

RISK SOCIETY AND SUSTAINABILITY OF BUSINESS PRACTICES IN INDONESIA

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ABSTRACT

This study examines the presence of risk society through decisions that happened and formulated in relation to fishery business and forests management practices in Indonesia. Since sustainability of fishery business and rainforests also depend on strategic decisions made by local government; this study focuses on how the strategic decisions are shaped and formulated by identifying and examining the information used to formulate strategic decisions, and describing the nature and effectiveness of communication among the decision making agencies at the meso level, and with local people.

This study was designed fundamentally based on a case-study approach that examines the meso levels of decision makers and local people at the micro level. Data were collected using in-depth interview and then analyzed using qualitative discourse analysis. This study shows that information based-economy was widely used and considered in formulating strategic directions and decisions.

To better address the sustainability issues and risks under the risk society context, relevant information concerning related-risks, a two-way communication and cooperation among decision making agencies need to be established in reformulating strategic decisions that impact on the sustainable fishery business and continued existence of rainforests.

KEYWORDS: Risk Society, Business Practice, Sustainability, Strategic Decisions