

Maritime Preference Of Student From Schools In Ciliwung Watershed

Rayuna Handawati ^{a, 1*}, Nisrina ^{b, 2}, Bukhori Brata Kusuma ^{b, 3}, Renggo Tri ^{b, 4}, Elva Susanti Meylani ^{b, 5}

^a Lecturer of Geography Education Study Program, Jakarta State University, East Jakarta, Indonesia

^b Student of Geography Education Study Program, Jakarta State University, East Jakarta, Indonesia

¹ rhandawati@unj.ac.id *; ² nisrinarizkaauliani@gmail.com ; ³ bukhoribk04@gmail.com; ⁴ renggo.tri.utomo@gmail.com;

⁵ meylani.elva@gmail.com;

Article Information	ABSTRACT
<i>Article History</i> Accepted : 12 Febuary 2020 Revised : 15 March 2020 Published : 31 March 2020	This research aims to study maritime preference of students from schools in Ciliwung watershed. Maritime preference in a community pictures how a country could be depicted as a maritime country. The population in this research are 12th grader students that have been taught about Indonesia's maritime potential in geography class from 29 schools located in Ciliwung watershed. The data was obtained through survey using questionnaire. The result shows that overall, the maritime preference from students have a weak tendencies in all aspects, including foods, fashion, travelling, daily behaviour, and professions/preference. Students whose schools located in the upstream part of the watershed have lower maritime preference compared to students from the middle and downstream area, even though they also have learned about maritime topic in school. The individual and family background affected their maritime preference and it could be said that the people who lived in the hinterland have a lesser preference of sea than the people who lived in a coastal area.
Keywords: Preference Maritime Geography	
Kata kunci: Preferensi Kemaritiman Geografi	ABSTRAK Tujuan dari penelitian ini adalah memberikan gambaran preferensi kemaritiman siswa pada sekolah di Daerah Aliran Sungai Ciliwung. Preferensi kemaritiman dari masyarakat memberikan gambaran bagaimana sebuah negara dapat dikatakan sebagai negara maritim. Populasi penelitian adalah siswa kelas XI yang telah mendapatkan materi kemaritiman mata pelajaran geografi dari 29 sekolah yang terdapat di DAS Ciliwung. Responden adalah 100 orang siswa dari sekolah yang mewakili wilayah Ciliwung hulu, tengah dan hilir. Data diperoleh melalui survey dengan menggunakan instrument kuesioner. Hasil penelitian menunjukkan secara keseluruhan preferensi kemaritiman siswa di sekolah pada DAS Ciliwung memiliki kecenderungan rendah pada semua aspek pilihan makanan, travelling, fashion, perilaku sehari-hari dan profesi/peminatan. Siswa pada sekolah di hulu Ciliwung memiliki preferensi kemaritiman yang rendah dibandingkan dengan siswa di tengah dan hilir Ciliwung, meskipun telah mempelajari topik kemaritiman di sekolah. Latar belakang lingkungan individu dan keluarga mempengaruhi preferensi kemaritiman siswa sehingga dapat dikatakan masyarakat pedalaman mempunyai preferensi terhadap laut yang kurang dari masyarakat pesisir.

Introduction

Indonesia as an archipelago country with 17.504 islands has a coastal line about 108.000 km in length, 6.400.000 km² of waters area in total, and 2.800.000 km² land area in total is a term to be a maritime country. As Alfred Thayer Mahan (1965) had said, there are six conditions that should be possessed to become a big maritime country,

which are: (1) geographical position, (2) lands and waters characteristic, (3) total area, (4) number of citizen, (5) character of the citizen, and (6) character of the government.

Among these conditions according to Mahan, the characteristic of the citizen and government of Indonesia has not entirely support the country as a maritime country (Sulistiyono, 2016). These req-

uirements were based on the thoughts of England's maritime strategy expert, Geoffrey Till (2013) in a book *Paradigma Geomaritim* says, to manifest Indonesia as a *seapower* country should have these four components, which are (1) citizen that have a maritime preference, (2) maritime resources (sea resources, infrastructure, and shipping), (3) geographical position and government's political will. Sulistiyono (2016) proclaims that government's political will and the support of citizen's preference towards maritime could ignite maritime culture to manifest the maritime country.

The hopes for Indonesia's citizen to have a maritime preference was slightly different from Farid (2014) who proclaims that nowadays the citizen of Indonesia are not into maritime aspects. For the last decade, the number of fishers has been decreased, more or less for 50%, from 1.6 million of fishers to 800.000 fishers in 2017. There are only 11.25% (estimation) from the entire citizen of Indonesia who lived near the shore line (*Indonesian Statistic, 2017*).

The ancestors of Indonesian people are believed to be a sailor. That could be seen in some of the historical artefacts and reliefs of maritime Empires in Indonesia before *Vereenigde Oostindische Compagnie* (VOC) came to Indonesia. Those historical artefacts show how maritime culture affects the people in their daily life. Maritime culture was not only developed in coastal area, but also in the hinterland as well. The capital of ancient Empires, such as *Sriwijaya* and *Majapahit* was not built near the coastal area, but near the river in upstream area. The Empire of Sriwijaya which has expanded their territory to Madagascar Island, had a capital near Musi River, Palembang (Berkah, 2017), about 60 km from Malaka Strait coastal area. While Majapahit Empire had a capital city in Trowulan, near Brantas River (Mojokerto City). Both of these ancient Empires

became an example of maritime governmental system that located in hinterland.

Hall (1985:25) in Sulistiyono (2016) clarify that Majapahit Empire had a fleet that could compete others and could control the area around Malaka Strait. At the same time, the people of Majapahit Empire could produce and sell the commodities which were needed in international market, primarily spices.

Ahmad (2017) defined that there was a reciprocal relationship between people in inland area and coastal area caused by some important commodities to be sold in international market, especially commodities from inland area such as benzoin, camphor, woods, mining materials, rice and other food (Asnan, 2007:144-151; Lapian, 2008: 79-95; Kartodirdjo, 2014:10-12, 145). Meanwhile, the commodities that had been brought from coastal area to inland area are silk, salt, opium, Chinese tobacco, and iron materials. River had an important role to connect the inland and coastal area. From the pattern that was made by Majapahit and Sriwijaya Empires, Sulistiyono (2016) said that there was a mechanism that involved all the potency in people at that time as a system.

Bringing back the maritime culture massively is not an easy thing to do. One of the possible steps to bring back this maritime culture is by education. A study in class is expected to be a medium to transfer the knowledge of maritime culture to all layers in society.

Curriculum 2013 revised edition has accommodate the maritime aspect to make maritime culture as an axis point. Geographical subjects emphasize (1) the region of Indonesia which is an archipelago with a strategic geographical position between two continents and two oceans, (2) The potential resources of each island, (3) The potential of the seas and coastal, to (4) the potential of the community,

which is expected to create domestic and international trade by utilizing *Alur Laut Kepulauan Indonesia (ALKI)*. The existence of maritime culture in this curriculum is expected for people to have a maritime preference in daily activities, not only in communities that live on the coast also for rural communities.

The rivers of the Maritime Empire have become a hub of cultural transfer between coastal and inland communities, so that inland communities can have a complete perspective on the territory in which they are a vast ocean. The river is also the lifeblood of the community; the settlement grows and develops along the river flow. The river is not only a trading transaction media of goods from the coast to the hinterland, and vice versa but also affects the transfer of knowledge and maritime culture. Conversely, in the present era where the river has been abandoned, the inland community – downstream no longer transfers information and culture through the river. The development of technology and transportation should be the bridge of the connection between inland and coastal communities.

This research aims to know the maritime preferences among high school students along Ciliwung watershed. In this case, 12th grader high school students who have been getting a maritime subject in geography class in which the subject could shape knowledge of maritime culture among students.

METHODS

This research was using a quantitative descriptive method with survey as an approach. The population of this research are students who have been taught about Indonesia’s maritime condition in geography class from schools located in Ciliwung watershed. Based on the mapping of Ciliwung watershed, there are 29 schools located in Ciliwung watershed, from the

upstream, middle area, to the downstream. (Figure 1)

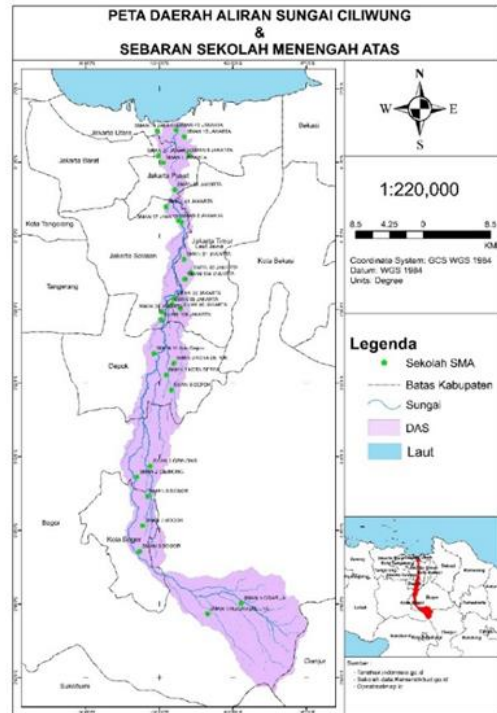


Figure 1 Schools Distribution in Ciliwung Watershed

The respondents are 100 12th grader social-class students’ year 2019/2020 from SMA Cisarua, SMA Negeri 2 Depok and SMA Negeri 68 Jakarta with the distribution as follows:

Table 1. Respondent distribution

Sex	The number of respondents in every schools				
	SMA 1 Cisarua	SMA 2 Depok	SMA 68	Total	%
Female	19	18	27	64	64%
Male	13	14	9	36	36%
Total	32	32	36	100	100%

These three schools represent 29 schools in the upstream, middle, and downstream area of Ciliwung watershed. The data was obtained using questionnaires.

RESULTS AND DISCUSSION

Characteristics of the respondents

The respondents in this research are students who studies in schools near Ciliwung riverbanks. About 65% of the respondents live about more than 2 kilometres away from school, in which the

majority of the respondents live in urban areas, be it in highland or lowland. There is no respondent who live in coastal area, however about 5-6% of the respondents has parents whom originally came from a coastal area.

In general, the occupations of the respondent's parents are varied, like civil servant/ army/

policeman, employee, and/ or entrepreneur. There is one respondent whose father works in a ship. Mostly, about 70% of the respondent's mothers are housewives. This table below summarized the respondents and their family's daily habits:

Table 1 Respondent Characteristic

No	Habits	Description
1	Food preferences	The protein source that have been consummated by the respondents are vary, from eggs, beef, fish, chicken, to tofu/ tempe. Eggs are the most common dish they consume everyday (58%). Fish or tofu/ tempe was being consummated daily by 37% of the respondents. Beef were being consummated daily by 35% of the respondents. Meanwhile chicken were being consummated daily by only 16% of the respondents. Most of the respondents in SMA Negeri 68 Jakarta consume fish in their daily life.
2	Most visited restaurants	Most of the respondents choose non-seafood restaurants (78%) over seafood restaurants to be visited, but respondents from SMA Negeri 68 Jakarta (located in the downstream area) mostly choose seafood restaurants rather than non-seafood restaurants.
3	Favourite tourism sites	About 46% of the respondents choose to go to beaches over mountains (20%), and the rest preferred other tourism sites.
4	Transportations	About 61% of the respondents have been travelled by ship, and the rest (39%) have not been travelled by ship before.
5	Waste management	About 69% of the respondents have never been doing a waste management.
6	Knowledge of Indonesia's maritime potential	About 62 % of the respondents have understood the subject of Indonesia being the centre of the world in maritime aspect, but about 38% still have a vague perspective about the subject, especially the respondents in the upstream area of Ciliwung watershed (SMA 1 Cisarua).

Maritime Preferences

The research about maritime preferences in students could be seen in various factors, which are food, travelling, and fashion preferences, environmental habits, and choice of occupations. The questions have been standardized for high

school students and customized with things they usually do.

Food preferences

When being asked about their preferred food (seafood or non-seafood), about 52% of the respondents like seafood and 48% don't like seafood.

Table 2 Types of food that you liked

No	Types of food	Respondents				Total (100 siswa)	%
		SMA 1 Cisarua (32 siswa)	SMA 2 Depok (32 siswa)	SMA 68 (36 siswa)			
1	Seafood	16	19	17	52	52%	
2	Non-seafood	16	13	19	48	48%	
	Total	32	32	36	100	100%	

Most of the respondents like to consume shrimp (64%), squid (64%), salmon (53%), mackerel tuna (51%), tuna (52%), and clam (45%). Respondents also like to consume freshwater fish such as catfish (55%), milkfish (39%), and Nile tilapia (31%).

Overall, respondents preferred seafood than freshwater fish. The data below shows that most respondents who like to consume seafood and freshwater food are respondents from SMA Negeri 2 Depok and SMA Negeri 68 Jakarta.

Table 3 Favourite types of fish

No	Types of fish	Respondents				
		SMA 1 Cisarua	SMA 2 Depok	SMA 68	Total	%
1	Nile tilapia	8	10	13	31	31%
2	Mackerel tuna	15	19	17	51	51%
3	Salmon	5	22	26	53	53%
4	Clam	4	19	22	45	45%
5	Squid	13	23	31	67	67%
6	Shrimp	12	22	30	64	64%
7	Catfish	8	22	25	55	55%
8	Milk fish	3	17	19	39	39%
9	Tuna	7	20	25	52	52%

As for favourite processed food, most of the respondents choose sardines (51%), while other

processed food such as rendang and corned beef are not preferred.

Table 4 Favourite Processed Food

No	Types of processed food	Respondents				
		SMA 1 Cisarua	SMA 2 Depok	SMA 68	Total	%
1	Corned beef	15	6	15	36	36%
2	Sardines	11	22	18	51	51%
3	Rendang	10	2	4	16	16%
4	Preferred not to choose	3	0	0	3	3%

As for favourite restaurants, there is no specific favourite restaurant; however, beef or chicken based fast food restaurants such as Burger King

(21%), and Mc Donald (34%) become the most favourite ones compared to Yoshinoya, which is a seafood restaurant (15%).

Table 5 Favourite Restaurants

No	Types of Favorite Restaurant	Respondents				
		SMA 1 Cisarua	SMA 2 Depok	SMA 68	Total	%
1	Yoshinoya (Japanese food)	5	5	5	15	15 %
2	Burger king	16	1	4	21	21%
3	Mc Donald	5	17	12	34	34%
4	Indonesia Tradisional Food	3	8	7	18	18%
5	Gokana	3	0	2	5	5%

	(Japanese food)					
6	Others	0	1	6	7	7%
	Total	32	32	36	100	100%

As for cafeteria food, the most favourite food stall among student is pecel lele (fried catfish) stall. Usually, the owner of the food stall also

served soto ayam (traditional yellow chicken soup) in one stall.

Table 6 Favourite Food stalls in School's Cafeteria

No	Types of Favorites traditional food stalls	Respondents				Total	%
		SMA 1 Cisarua	SMA 2 Depok	SMA 68			
1	Pecel lele	6	19	11	36	36 %	
2	Soto	15	2	11	28	28%	
3	Warung tegal	5	5	5	15	15%	
4	Warung padang	3	3	4	10	10%	
5	Mie Bakso	3	1	3	7	7%	
6	Others	0	2	2	4	4%	
	Total	32	32	36	100	100%	

As for processed food, especially confectionary, there are only 9% of the respondents who choose seaweed dodol as their favourite

confectionary. Unfamiliarity of the taste become one reason as why respondents do not choose seaweed dodol as their favourite confectionary.

Table 7 Favourite Traditional Confectionary

No	Types of favorite dodol flavour	Respondents			Total	%
		SMA 1 Cisarua	SMA 2 Depok	SMA 68		
1	Dodol ketan (Sticky rice dodol)	16	8	11	35	35 %
2	Dodol rumput laut (Seaweed dodol)	5	3	1	9	9%
3	Dodol nangka (jackfruit dodol)	11	15	7	33	33%
4	Others	0	6	17	23	23%
	Total	32	32	36	100	100%

Travelling preferences

When travelling across the island, respondents usually choose to travel with plane (66%) instead of ship (21%) because planes are more

affordable than ships and also do not take too much time. For respondents in SMA Negeri 68 Jakarta, they preferred to choose ships than planes.

Table 8 Preferred Transportation

No	Jenis Transportasi	Respondents			Total	%
		SMA 1 Cisarua	SMA 2 Depok	SMA 68		
1	Ships	5	6	10	21	21%
2	Planes	15	25	26	66	66%
3	Both	11	0	0	11	11%

Preferred not to choose	1	1	0	2	2%
Total	32	32	36	100	100%

In general respondents liked the tourism environment visited was the beach/sea (50%). The choice of sea-coast tourism area is preferred by respondents of SMA Negeri 2 Depok and

SMA Negeri 68 Jakarta. While the students at SMA Negeri 1 Cisarua mostly prefer tours in the mountainous region.

Table 9 Preferred Tourism Attraction

No	Tourism environment	Respondents				Total	%
		SMA 1 Cisarua	SMA 2 Depok	SMA 68			
1	Beach – Sea	9	20	21	50	50%	
2	Mountains	18	9	10	37	37%	
3	Both	0	1	3	4	4%	
4	Other	5	2	2	9	9%	
	Total	32	32	36	100	100%	

While the most preferred type of tourism by respondents is the city's tour (45%). Next is hiking (20%) and Diving/snorkling (18%) Most liked. Tour around the city is liked by students

from the three schools of the school, but hiking is more dominant and liked by high school students 1 Cisarua and snorkling/ diving is liked by the students SMA Negeri 68 Jakarta.

Table 10 Types of tourism travelers

No	Tour type	Respondents				Total	%
		SMA 1 Cisarua	SMA 2 Depok	SMA 68			
1	Hiking	14	3	3	20	20%	
2	Diving/snorkling	2	4	12	18	18%	
3	Tour Museum	4	3	3	10	10%	
4	City Tour	11	19	15	45	45%	
5	carving	0	3	1	4	4%	
6	All likes	1	0	2	3	3%	
	Total	32	32	36	100	100%	

One of the refreshing ones often done by people is fishing. Respondents mostly liked fishing in the river/lake (54%), especially in respondents from SMA 1 Cisarua and Depok. Respondents did not

particularly like sea fishing (14%) Or at the beach (10%). The rest didn't like fishing. Fishing activities at sea or beach are considered to have a great cost and take a long time.

Table 11 The most liked fishing location

No	Fishing location	Respondents				
		SMA 1 Cisarua	SMA 2 Depok	SMA 68	Total	%
1	Rivers/Lakes	22	17	15	54	54%
2	Sea	5	4	5	14	14%
3	Beach	1	4	5	10	10%
4	Not selecting	4	7	11	22	22%
	Total	32	32	36	100	100%

Reference to Fashion

The preference of the candor in fashion of respondents among others is to choose the material of the type of clothing and jewellery. In terms of clothing types as much as 77% of the

respondents liked the clothes with cotton type, made from wool as much as 23% and Polyester is favored by 17% of respondents.

Table 13 types of clothing used

Table 12 Types of clothing used

No	Jewelry	Respondents				
		SMA 1 Cisarua	SMA 2 Depok	SMA 68	Total	%
1	Polyester	6	7	4	17	17%
2	Cotton	17	25	35	77	77%
3	Wool/Knitting	8	8	7	23	23%

The type of jewellery most widely liked by respondents is diamonds (45%), and gold is preferred by 29% of respondents. While the

pearls are derived from the sea results are liked about 18% of respondents.

Table 13 The most liked jewelry base material

No	Jewelry	Respondents				
		SMA 1 Cisarua	SMA 2 Depok	SMA 68	Total	%
1	Diamond	14	14	17	45	45%
2	Pearl	8	5	5	18	18%
3	Gold	8	12	9	29	29%
	Not all	2	1	5	8	8%
	Total	32	32	36	100	100%

Preference to Behavior

The preference of students to the school in the region DAS Ciliwung to the sea in the form of behavior may include activities/ actions based on the feeling/ mind interdependence on the sea. The actions of the students contain elements to utilize the sea, preserve and maintain the sea and living creatures in it.

In table 15 seen some activities that students do in general have interdependence on the sea. As many as 65% of respondents liked the cooking of sea food, both on the students who were on the upstream of DAS Ciliwung to the downstream Ciliwung.

Table 14 The most liked activity

No	Types of activities	Respondents							
		SMA 1 Cisarua		SMA 2 Depok		SMA 68		Total	
		Yes	Not	Yes	Not	Yes	Not	Yes	Not
1	Cooking Seafood	18	14	23	9	24	12	65%	35%
2	Consistently throw trash in place	18	14	25	7	27	9	70%	30%
3	Sorting trash	6	26	7	25	11	25	24%	76%
4	Following Mangrove planting	20	12	28	4	27	9	75%	25%
5	Coral reef Planting Activities	17	15	29	2	3	33	49%	51%

In the case of throwing trash in place, as many as 70% of respondents stated throwing trash in place, but 30% of respondents stated sometimes or didn't even throw waste into place, especially in high school students at the Upstream area of Ciliwung. Unfortunately in removing garbage, only 24% of the respondents who did the sorting garbage, otherwise as much as 76% of respondents stated sometimes sorting out garbage or never sorting garbage. This is done by students from the school upstream to the downstream of Ciliwung. The activity of throwing waste and sorting out the garbage is a considerable concern considering Ciliwung as if it has become a final garbage disposal that appears to be realized by students at the upstream school, garbage will gather and pollute the sea.

Nevertheless, as much as 75% of students at the school in DAS Ciliwung are willing to engage in mangrove planting. Almost the majority of students from SMA Negeri 2 Depok and SMA Negeri 68 Jakarta are pleased to engage in mangrove planting. It is different from the students from SMA Negeri 1 Cisarua, only most of which are willing to be involved in mangrove planting. Unfortunately the desire for involvement in mangrove planting is not accompanied by the desire to plant coral reefs. A total of 51% of respondents expressed no interest in planting coral reefs, specifically stated

by respondents from SMA Negeri 68 Jakarta. There are several possible causes of desire to participate in the planting of coral reefs, among others, feel the need to enter the sea water deeper, and a considerable cost or do not have knowledge of coral planting.

Preference to Professional choice

Next is the preference of a person's candor can be seen from the type of work that someday run. The survey results showed that as many as 83% of respondents were not interested in fishermen. Generally, who is not interested in being a fisherman is a respondent from SMA Negeri 2 Depok, which does not exist to be a fisherman. Not only do not want to be a fisherman, as much as 91% there is no desire to pursue college at the High School of fisheries and sailing. Chances are students do not know the role and advantages of STPP itself.

Similarly, most of the respondents (51%) Not interested to have a business on the fisheries sector. The interesting thing is the desire to have business in the fisheries sector in general is dominated by high school students 68 Jakarta. No different from having a fisheries sector business, interest in working on marine tourism Services is only chosen by 58% of respondents. However, Responen to HIGH School in DAS Ciliwung 66% is willing to just promote marine tourism.

Table 15 Profession/Employment Options

No	Profession/Employment Interest	Respondents							
		SMA 1 Cisarua		SMA 2 Depok		SMA 68		Total	
		Yes	Not	Yes	Not	Yes	Not	Yes	Not
1	Become a Fisherman	5	20	0	32	12	24	17%	83%
2	Continuing to study on ST fisheries and sailing	4	28	3	29	2	32	9%	91%
3	Having business in fisheries sector	18	14	8	24	23	13	49%	51%
4	Working on the sea tourism sector	21	11	18	14	19	17	58%	42%
5	Engage in marine tourism promotions	23	19	19	13	24	12	66%	34%

Overall the findings of this study showed that the preference of students at the school at DAS Ciliwung, represented by each one of the schools at the upstream, the middle part and the downstream of Ciliwung, tends to not be fully oriented on the maritime matters related to the sea, especially on food choices, travelling, fashion, attitudes and professions/jobs. The conditions of preference of students who have not referred to this sea can be said to be influenced by the knowledge and habits of the students themselves. As Simamora's opinion (2004) that preference is formed through individual mindset based on the experience gained and hereditary beliefs, and also supported by Wahyuningsih (2014) That preference is due to cultural factors, social personality, and psychological. The daily background of students, both directly and indirectly, referring to the preference of the sea can be considered lacking. This can be seen in conditions such as daily food that is less served by sea fish, residential far away from the sea, or parents working in the non-marine sector.

However, through learning from the subject of such a modernism in geographic subjects, knowledge can be a key reason to change students' preference for the sea, although it has daily habits that are not in line with the orientation of the modernism. The proper

knowledge of the sciences obtained from the school will certainly be influenced by various conditions such as the power of students themselves, the level of intelligence, the submission of material, the delivery of teachers and supporting infrastructure. The discussion in this study did not to undermine the lack of the implementation of learning in the classroom so that it assumed all or most students (63%) Understand the material of the matter. However, students' preference for the lack of the sea tends to be influenced by the knowledge of students in the school at DAS Ciliwung.

The preference of the candor of five conditions, which is the choice of food, travelling, fashion, behavior and profession/occupation, there is no choice that stands out for students. All these options in categories tend to be lacking. Orientation of student choice is still oriented towards results or activities on land. Even in terms of tourism, students who are in the upper Ciliwung prefer a tour with a mountain background, while in the learning about the modernism quite a lot explaining the potential tourism of beaches, the sea or the island. Of course this affects students to choose a job or further study that is not oriented to the ocean, although information or explanation is very large and extensive work related to the management of coastal and marine resources.

This research also get the fact that the students in the Upper Ciliwung (SMA 1 Cisarua) have a lower candor of the students in the middle and downstream Ciliwung, in all the conditions of choice. The survey showed that most of the students at SMA Negeri 1 Cisarua felt that they did not understand the material of the order. These results can be a consideration of the reasons why the students ' preference in there is low. Nevertheless, this fact also shows there are differences in the preference of the candor in students in the hinterland and coastal DAS Ciliwung, considering that individual preference to the sea is not only influenced by knowledge but also influenced by the experience, psychological, culture or daily habit along with the family environment and the community. It is also a finding that there is still a great homework for the nation of Indonesia, especially in the field of education is there is a gap in the preference of the community in the inland and coastal DAS Ciliwung. Of course, the student's preference gap should be eliminated to achieve the Indonesian state of maritime return, as is the case in the maritime Kingdom of Sriwijaya or Majapahit. Maritime countries will only be formed when the community is oriented towards the sea, both communities inhabiting inland and coastal areas.

Although in this study did not discuss specifically how the role of the river that became the media transfer of the culture of the Society in the inland community. The existence of schools close to the river does not affect the preference of students in the upstream, middle and downstream Ciliwung. The river is no longer visible as a hub of inland activity and coastal activities. Especially, the use of dense land at the bank of Ciliwung adds to the limited view of students until reaching the flow of rivers. It needs to be conducted in-depth review of how general public's preferences along Ciliwung so it can be known whether in the current era the river still has an important role to build maritime culture,

or more dominant technology and information to build maritime culture.

Conclusion

The preference of the students at the school at DAS Ciliwung tends to be low on the choice of food, travelling, fashion, daily behavior and profession or interest. There is a difference between the student's preference for school at the upstream, middle and lower DAS Ciliwung. Students at the Inland School (Upstream area of Ciliwung) have a lower trend in preference than students at school in the middle and downstream Ciliwung, even though all students have received the material in school.

Reference

- Ahmad, Tsabit Azinar. 2017. "Urgensi Dan Relevansi Pembelajaran Sejarah Maritim Untuk Wilayah Pedalaman". *Paramita: Historical Studies Journal*, 27 (1), 2017: 113-126
- Berkah, Ahmad. (2017). Dampak Kekuasaan Maritim Sriwijaya Terhadap Masuknya Pedagang Muslim Di Palembang Abad VII-IX Masehi. *Jurnal Medina-Te*, Vol.16, No.1, Juni 2017
- Fuad, M. Arif Zainul dan Musa Muhammad. (2017). Pengenalan Bidang Kemaritiman Sejak Usia Dini Melalui Pembelajaran Tematik Kelautan Pada Siswa Taman Kanak Kanak. *Jurnal Pendidikan Geografi* Volume 22, No. 2, Juni 2017 Halaman: 93-104. Malang: Pendidikan Geografi FIS UM
- Mowen, J.C, Michael Minor. 2002. *Perilaku Konsumen*. Alih bahasa oleh Lina Salim. Jilid 1. Edisi Kelima. Jakarta: Erlangga
- Mulyadi, Yadi. 2016. *Kemaritiman, Jalur Rempah dan Warisan Budaya Bahari Nusantara*.
- Najemain. (2001). *Wawasan Arkeologi Maritim Indonesia*. Diskusi Ilmiah Arkeologi XII. Makassar: Ikatan Ahli Arkeologi Indonesia.

- Nikmah, Masykurotun. (2017) "Pengembangan Materi Ajar Posisi Strategis Indonesia Sebagai Poros Maritim Dunia Pada Siswa Kelas XI". *Prosiding Seminar Nasional : Pengelolaan Potensi Maritim Indonesia*. Surabaya: Pendidikan Geografi FIS UNESA 23 Mei 2017.
- Simamora, Bilson (2004), Analisis Multivariat Pemasaran. Jakarta: PT. Gramedia Pustaka Utama
- Sulistiyono, Singgih Tri. 2016. "Paradigma Maritim dalam Membangun Indonesia : Belajar dari Sejarah". *Jurnal Lembaran Sejarah Volume 2 Nomor 2 Oktober 2016 hal 81 – 108*.
- Wasino. (2017). "Maritime Content in Indonesian History Education: The Development and Alternative Solution". *Journal of Maritime Studies and National Integration, 1 (2), 112-117*
- Wahyudi, Deny Yudo. (2013). Kerajaan Majapahit: Dinamika Dalam Sejarah Nusantara. *Jurnal Sejarah Dan Budaya, Tahun Ketujuh, Nomor 1, Juni 2013*
- Wahyuningsih, Siti. (2014). Preferensi Konsumen Terhadap Jasa Pos Di Yogyakarta. *Jurnal Penelitian Pos dan Informatika, Vol. 4 No 1 September 2014 : 23 – 3*.