



Development of a Community-Based Marine Tourism Attraction in the Samboang Beach in Bulukumba Regency

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Abstract

This study aims to find out how the development of tourism destinations in the Samboang beach through 4 tourism components, namely Attraction, Accessibility, Ancillary, Amenity in supporting marine tourism destinations so that they develop even more. Bonto Tiro Subdistrict is one of the areas in Bulukumba Regency which has a tourism potential that can be developed as a marine tourism attraction, one of which is the Samboang beach, where the beach has beautiful panoramic views with white sandy beaches, and the presence of coral reefs. can be used as one of the attractions, besides the underwater scenery is also reliable and is also a potential area for the development of marine tourism, this research is focused on aspects of developing tourist destinations with various components of tourism destinations in Samboang Beach, Bonto Tiro District, Bulukumba Regency. This research is qualitative research with an observation approach, and research instruments in the form of a list of interviews, field observations and literature studies, while the theories underlying this research are tourism destination theory and tourism development theory. And from the research results obtained by researchers, it can be concluded that the development of marine tourism destinations is very supportive in developing the region as an area that has a tourist attraction.

Introduction

The tourism industry at this time is increasingly showing its existence as one of the factors producing foreign exchange besides oil and gas, besides the tourism industry can contribute in the form of additional income for the survival of the community, also the impact of global influence is felt by the community which will certainly be a challenge as well threats to all parts of people's lives, both in terms of economic, social and cultural, besides that tourism is one sector that contributes in contributing to the economy, so that in making this sector so successful there needs to be efforts in managing everything things that become tourism assets, both in the form of natural and cultural wealth.

The country in 2019 until April was recorded from KEMENPAR (Ministry of Tourism) data of 1,142,180 foreign tourists, which means that it experienced a significant increase compared to 2018, which was 956,381, and could be increased by 26.75% from the same month last year. This, of course, has an impact on foreign exchange income, the economy of the community is good, especially for people who are in the area of tourist attractions/destinations, besides that

the Indonesian state itself is increasingly recognized by other countries so that national sovereignty can be further maintained (Jupir., 2013).

In the development of tourism potential, it is necessary to take steps to realize a tourism destination, especially to the planning, development as well as marketing a Tourism Attraction, according to (Amalyah et al., 2016) that the development of a tourist attraction will produce a good economic income. good also to the local community, from this the collaboration between related parties also contributes to the success of a tourism destination, where we already know that the destination is a specific area chosen by visitors so that they can stay for a certain period and planned, where in the area some or all of them are equipped with amenities and services of tourist products that can be enjoyed by visitors (Hasbi & Badollahi, 2019).

The development of a tourism destination has been regulated in the Law of the Republic of Indonesia No.10 of 2009, which has been explained that tourism is an integration of national development that is carried out systematically, planned, integrated and sustainable, and is responsible while still protecting values religion, culture within the community, environmental sustainability, and quality as well as national interests (World Tourism Organization, 2004), also it was explained that tourism development is needed to encourage equal opportunity to try and benefit and be able to face the challenges of changing local and global life, also it was written that Tourism Attraction (DTW) is everything in which has the uniqueness, beauty, and values of the diversity of natural, cultural and man-made diversity that will be the target or destination of tourist visits, (Poria et al., 2003) states that the attraction is everything that attracts people to visit a certain area.

One of the objects used as a tourist attraction is marine tourism, which we all know that Indonesia in general and South Sulawesi in particular consist of several regions whose scope is located in the coastal area. One of the areas in South Sulawesi is Bulukumba district where most of the area is an area bordering the coast, so one of the advantages displayed by this district is marine tourism as a tourist attraction, where one of the Tourist Attractions / Destinations contained in this district has its advantages to be made as a marine tourism attraction (Wahyuni & Setyobudiandi, 2017). Samboang beach, which is located in Eka Tiro Village, Bonto Tiro Subdistrict with a distance of about 42 Km from the capital of Bulukumba Regency, and its existence is not far from Tanjung Bira beach which is about 25 Km, the distance traveled if from Makassar City is around 195 Km using land transportation, and through some Regencies include Gowa, Takalar, Jenepono, and Bantaeng, or about 6 hours travel time from Makassar City.

At present it can be felt that the increase in activities or tourism activities is higher, including maritime tourism in Samboang, this is inseparable from the lifestyle of the people who are starting to change, along with an increase in the standard of living of the community, so it is necessary to increase facilities, facilities and supporting infrastructure of Samboang tourist attraction, it can be seen from the results of observations made by researchers that one of the very important obstacles to consider in the Samboang beach destination is supporting facilities that are not yet fully available, apart from that there is no implementation of a strategy for destination development at the region where there needs to be a balance between the strategies implemented and the conditions that exist in the Samboang beach tourist attraction to explore the potentials in the region so that it can produce areas that have the potential to be developed so that they can be developed. visited by domestic and foreign tourists. The potential conditions seen in the Samboang Beach DTW are not fully in line with the 4 tourism components in terms of Attraction, Accessibility, Ancillary, and Amenity. So there needs to be a strategy in developing the potential that exists in the Samboang coastal DTW. This study aims to find out how the development of tourism destinations in the Samboang beach through 4 tourism components, namely Attraction, Accessibility, Ancillary, Amenity in supporting marine tourism destinations so that they develop even more.

Methods

For this independent study, researchers need about 6 (six) months, starting from April to September, while the location and location of the study are set on the Samboang Beach Tourism Attraction because researchers see that there is still much to be improved and the need to provide advice to every observer of tourism in the area, be it from the government, the community and stakeholders. Also, South Sulawesi itself has a lot of beach tourism attractions that still need to be developed. This also underlies the researchers to determine the location of the research on Samboang beach.

In this study, researchers used several methods in collecting data, while the collection of data in this qualitative research researchers used two techniques namely interactive techniques and non-interactive techniques, while researchers used interactive techniques employing interviews, participatory observation, while for techniques non-interactive researchers use the technique of recording, documentation. Qualitative data analysis process begins with reviewing all sources of data that the author has, be it from interviews, observations or observations, relevant documents, pictures, photos and so on, after that all the data generated continue by reducing data, composting units, categories and finally data interpretation.

In this research, the writer uses the SWOT Analysis data analysis technique, which is by seeing the strengths, weaknesses, opportunities, and threats that exist in the tourist attraction of Samboang beach, so that the writer can conclude about how tourism development especially in the Samboang beach tourist attraction.

Results and Discussion

The condition of tourist attraction in Samboang beach.

Samboang Beach, located in EkaTiro Village, Bonto Tiro District, is one of the DTWs established by the Tourism Office of Bulukumba Regency as one of the tourist destinations aside from the Bira beach. By the conditions obtained directly by researchers, it can be seen that in Samboang Beach the panorama presented is somewhat different from the panorama presented by the surrounding beaches, for example, Bira beach, while Samboang Beach is located in the southern part of the Bulukumba coast, having sloping white sand on when the seawater is receding, and clear seawater and shaded tourist spots due to the large number of coconut trees that line the beach.

After the researcher conducted the interview process with the Head of the Tourism Office of the district of Bulukumba, Mr. M. Aling Saleng, SH.M.Si related to the DTW conditions of the Samboang coast, the result is that the tourism office will immediately identify the potential development of objects and attractions in the future, especially those located in Bulukumba area, so that collaboration and involvement of policymakers and stakeholders are needed to participate in realizing the acceleration of tourism development in Bulukumba.

Researchers also further asked about the acceleration that would be carried out by the government in identifying the development of the tourist attraction and within approximately two months his administration had identified several DTWs in this area, one of which was the Samboang Beach, which was chosen because of its region or location. seeded good for beach tourism and sports. To go to that place you can use a motorized vehicle with a long journey of approximately five and a half hours from downtown Makassar. Samboang itself naming comes from the word *Sembo Konjo* language which means having fun seen directly the location of the Samboang beach can be said to be strategic as a tourism destination because the beauty presented at DTW is very beautiful both the natural beauty of the surroundings and the beauty of the underwater contained Samboang beach reef itself is divided into two tourist areas, namely the left and right Samboang areas, each of which has its advantages.

The left Samboang serves hilly areas with natural atmosphere that is still cool and shady, while the right Samboang presents the natural beauty of Tritiro village and the village community of Kalumpang, and white sand which has a thickness of 2-3 meters, in addition to the coastal areas that provide similar treats beautiful with a panoramic view of the sea, where at the end of the curve of the sloping shoreline and white sand there is a stone island that can be visited by tourists by relying on

the access of the small island bridge along the 20 meters, it can be used as an advantage of the Samboang DTW Beach.

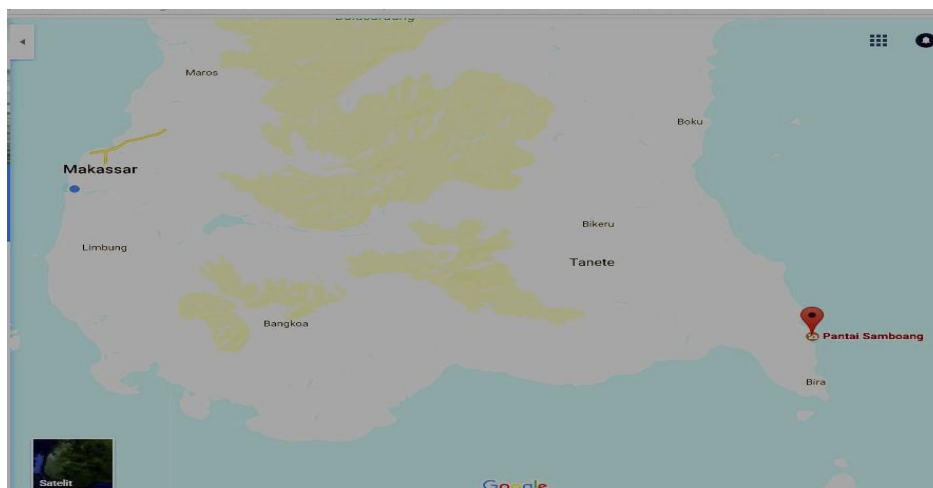


Figure 1. Picture Location of Research Location

Source: author's processed (Google Earth, 2019)

Besides, after the researcher conducted an interview with another informant namely Bontotiro Sub-District Chief, Andi Andi Ansar, the researcher obtained information about tourist attractions found in the Bontotiro sub-district apart from DTW Samboang Beach, namely visitors can do cultural and religious tourism by visiting the Dato Tiro Tombs, can feel the natural freshwater baths "buying Labbu" which means "long wells" in the village of Hila-Hila which is the capital city Bontotiro District, also the Limbua natural bathing place presents a panoramic view of nature with freshwater swimming pools adjoining the other DTW namely Limbua beach which is one of the tourism assets in the Bontotiro district. In accordance with observations made by researchers and the results of interviews conducted by the author, the writer can identify things that are sub-variables of research where the results are:

Tourist attraction

For the results of observations and interviews about the existing tourist attractions on the beach Samboang, the author can find points that are the basis or excellence that can be felt by tourists, especially those relating to attractions that can be felt include:

Samboang beach water conditions

For seawater conditions on the Samboang beach according to observations made by researchers, the results show that the seawater conditions of Samboang beach are still clean from pollution, both pollution due to industrial waste or waste so that tourists can do activities such as swimming (swimming), diving (diving), and other activities that can be done in coastal water such as fishing. Per the results of observations that I get as well as a general description that the authors feel and see directly that in general the natural panorama and the conditions are still natural, this is due to the beach Samboang is still rarely visited by tourists.



Figure 2. Picture The condition of Samboang Beach
Source: Author's processed data, 2019

Coral reefs

The results of observations obtained by researchers related to coral reefs, researchers can see that the condition of coral reefs located under the sea of Samboang beach is still good and there has not been significant damage so that it can be described and concluded the tourist activities that can be done namely snorkeling by tourist According to one informant source Mr. Suhardiman Syam who has felt the beauty of the underwater and coral reefs of the Samboang beach, he informed researchers that the beauty of the coral reefs on the Samboang beach can be said to be mostly still beautiful, and there hasn't been much damage so that it can be used as one of the advantages of the Samboang beach, but when researchers conducted observations at the DTW the authors get coral debris or coral found on the shoreline generated by the fish bombing by a small number of people who are looking for life on the Samboang Beach, things This is a challenge for the local government and stakeholders in the area to provide an understanding of the importance of coral reef conservation, which leads to an improvement in the economy of the local community.



Figure 3. Picture The condition of Samboang Beach
Source; Author's processed data, 2019

Marine biota

One of the assets that can be seeded at a beach DTW is the presence of biota or life contained in the sea, which can be used as an attraction for a beach, according to the results of observations that the author made at the research locus then it is located on the Samboang beach, so it can be used as one of

the attractions for tourists to do tourist activities, namely fishing (fishing). The results of observations made by researchers can be described that on the coast of Samboang itself there are spots (areas) that serve as a place for fishing activities.

Activities that can be done by tourists

In addition to the activities mentioned earlier, other activities that can be carried out by tourists besides fishing according to the writer's observations are beach sports (volleyball), sunbathing, playing sand, relaxing on white sand and resting in the space provided in the form of gazebos that located on the Samboang beach. Besides that, at a certain time, the event was held, namely the Dato Tiro cultural festival. Besides that, in Samboang Beach there is a rock which is about 20 meters from the shoreline that can be visited by tourists on foot through facilities such as a bridge to get to the place.



Figure 4. Picture One of the Activities at Samboang Beach

Source; Author's processed data, 2019

Public

Openness/acceptance of the community

After researchers conducted observations and interviews with informants relating to the conditions and attitudes of the local community, researchers can provide a description of the openness/acceptance of the community towards tourism activities carried out on the Samboang beach quite well. prepare supporting facilities that can be enjoyed by visitors both accommodation/lodging facilities, which according to the results of observations by the author obtained at this time already exist or made about 20 more units of villas/inns on the beach with prices around Hundred to Two Hundred Thousand Rupiah, The interview by the researcher also found that there was no basis in setting the price of a villa or lodging because the basis used was uniformity so that it did not cause jealousy between one community and another.

The results of interviews with the community of tourism activities have an impact on behavior changes for the community by the behavior of people who are in a tourist destination but have not been fully carried out by all people who are in the Samboang beach destination region, because the understanding of tourism conscious behavior is not yet fully embedded in the local community so that it still causes conditions that are contrary to the condition of tourist destinations, generally, one example is the behavior of the community in placing waste, so it is still scattered on the shoreline.



Figure 5. Picture One of the behavior of the community and visitors
Source; Author's processed data, 2019

Community attitudes on the environment

Following the results of observations made by researchers as well as direct interviews with informants at the research sites that our communities around the Samboangmaka coast, researchers can take the results of the discussion per community attitudes towards the environment around the Samboang coast as follows: There is no denying that the coastal area is one of the areas in a very dynamic growth and development, so that this becomes a trigger for problems relating to the surrounding community, especially related to the carrying capacity/support of life activities in the region, increasing population growth can result in natural conditions around the coast will experience changes, where the community will not be able to maintain the preservation of natural resources, habitats, and marine ecosystems, due to changes in function into economic land for the lives of surrounding communities. Nevertheless, the community participation in the area is good enough to consciously and voluntarily support the existence of Samboang beach tourism object, both of which indirectly explain the condition and state of the Samboang beach which is informational to visitors and technically provides and makes facilities that can support the implementation. tourist activities carried out by tourists.

Friendliness

By the results of observations made by the author as well as the results of interviews with respondents about the hospitality given by residents around the coast of Samboang obtained a picture that the surrounding population gives friendly treatment to visitors or tourists who come in the area

Attention

After the author made observations on the Samboang Beach Attraction Attraction, it can be taken a picture that public attention to the Samboang Beach object is very high. also based on the results of interviews with informants as well as residents who settled in the area namely, Mr. Dg. Tinro said that within a month usually, the village government does it the beach clean-up program is at the same time coupled with joint recreation, besides that the community without any instructions from the government often does their cleaning, especially the collection of rubbish scattered on the beach by voluntary.

Table 1. Tourist objects and Subdistricts

	Object's Name	Subdistrict Objects
	Pantai Samboang	Desa Tritiro
	Makam Dato Tiro	Kelurahan Eka Tiro
	Permandian Hila-hila	Kelurahan Eka Tiro

	Permandian Alam	Kelurahan Eka Tiro
	Makam Karaeng Sapo	Desa Tri Tiro
	Makam Karaeng	Kelurahan Eka Tiro

Based on the description stated it is necessary to direct the use of Samboang beach tourism area to optimize the function of the Samboang Beach area as a tourist area, namely by having land use guidance under the physical conditions and tourist attractions in the Samboang beach area so that in its development the environment of the area is maintained and develop sustainably. A destination is a destination for a person who is visited with significant time during a trip and can be compared in other places traveled during a trip or transit area, according to Karatzoglou & Spilanis, (2004) a tourism destination is a significant visit to someone's trip with some form of actual or perceived boundary and geographical unit for the production of tourism statistics. Cutrona et al., (2019) suggested from some of these understandings, it can be taken a thought that tourism is a travel activity carried out by someone who is not a place of residence and in more than one night with the aim not to make a living, income in the place they are going.

The function of the Samboang Beach area needs to be improved because need for tourism is related to the desires of users or consumers, as a market or target to be aimed at in offering tourism, so the demand factor coming from tourists becomes a benchmark and is very influential on tourism development. Besides tourism according to Vuuren & Slabbert (2011) is a phenomenon of the movement of people, goods, and services that are very complex, which are all related to the organization, both in terms of institutional and individual, the need for services, and the provision of other needs, whereas according to Sulistiyono et al (2017) defines tourism as a temporary movement carried out by humans with a destination out of the routine work activities and residence, as for the activities they do at the destination and facilities are made for their needs.

Conclusion

Ujung Tiro area and Samboang Beach are under development by the local government. In particular, the Ujung Tiro beach has not convinced local investors to manage it. There is only one family that manages, sells drinks and snacks, cigarettes, provides restrooms, gazebos, and small huts, as well as managing parking lots. Trees in the area around the cliff are still arranged naturally not much touched by the manager's hand. The old wooden bridge connecting the stone cliffs, which is approximately 10 meters long, should also be renovated immediately with stronger raw materials for visitors' comfort and safety. Also, the existing tourist attraction in the area has not been maximally managed in this case the community activities on the Samboang beach as a boat maker do not pay attention to the cleanliness of the beach so that it reduces the beauty of the beach and is feared to damage the environment. Also, land use in the coastal tourism area Samboang is currently not fully utilized as a tourist area. This can be seen from the availability of supporting facilities that are inadequate and there are still community settlements around the Samboang beach. So that the use of Samboang beach tourism area is still not optimal as a tourist area.

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