig (2-tailed) value, which is less than 0.05. The conditions of the past have changed compared to the current social situation. This change can be seen from the "gap" value which shows the difference in scores between the current and the past 10 years' conditions. Significant changes occurred in the value system that affects on conditions of dissociation, conflict, and war.

The condition of the social values of the people of the Kei Islands can be said to be "controlled" because the aspects of positive social are still dominant compared to negative values. Aspects of social values that affect the formation of positive situations include conducive conditions, associations, cooperative situations, and productive collaborations. A conducive situation is built by the artistic aspect using the values of obedience. The social situation of the association is built by the economic aspect that applies the dynamics of tolerance values and the technological aspect that applies of justicevalues. Meanwhile, cooperative situations are built by technological aspects that apply the values of mutual respect. Productive collaboration situations are built by communication aspects that apply perfect competition.

According toTiwery (2018), efforts that can be taken to reduce negative social situations include cultivating local wisdom in form of cultural values "*Larvul Ngabal* and *Ain ni Ain*". The Maluku conflict that had occurred in the Kei Islands was successfully defused by referring to cultural values (*Larvul Ngabal* and *Ain ni Ain*) which became the ancestral heritage of the community. The *Larvul Ngabal* law is a customary law adopted by the local community. It is a combination of customary laws that have been adhered to by the people of the Kei Islands for a long time (*dolo law*), including: *Nevnev* Law, *Hanilit* Law, and *Huwear Balwirin* Law. For the people of the Kei Islands, customary law is an ancestral heritage that must be maintained, respected and obeyed in the behavior of daily life.

The *Larvul Ngabal* customary law adopted by the people of the Kei Islands is very helpful in uniting the diversity of various religions. It has been successfully used by the highest customary holder (*Orsiuw*) and the holder of sovereignty (*Lor Lim*) to reconcile the conflicts that have been experienced by the people. This is because, in *Larvul Ngabal's* law, all people deserve respect and are a unit. This is also emphasized by the philosophy of *manut anmehe tilur, fuut anmehe ngifun* which indicates that the egg comes from one chicken and the egg comes from one fish. This philosophy show that the people of the Kei Islands come from one lineage. Therefore, the people must love and respect each other, even though they practice different religions.

Larvul Ngabal Law contains universal human noble values, which include religious values, the basis of living together, unity, cooperation, deliberation and consensus as well as honesty, truth and justice. This law is still currently adhered to and is used as a common ground for the entire Kei Islands community. The role of *Larvul Ngabal* in the Kei Islands does not occur because of coercion, but awareness of togetherness in society, which forms the unity between diversity that has occurred long ago. The solidarity between the diversity in the Kei Islands is a based on cultural similarities, which are manifested through the customary law of *Larvul Ngabal*. This shows that collectivity and unity are not only created because of religiosity, but culture can also unite diversity. These different elements or structures can be united through the local wisdom possessed by the people of the Kei Islands.

Aspects of values such as technology, science, art, and communication make the social values of the people of the Kei Islands became firm and stable. The social values that influence the formation of negative situations include war, economics that apply discriminatory values, technological aspects that apply competitive values, and aspects of rights and obligations that apply discriminatory values. Conflict situations are built by the economic aspect that applies the monopoly value system, while the dissociation situation is built by the economic aspect that applies the contestation value system.

Table 4 shows that the 7 aspects or variables of the social value system that make up the social carrying capacity have a positive correlation. The coefficient value of positive correlation (conducive situations, associations, cooperatives, and productive collaboration) is greater than that of the negative social values (correlation coefficient value > 0.5).

Table 3 Result of paired *t*-test between the initial and current conditions

Social values	Initial (10 years) scores	Current scores	"Gap" score	*t*-value	Sig (2-tailed)
War	3.77	4.35	0.58	-14.589	.000
Conflict	4.01	4.52	0.51	-12.226	.000
Dissociation situation	4.01	4.50	0.48	-12.176	.000
Condusive situation	4.47	4.80	0.34	-7.713	.000
Association situation	4.49	4.81	0.32	-7.771	.000
Cooperatif situation	4.51	4.80	0.30	-7.614	.000
Productive collaboration	4.57	4.92	0.35	-8.635	.000

Note : Significance (Sig < 0.05) = there is significant difference between current situation and past (10 years) situation

Table 4   Correlation of social values of social carrying capacity

Variable	Correlation score						
	1	2	3	4	5	6	7
1	X						
2	.847 **	X					
3	.767 **	.776 **	X				
4	.508 **	.614 **	.585 **	X			
5	.497 **	.610 **	.588 **	.884 **	X		
6	.496 **	.612 **	.547 **	.874 **	.924 **	X	
7	.464 **	.580 **	.524 **	.828 **	.899 **	.892 **	X

Note: 1 = war, 2 = conflict, 3 = dissociation situation, 4 = conducive situation, 5 = association situation, 6 = cooperation, 7 = productive collaboration, ** = correlation is significant at the 0.01 level (2-tailed)

This indicates that positive social values need continuous improvement to reduce conflict conditions and enhance optimal ecotourism activities (Graefe et al., 1984; Rathnayake & Gunawardena, 2012; Eugenio-Martin, 2020).

The existence of tourism development activities and arrivals to the Kei Islands has positive and negative impacts. The positive impact of the condition of the value system is that the community is willing to work together in improving or developing the tourism sector. Meanwhile, the negative impact of these activities is the value system that can lead to war. These 7 conditions have been felt by the people of the Kei Islands in the last 10 years. Increasing tourist numbers and resource degradation can be a problem for tourism site managers worldwide (Burns et al., 2010). Social carrying capacity places more emphasis on tourism products and visitor satisfaction but ignores environmental conditions in tourist areas (Becker, 1978). Therefore, it is necessary to know the prevalence of social values in the Kei Islands to determine the kind of social carrying capacity is in line with the condition. The strategies that can be accommodated to strengthen social carrying capacity include (Heberlein et al., 1986; Ferreira & Harmse, 1999; Moyle et al., 2010) a) improving the function of traditional and religious institutions, b) improving communication and technology in various fields by increasing telecommunications networks, technological facilities and infrastructure, and building networks in remote areas, c) fair distribution of the economy in all fields to enhance the distribution of goods and services to the people in remote areas of the archipelago, d) improving the quality of human resources by increasing the number of schools and colleges, scholarship programs, organizing various training and counseling as well as increasing foreign language programs, and e) equal distribution of rights and obligations in the kinship system and social organization.

Conclusion

The average value of positive social situations is higher than the negative social situations. The aspects that affect the social situation are also different. Aspects that dominate in some social situations, which are dominated by the economic

and technological aspects. The dynamics of the social value system that occurs on the Kei Islands experienced significant changes from 10 years ago to the present. The results also showed that changes in social situations that are negative experiences greater than those with positive values. Therefore, it is necessary to formulate several strategic steps such as improving the function of traditional and religious institutions to develop tourism on the Kei Islands. The 7 aspects or variables of social values that make up the social carrying capacity have a positive correlation. The coefficient value of positive social values (conducive situations, association, cooperative, and productive collaboration) is greater than the negative social values (*r* value > 0.5). This showed that positive social values continue to reduce conflict conditions and enhance optimal ecotourism activities.

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