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The Study of Place Identity of Fishermen Water Vilage in Malaysia

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Abstract
Identifying the critical elements in fisherman's village is vital as the identity of the place is slowly dying due to the rapid coastal development. The research objectives were to understand elements of cultural identity and characteristics of water village culture, to identify the cultural identity and characteristics of the water village in Malaysia, and to evaluate typical culture water village activities in Malaysia. A comparative study is conducted to determine the main element that signifies the fisherman village in Malaysia to guide and retain the future identity of fishers in Malaysia.

Keywords: fishermen water village, sense of place, cultural identity

1.0 Introduction

Malaysia's coastal region is noted for its rich culture and tradition, fishery activities, seafood, and local fisheries products owned, operated and sustained by fisherman villages (United Nations Environmental Programme & Global Programme of Action for the Protection of the Marine Environment from Land-Based Activities, 2006). Uncontrolled coastal development in Malaysia, on the other hand, has put the local fisherman village's identity and culture at threat. Due to modern coastal development that does not connect with the local context and culture in Malaysia, particularly in fishers' village areas, it has lost its identity, and a lack of environmental consciousness has resulted in regional economic and ecological damage. Furthermore, the flooding event in Selangor for the past few months has caused significant loss and damage to the fishers' water village. Referring to the current situation and damage to the fishers' water village in Selangor due to floods, identifying the critical elements of the fisherman village is vital to rebuilding and retaining the village's identity and promoting the local fishers' culture. Therefore, the research aimed to construct a general guideline in creating the place identity of fishers' water village in Malaysia through its influential culture and characteristic.

2.0 Literature Review

2.1 Understanding Sense of Place

The place is a dimension formed by people's relationship with physical settings, individual and group activities, and meanings (Najafi & Shariff, 2011). According to studies analysed, places are not only essential factors in forming and preserving individual and social identity,

but they can also have a crucial influence on human behaviour and psychological wellness. Preserving the environmental quality requires a strong sense of place or belonging. (Najafi & Shariff, 2011).

According to Wise, 2019, a sense of place is a specific connection or emotion that humans have with a place, about how and where they reside or perhaps a place they frequently visit. From a research standpoint, a sense of place helps us understand social and cultural landscapes, a sense of community, and place identity (Wise, 2019). Residing in diverse parts of the world also requires continually examining and evaluating their surroundings, depending on how others live through and experience the place.

"Some other theoretical approach addressing essential parts of built environment qualities was "David Canter's" well-known conceptual model, a pioneer of study for theory in architecture and urbanism (Ghoomi, Yazdanfar, Hosseini, & Maleki, 2015). According to the idea, three factors influence the effectiveness of an urban design. First, every element should fulfil either of the three characteristics of the living environment: "form," "activity," and "imagination" (Canter, 1977). The components of place identity suggested by Punter, 1991 are similar to those suggested by Canter, 1977 namely "form," "activities", and "imagination" (Ghoomi, Yazdanfar, Hosseini, & Maleki, 2015) and the diagrams of the components are as below.
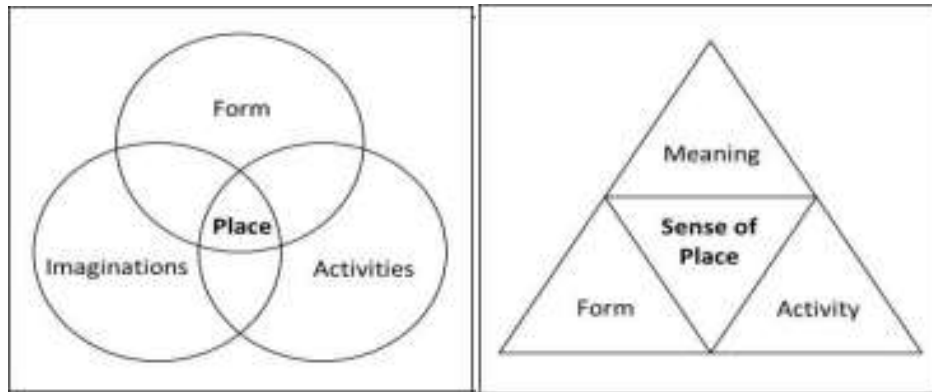

Fig. 1: Sense of Place Model
(Source:) (Canter, 1977) (left) & by (Punter, 1991) (right)

According to the model Canter, 1977, physical aspects improve notions and actions depending on the quality of design. Physical components will be the consequence of a series of perceptions, satisfaction, and subsequently a sense of place to suit humans' ecological, psychological, and social needs. The concept's appeal and effectiveness have prompted numerous urban planning scholars to develop different model versions. For instance, "John Panter's" model "feeling of place" refers to elements of generating a sense of place, which can be a subversion of model "Canter".

'Place Attachment', 'Place Identity' and 'Sense of Place' are some concepts that could describe the quality of people's relationships with a place (Najafi & Shariff, 2011). The term "sense of place" was frequently used to describe human emotions about when and where they reside, although "place attachment" could apply to either a significant stage throughout a person's life or even a source of motivation, or how and where they live. Those were just some of the said terminology used among different fields of study to describe the connectivity of individuals toward a given area or type of environment, including human geographers, psychologists, sociologists, urban planners, landscape architects, and many more. The terms have become confused, as each discipline brings with it its own understanding (Bjerknes & Moser, 2019).
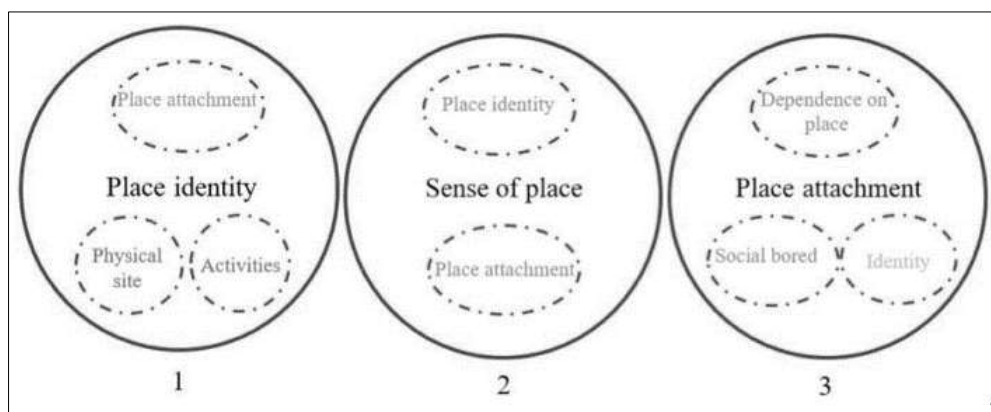

Fig. 1: The Relationship between Place Attachment and Place Identity
(Source:) (Hernández, et al., 2007)

Some authors have divided the concept into different components, such as place identity, place attachment, and place dependence, illustrated here by interviews organized by the author and examples in literature (Bjerknes & Moser, 2019). In other studies, place

attachment is defined by Casakin, Hernández, & Ruiz, 2015 as a human's emotional involvement in his or her life's territory. Characteristics of user groups in the scope of their role, culture and social level affect the place attachment degree of different sociocultural characteristics (Gür & Heidari, 2019). It allows the person to distinguish qualities in changed surroundings that are similar to those in their previous environment and develop a strong sense of familiarity, environmental development, security, and control (Gür & Heidari, 2019).

The relationship between place attachment and place identity, adapted from Hernández et al., 2007 (Gür & Heidari, 2019). In agreement with Raymond, Brown, & Weber, 2010 that consider that the attributes of physical and social environments are irremediably related to the personal experience of building place identity (Belanchea, Casalób, & Rubio, 2021).

2.2 Place Identity
According to Blanche, Casalób, & Rubio, 2021 in a different approach, place identity is defined as "those perspectives of the self which define the individual or group sense of identity to the surrounding environment as part of a complex system of 5 conscious concepts, ideologies, preferences, sentiments, values, objectives, and behavioural traits and abilities relating through this environment," (Proshansky, 1978).

The research concentrated on place identification because it is anchored in the psychological meanings of particular locations and enhances the personal relevance of place due to the individual's self-awareness of their belongingness to a social place (Belanchea, Casalób, & Rubio, 2021). Therefore, our approach does not consider place identity as a feature of the place based on a collective attribution but as an individual's self-identification with the place (Belanchea, Casalób, & Rubio, 2021).

2.2.1 Elements in Identifying Place Identity
Research and data assertion did by Anuar, Ab Aziz, Hashim, Jaini, & Sulaiman, 2021 state that the research showed the significance of place attachment towards the conflict of place identity in cultural heritage tourism is measured with five variables: sense of place, emotional attachment, culinary culture, the influences of the physical element, activity, and image, and finally, historic environment.

The essence of a residential area is inextricably linked to its heritage. This personality is formed over time as it pertains to commodities and locations. These locations have a distinct context, atmosphere, and nature which sets them apart. The term "environment" can apply to a variety of subjects. This is significantly influenced by the choices made by its users daily (Gür & Heidari, 2019).
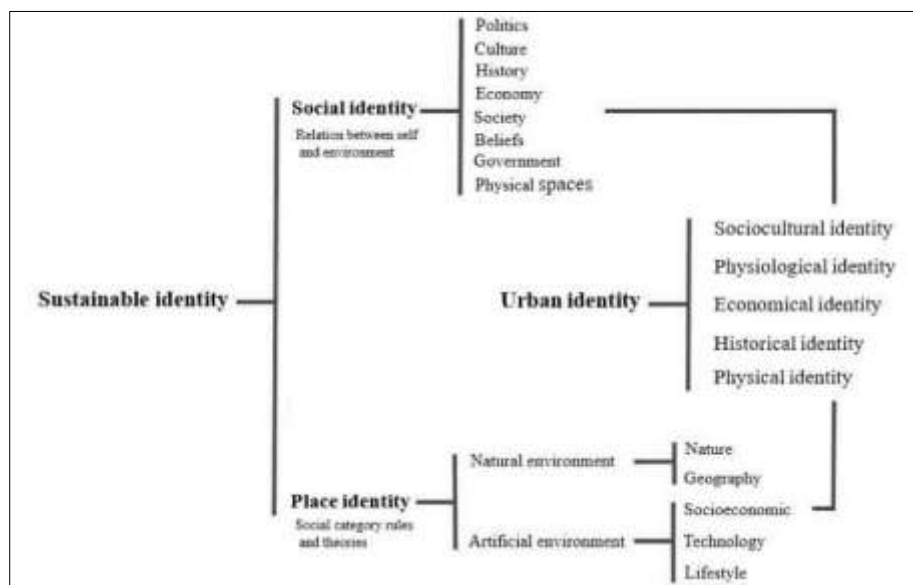

Fig. 1: Components of Sustainable Identity
(Source:) (Gür & Heidari, 2019)

Shamai, Arnon, & Schnell, 2012 in their paper, state that Kaltenborn, 1997 has discovered that various factors have a role in establishing affective connections towards environments, including the natural and cultural surroundings, family social interactions, heritage, as well as traditions. A significant difference was found within the sense of place as shown by cultural, social, and physical elements. The phrase "place" refers to the individual and physical surroundings as a whole and personal attitudes and emotions toward them (Shamai, Arnon, & Schnell, 2012).

Besides that, Belanchea, Casalób, & Rubio, 2021 stated that place identity is the emotional connection or organizational commitment toward a territory and its social community. This component focuses on people's emotional ties to local communities, expressed as sentiments of attachment and belonging toward a place-related community (Bagozzi & Dholakia, 2006). In this way, the emotional component of place identification is similar to the commonly utilized notion of the sense of place in earlier studies (Belanche, Flavián, & Pérez-Rueda, 2017a).

In conclusion, the findings imply that the differential causes disparities in place identity between rural and urban contexts, including diversity in community size and other features (social relationships, lifestyle, natural environment, and so on) (Belanchea, Casalób, &

Rubio, 2021). Belanchea, Casalób, & Rubio, 2021 also state in their literature review that individuals' activities involving place representations, especially those with subjective meaning or affective relevance, often involve interaction with people around the subject (Lalli, 1992)
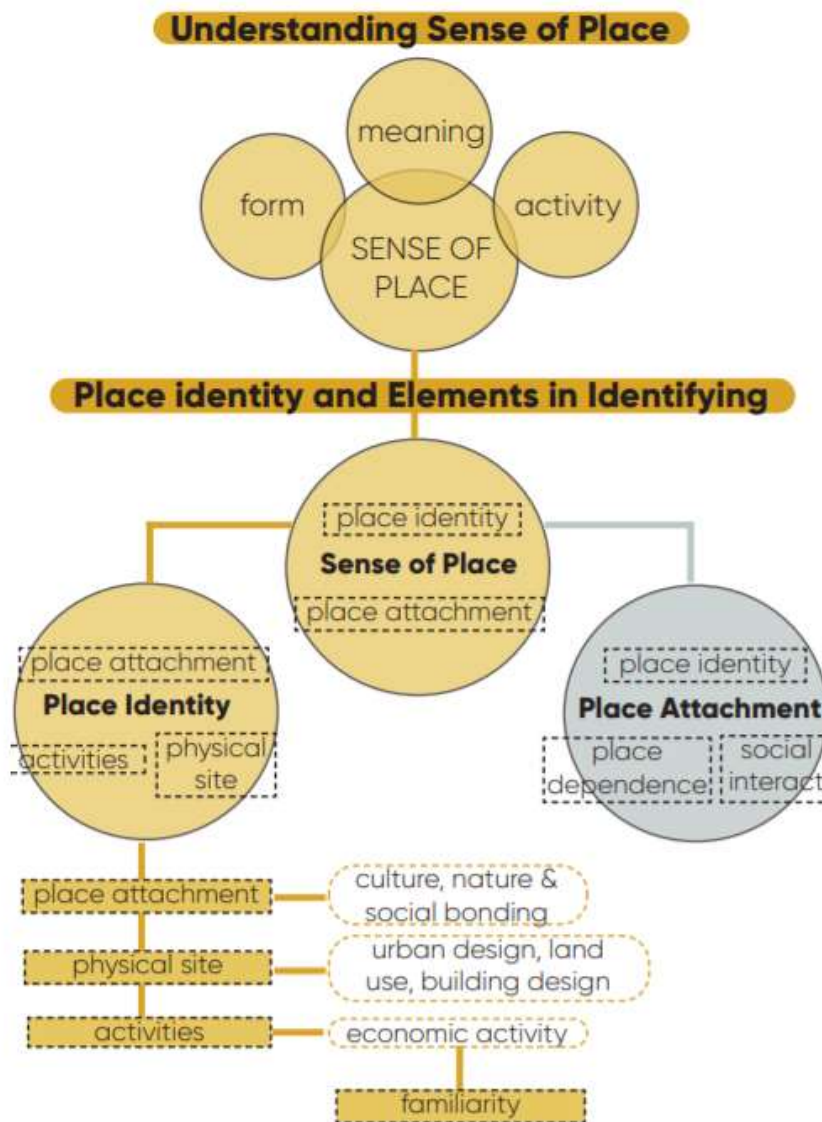

Fig. 1: Diagram of Sense of Place to Place Identity

In relative terms and despite their population, residential areas become referral areas for their inhabitants as physical media that represent a virtual environment in which people socialize and serve their daily requirements, according to Casakin, Hernández, & Ruiz 2015. Village settlements feature landmarks or even social gathering areas that benefit the development of profound value for residents (Christiaanse & Haartsen, 2017).

In one approach, aesthetics and physical elements in the natural and artificial context are emphasized. In some other perspective, the objective would be on the socioeconomic notion of place and identity; observing the activities, operations, and interpretation of an area outside its physical nature characterizing the urban culture notion (Goličnik Marušić & Marušić, 2012).

"People's identity of and with the place is place identity, that permits a place for being distinct from several other areas," Gür & Heidari, 2019, stated in their study. Furthermore, it consists of three elements: the physical context of the location; its actions, circumstances, and occurrences; and the personal and social interpretations built via life experiences and commitment in giving attention towards this area." Place identity is a subset of self-identification that refers to commonly held perceptions, sentiments, and ties to the physical surroundings and attachment to one's home (Gür & Heidari, 2019).

The research by Anuar, Ab Aziz, Hashim, Jaini, & Sulaiman, 2021 indicated five elements determine the importance of place attachment throughout the conflict of place identity within cultural heritage tourism: the feeling of belonging, emotional experience, culinary cuisine, physical element or activities and scenery influences, and historical culture.

Whereas local cuisine does indeed have a high value for culinary traditions, which could encourage tourists to explore the cultural heritage. It was highlighted that the importance of culinary culture should be preserved and that a variety of foods should be available to

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attract more tourists. Aside from that, activities are essential, which would be an exciting quality that gives the location a more significant and secure public atmosphere. The combination of different things provides many choices and a wide range of uses available to people (Anuar, Ab Aziz, Hashim, Jaini, & Sulaiman, 2021). Furthermore, the historic environment that includes the historical building can provide a unique visual image of the urban place at a cultural heritage tourism site (Anuar, Ab Aziz, Hashim, Jaini, & Sulaiman, 2021).

Therefore, many scholars found that the place identity can be determined by the physical things and must look through the meaning and relationship between people and places (Anuar, Ab Aziz, Hashim, Jaini, & Sulaiman, 2021). Hence, the cultural characteristics must include the tourist perceptions that influence the place's identity and place attachment.

3.0 Methodology
The method started with the observation of a case study in several active fisherman water village locations in Malaysia, which were Teluk Kumbar and Clan Jetties in Pulau Penang, Kuala Sepetang in Perak, Kampung Parit Jawa, Kampung Air Masin and Kampung Kukup Laut in Johor where the variable became the checklist which focusing on the three key elements (place attachment, physical sites and activities). The observation study, which took about two weeks, started with attaining approval from the head of villages to carry out the observation study. After getting the approval, the date was set so that the villages are aware of the survey to get full cooperation from the villagers.

The researcher was focused on behavioural mapping, the checklist method, and visual documentation through maps and pictures during the observation study. All these data were then analyzed by using the comparative method, which then can be concluded by analyzing all of the data gained with the initial literature review that had been recorded in this study to create a simple guideline on recreating the identity place of fishers' water village in Malaysia through its influential culture and characteristic. The data was focused on the list of guidelines in playing the identity place of fisherman water village in Malaysia through its influential culture and characteristics. To make the discussion even more concrete, the study used two illustrative tables consisting of characteristics and features of the fisherman's water village gained from the literature review as the critical elements to analyze the data and information obtained in all locations studied.
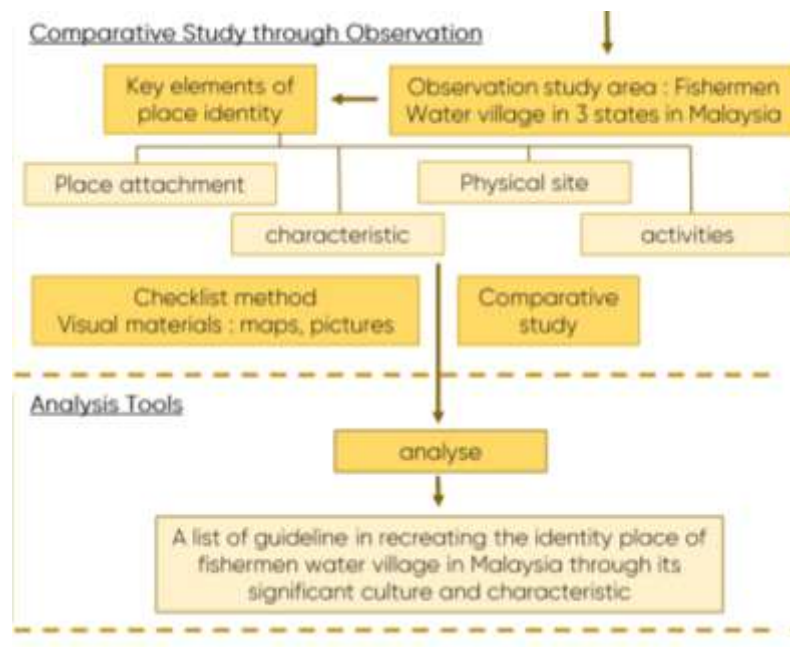

Fig. 1: Methodology Framework

4.0 Findings
Observation and field study was conducted at Teluk Kumbar and Clan Jetties in Penang, Kuala Sepetang in Perak, Kampung Parit Jawa, Kampung Air Masin and Kampung Kukup Laut in Johor was done. The result shows that the residents' primary occupation, fishing, contributes to focusing the urban design features around the settlement layout and creating conceptual maps of the area. In almost all of the research sites, both modern and traditional fishing methods were used as well as small-scale commercial or subsistence fishery. Navigation controls and principal displays are displayed on monitors in front of the control position, and these are gradually being combined into a single huge integrated display. Technologies include navigational equipment for navigating the vessel at sea and in harbor, as well as other instruments used for fish detection and throughout the fishing operation.

Table 1. Data Analysis of Fishermen Water Village in Penang, Johor and Perak

	Penang	Johor	Perak

	Place Of Attachment				
A.	Culture	Fishing Community	Malay & Chinese	Malay & Chinese	Chinese
		Fishery Method & Tools	Modern	Traditional	Traditional
		Location Wise	Town	Rural	Rural
B.	Nature Bonding	Sea / River Front Attraction	Provided	Provided	Provided
		Forestry / Wildlife Activities	✗	✓	✓
C.	Social Bonding	Main Occupation	Fisherman, Commerce	Fisherman, Commerce	Fisherman, Commerce
	Physical Site				
A.	Urban Design	Spatial Organization	Linear	Linear	Linear
		House Along / Near Coastal Area	✓	✓	✓
B.	Diversity Of Land Use	Farm / Plantation	✓	✓	✓
		Fishing Port / Jetty	✓	✓	✓
		Town Development	✓	✗	✗
C.	Building Design	Type Of House	Traditional & Modern	Traditional	Traditional
		Houses Built On Stilts Above Water	✓	✓	✓
		House's Materials	Wood, Concrete	Wood, Concrete	Wood
	Economy / Activities				
A.	Primary Economic Activity	Fishing	✓	✓	✓
		Aquaculture	✗	✓	✓
		Agriculture	✓	✓	✓
B.	Secondary Economic Activity	Fishery Production & Manufacture	✓	✓	✓
C.	Tertiary Economic Activity	Tourism	✓	✓	✓
		Commercial	✓	✓	✓
	Characteristic Of Water Village				
	Parallel Water Village		✓	✓	✓
	Settlement Along The Shoreline		✓	✓	✓
	Housing Zone Above Sea Level		✓	✓	✓
	Surrounded By Swampy Mangroves, Hill Slopes, And Urban Areas		✓	✓	✓
	Have Access To The Sea Route From Landing Zone		✓	✓	✓
	Have Views Of The Sea / River		✓	✓	✓

5.0 Discussion, Conclusion & Recommendations

Based on the case study and data analyzed, we can conclude that the concentrated form or cluster was an ideal layout that was thought to improve social connections among residents in traditional fishing villages in Malaysia. Residences are orientated to face one another, allowing for public inspection while offering a safe living environment and maybe even a sense of belonging. Then that will dramatically raise environmental consciousness throughout the neighbourhood. The findings of this study can be incorporated into future nation housing layout designs as the foundation for recommendations to improve and promote social contacts among residents of modern housing settlements in terms of improving interpersonal interactions.

According to the data collection, the majority of the underdeveloped or traditional fishing village consists of conventional timber buildings on stilts situated in shallow water near the river or ocean's shores. Some of the various species of marine crustaceans which could be obtained at mariculture farms anchored in shallower regions of the river or ocean include crabs, lobsters, shrimp, cockles, fish, or even shellfish. The major activity in these fishing settlements is cockle harvesting and commercial fishing. These are all the communities' primary economic sources of income. Fishing and trawling boats actively supply fish, cockles, and mangrove logs throughout the waterways. Many people travelled to these locations specifically for the fresh seafood.

Besides the aforementioned, the mangrove forests, including the one at Kuala Sepetang, Perak, are often a famous fishing spot for both locals and tourists since they provide an abundant breeding ground and food supply for a diverse range of marine species. Birds and other terrestrial creatures that rely on the mangrove forest for livelihood are valuable recreational attractions that local inhabitants can enjoy. The entire economic value of the mangrove ecosystem includes the evaluation of non-market values of mangrove resources obtained through tourism. The Larut Matang forest district's mangrove forest is efficiently managed, especially for timber products. Non-timber products, on the other hand, contribute a significant amount of value to the forest. Therefore, policies that improve mangrove forest protection will benefit the forestry business and residents, including recreationists.

Even though most environmental challenges appear to be caused by human activities, improving residents' understanding and habits is critical to reducing harmful aquatic environments and related diseases for public health and ecosystems. The essential element of resource development may be promoting its influence or effects on its local population since this can raise awareness of natural resources and the need for ecological sustainability. It is also recommended to include safety while implementing the elements in place identity as

the characteristics of the water village itself mostly lack awareness of safety. The figure below is the conclusion of the data collected from this study;
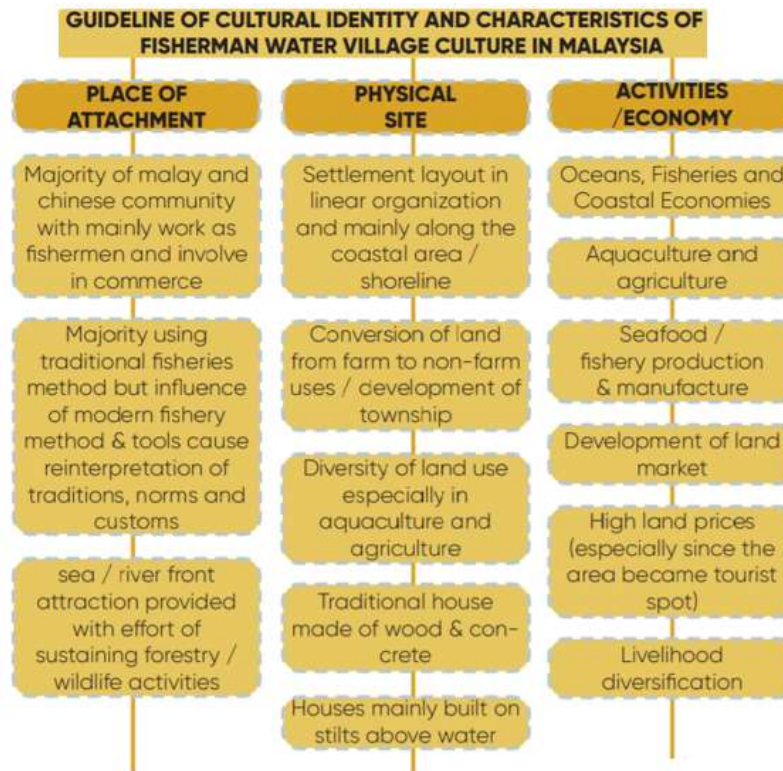

Fig. 1: Guideline of Cultural Identity and Characteristics of Fishermen Water Village in Malaysia

Acknowledgements

Paper Contribution to Related Field of Study

The flooding event, which frequently occurred in Selangor over the past few months, caused significant loss and damage to the fishers' water village. Referring to the damage to the fishers' water village in Selangor due to floods, the findings will be expected to help rejuvenate and recreate the identity culture of the fisherman water village to enhance their economy and introduce new tourists attraction in Malaysia.

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