

Community Participation in Program Development Tourist Alleys in Makassar City

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Abstract

This study aims to analyze community participation in the development of the tourist alley program in Makassar City, the implementation of a program requires participation from the community in developing programs implemented based on the theory of Aprellia Theresia (2014). By analyzing four participations, namely participation in decision making, participation in activities, participation in monitoring, evaluation, and participation in the utilization of results. The type of research used is descriptive qualitative research. The results of the study explained that community participation in the development of tourist alleys shows participation in decision making, explaining that the government always involves the community in decision making by sending hallway councils that have previously been appointed to represent the community in tourist alleys. Furthermore, participation in activities, research explains that the community welcomes the presence of the lorong wisata program, but there are still people who have not responded and welcomed this lorong wisata program. This is shown through the lack of public concern for the arrangement and management of hallways. Then participation in monitoring the evaluation, the community is always involved in this. The government in this case conducts evaluations and regular visits to each tourist alley to find out the aspirations and ideas needed as well as the obstacles faced by the community during the implementation of the tourist alley program.

Introduction

Indonesia is a country consisting of five major islands, namely Java, Sumatra, Kalimantan, Sulawesi, and Irian Jaya. In addition, thousands of small islands with diverse languages, tribes, beliefs, customs, and cultures can be found stretching from Sabang to Merauke. These islands are rich in natural resources. In addition to having abundant natural resources, Indonesia also has many locations that have great potential to be developed into popular tourist destinations that can generate income for the country. Both domestic and foreign tourists will be attracted to Indonesia because of its extraordinary beauty and natural wealth (Nabila & Yuniningsih, 2016). The beauty, wealth, and distinctiveness of Indonesian nature is one of its specialties. This has a positive impact on the aesthetics of Indonesian tourism. This award has the potential to contribute to the welfare of the community if utilized optimally (Setiawan & Kurniawan, 2021).

The tourism industry has the capacity to grow into a global industry and become the center of the economy. In many countries, tourism plays an important role in economic development. With its ability to spur economic growth, diversify the economy, fight poverty, and forge mutually beneficial relationships with other industries that provide goods and services, tourism has the potential to be an effective development tool. For regions that realize the potential of the tourism sector, tourism will produce many economic benefits (Amalia et al., 2018). Dara

Windyarti in (Setiawan & Kurniawan, 2021) explained that in fact, growing the tourism industry can provide benefits for many things, including increasing employment prospects, increasing demand for food and beverages in tourist destinations, and a number of other things that will increase community productivity.

But along with these new prospects come a number of other challenges, such as deteriorating culture and declining pure social interaction between neighbors, among others. Therefore, regulations are needed that support the preservation of present-day culture and the tourism industry. The purpose of increasing tourism potential is to attract more tourists by utilizing available resources. Moreover, the process of balancing societal norms, cultural aspects, and other aspects of society is included in tourism development in order to maximize tourist interest in visiting these tourist destinations (Setiawan & Kurniawan, 2021). In Indonesia, the tourism industry is the latest big thing. In this regard, the Indonesian government has offered infrastructure and expertise as well as tourism facilities. To be successful, tourism development requires the cooperation of at least three factors. When achieving a goal, the public sector, business, and government must work together harmoniously (Setiawan & Kurniawan, 2021).

Community participation in the process of creating locally-focused tourism by improving accessibility and marketing, as well as improving quality and service by utilizing the potential of existing human resources in terms of skills, knowledge, and other tourism-related fields. This procedure is commonly referred to as non-formal education. According to the HR strategy, the purpose of the development process is to maximize the formation of human resources to be more productive. This includes knowledge, talents, and skills, all of which are related to each other. According to Ndraha in (Setiawan & Kurniawan, 2021) the implementation of community participation in development/development is very important in all stages of the process, including planning, implementation, utilization, and assessment.

The explanation of the importance of community involvement in planning is in line with Conyers' (1981: 154–155) main arguments regarding the relevance of community involvement in planning: (1) Community participation is a tool to obtain information about the conditions, needs and attitudes of local communities; (2) The community will trust the development program more if they are involved in its preparation and planning, because they will know more about the ins and outs of the activity program and will have a sense of ownership of the activity program; (3) Encourage public participation because there will be an assumption that it is a democratic right if the community is involved in development.

In the implementation of a program, the participation of the community is needed in developing the program implemented. According to Sastrodipoetro in (Nabila & Yuniningsih, 2016) stated participation as spontaneous involvement accompanied by awareness and responsibility for group interests to achieve common goals. This means that in the implementation of the program, public awareness and responsibility are needed so that the program implemented can run in accordance with the goals to be achieved. From national to local levels of government, participation has long been considered decoration. Without community participation, development and sustainability of development outcomes will not be achieved (Ahmed et al., 2022).

But the authorities' interpretation of complicity differs little from the actual meaning of the term. Community involvement is very important in all planning, implementation, and assessment of development programs because only the community can understand the problems and needs needed for the development of their regions. The community, including development at the village level, will assess the success or failure of development in their area and reap the benefits. In addition, to carry out development, local governments—which plan

and implement development programs on behalf of the government—must be able to improve the efficiency and effectiveness of resource allocation as well as transparency and accountability of development management (Hakim, 2017).

Makassar is one of the big cities in Indonesia, one of the government's efforts in waiting for the city and corners of the city by triggering or forming an innovation program for Makassar City. This Innovation Program is a program that is expected to make the city of Makassar into an orderly city and far from slum views. The Lorong Wisata program is a priority program in Makassar City, with the aim of not only structuring the alleys in the city of Makassar but also aims to help improve the economy of the people in the hallways. The tourism alley program is expected to help form economic turnover in the alley through MSMEs, tanaman cultivation and cultivation through fisheries. In accordance with Makassar Mayor Regulation Number 94 of 2022 concerning the Establishment of Tourism Alleys in Article 11 explains that the Implementation of the Tourism Alley Formation Program involves all Regional Apparatus and BUMDs.

In the implementation of the tourist alley program, not only the role of the government is needed in its implementation. However, the role of individuals who can succeed the program is needed, with the intention that the formation of tourist alleys to empower the alley community and can help improve and stabilize the community's economy (Ezvan, 2022).

The implementation of the tourist alley program until now has not been optimally implemented, this is shown through the fact that there are still many alleys designated as tourist alleys that have not been developed properly. This is a separate concern, namely community participation is needed in the development of the tourist alley program. With the intention that the purpose of this tourist alley program is intended for the people in the hallway. Therefore, community participation is very necessary, not only that the role of the government is also very necessary in development to support the community in running the tourist alley program (Hasan et al., 2018). So that the tourism value in it can develop well and can provide attraction for local and foreign people to visit the tourist alley owned by the city of Makassar.

Literature Review

Community Participation

Community participation or role in (urban) development, is a manifestation of the capacity and willingness of individuals to sacrifice and contribute to the implementation of the project or program organized. Through community involvement, development planning is sought to be more focused, meaning that programs or plans are made in line with the needs of the community. Priorities are set during the preparation of these documents (arranged by level of significance), which guarantees that the program will be implemented successfully and efficiently (Amalia et al., 2018).

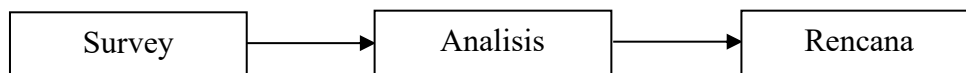
Damanik & Weber (2016) in (Amalia et al., 2018) explain that participation In addition to empowering the community to have responsibility, dedication, and results as well as potential hazards associated with a project, participation must allow the community to be one of the factors that determine the stage of the project. The first step in the participation process is: enabling the community to improve its standard of living; Make the best use of and access local resources, including human and natural resources (Musavengane & Kloppers, 2020; Rahman et al., 2022).

In addition to being a keyword for development, participation is also one of the qualities of effective government management. The word "participation" has an etymology of the English word "participation", which means to be involved or to take part in something. What is meant

by "participation" is "following an activity, taking part, taking part" in Indonesian great dictionary. Community participation in development generally refers to the involvement of all members or representatives of the community in the process of planning and managing development (Ottaviani et al., 2023). This includes determining which activity plan will be implemented, what benefits will be obtained from the plan, and how best to implement it and assess the results (Purnamasari, 2008). Given the significant and beneficial impact of participatory planning, communities are expected to feel empowered to feel ownership of the development outcomes that have been achieved.

Geddesian in (Purnamasari, 2008) suggests that basically the community can be actively involved from the early stages of planning preparation. Community involvement can be: (1) education through training, (2) active participation in information collection, (3) participation in providing alternative plans and proposals to the government. Schematically the structure of participation in planning is as follows:

Structure of Community Participation in Planning



Source: Geddesian Dalam (Purnamasari, 2008)

Another form of community participation is as stated by Robert in (Purnamasari, 2008). Robert basically agrees with geddesian. He said that community participation is basically needed from the beginning in development planning. Participatory planning according to Robert is divided into planning as planning activities and community activities. Communities are involved in the process of selecting alternative policies and programs, and planners and community members work together to define goals, objectives, and policies.

Mc Connell in (Purnamasari, 2008) emphasized that community involvement in setting goals, objectives, and policies with planners is an expression of community ambition as well as input. Although the role of the community in development planning is recognized as very important, the capacity of the community as a whole is still limited. To equalize perceptions of the policies to be decided by the authority, intensive discussions between stakeholders are needed, including government, academics, non-governmental organizations, and related businesses. This is due to the lack of ability to distinguish needs and wants (Febrina & Amin, 2021).

According to Pusic in (Purnamasari, 2008), development planning without taking into account community involvement is only paper planning. According to him, there are two ways that community members can be considered to be involved in the development of a program:

Participation in Planning

The benefit of planning is that program development initiatives have been planned collaboratively; the downside is the unavoidable risk of disagreement between social groups, which may hinder or even delay the achievement of decisions taken simultaneously. It should be noted that it is difficult to be directly involved in planning can only be carried out in small communities, while for large communities it is difficult to do. But it can be done with a representative system. The issue that needs to be examined is whether those sitting in representatives really represent the citizens of the community.

Participation in Implementation

The positive aspect of participation in implementation is that the lion's share of the program (needs assessment and program planning) has already been completed. But the negative aspect

is the tendency to make citizens as objects of development, where citizens are only used as implementers of development without being encouraged to understand and realize the problems they face and without being caused by the desire to overcome problems. So that community members are not emotionally involved in the program, the result of failure is often unavoidable.

Mikkelsen in (Purnamasari, 2008) explained that broadly speaking there are 2 approaches in terms of participation, namely: (1) participation comes from the community itself, is the goal in the democratic process. However, few communities are willing to approach voluntary participation in development activities; (2) participation with positive motivations that are coercive. With this approach, the community is forced to participate in development with the motivation to be able to implement and enjoy the results of development better. Furthermore, it is stated that participation can be carried out with different levels of coercion and voluntary, as well as different levels of community activity. However, in order to achieve development success, active and voluntary participation is the ideal thing that must be pursued.

Forms of Participation

Based on the form, participation is divided into two, namely physical participation and non-physical participation. According to Aprilia Theresia in (Mukhlis, 2021) if identified based on the forms of activities, community participation can be: (a) Become groups; (b) Engage in group discussions; (c) Involve themselves in organizational activities to mobilize the participation of other communities; (d) Take part in the decision-making process; (e) Utilizing the results achieved from its community activities

According to Arnstein in (Mukhlis, 2021) each ladder is distinguished based on the level of power that citizens have over development plans or programs. Community participation is based on the community's ability to determine the final outcome. Arnstein divides participation into 8 stages and the eight stages are contained in 3 levels, namely: (a) Non Participation, including Manipulation, Therapy; (b) Progress of Tokenism, including Placation, Consultation, Informing; (c) Progress of Citizen Power, including Citizen Control, Delegation of Power (Delegated Power) partnership (Partnership).

Various Participations

Types of Participation According to Aprellia Theresia in (Muklis, 2021) there are four types of participation, namely: (1) Participation in decision making. In this decision-making participation, to foster participation, it is necessary to open a forum that allows the community in it to be able to participate directly in the decision-making process; (2) Participation in activities. This participation can be interpreted as equitable distribution of community contributions in the form of labor, cash, and or various other forms of sacrifices commensurate with what will be received. In addition, participation in activities can also be seen during project maintenance or in programs that have been successfully completed; (3) Participation in evaluation monitoring. This participation is to collect information related to the development of activities and behavior of officials involved in the project or program concerned.

Participation in the utilization of results. Participation in this case is participation in the utilization of project or program results. The use of the results of this project or program will be able to stimulate the willingness and volunteerism of the community to always participate in the programs that will be carried out next.

Methods

This research uses a qualitative approach. The selection of this method is based on theories or models that are used as references in data collection, which are then verified or confirmed with field data collected through qualitative analysis methods, In this study focused on Community

Participation in the Development of Lorong Wisata Innovation Program. The location of the research was carried out in Makassar City. The focus of this study uses various types of participation according to Aprellia Theresia (2014), namely participation in decision making, participation in activities, participation in monitoring evaluation, and participation in the use of results. For data collection carried out by researchers using observation techniques and interviews.

The source of data in this study was taken through primary data and secondary data. Primary data collection was carried out directly with an in-depth interview method. Secondary data retrieval is obtained through related office documents and online data search. Informants in this study were selected according to the criteria set by the researcher by considering all the information needs needed in carrying out the research. The data collection technique in this study is a systematic procedure with interview, observation and documentation methods. Furthermore, to declare the validity of data using four techniques, namely *Credibility*, *Transferbility*, *Dependability*, *Confirmability*. According to Miles and Huberman, the analysis is divided into four lines of activity as follows: data collection, data reduction, data presentation, and verification conclusions.

Results and Discussion

Participation in Decision making

In this decision-making participation, to foster participation, it is necessary to open a forum that allows the community in it to be able to participate directly in the decision-making process. In the implementation of the tourist alley program in the city of Makassar, the community is always involved in every decision making. This explains that the tourist alley program formed is for the community. Therefore, it is important to involve the community in every decision and plan to be implemented.

In implementing the tourist alley program in the city of Makassar, the government always involves the community in every decision making through community representatives in each tourist alley. The community representatives elected based on the election are the Hallway Council. The Lorong Council is tasked with accommodating every aspiration and input from the community which will then be conveyed to the government when a meeting is held. The task of the hallway council is not only to convey the aspirations of the community but rather, to convey the needs of the community in the hallway. So in this case, the community is very involved for decision making in the implementation of the tourist alley.

Participation in activities

This participation can be interpreted as equitable distribution of community contributions in the form of labor, cash, and or various other forms of sacrifices commensurate with what will be received. In addition, participation in activities can also be seen during project maintenance or in programs that have been successfully completed. Community participation in the tourist alley program, the community welcomes the tourist alley program. Public awareness of the importance of this tourist alley program is shown through people whose hallways are designated as tourist alleys, active in the implementation of this tourist alley program. This is shown through a well-organized hallway and the cleanliness of the hallway that is maintained is shown directly by the local community.

However, it does not close that in its implementation there are alleys whose people have not fully welcomed this tourist alley program. This is shown by the lack of public awareness in arranging and managing the hallway well. It is also influenced by the busyness of each community in different alleys. So that in its implementation, there are still many people who

are indifferent to the importance of the tourist alley program. As is known that the tourist alley is present for the community in helping to queue and improve the economy through MSMEs, yard utilization and plant cultivation and fisheries.

Participation in Evaluation monitoring

This participation is to collect information related to the development of activities and behavior of officials involved in the project or program concerned. In the implementation of Lorong Wisata, the community is strongly involved in evaluating the implementation of the Lorong Wisata program. The government will visit each tourist alley and hold meetings with the alley community to find out the proposals and obstacles faced in the implementation of the tourist alley program. Not only that, the government also routinely carries out socialization to the community about the importance of the tourist alley program for the community. So that in the implementation of the tourist alley program, every aspiration and obstacle faced by the community can be immediately found a solution.

Participation in the utilization of Results

Participation in this case is participation in the utilization of project or program results. The utilization of the results of this project or program will be able to stimulate the willingness and volunteerism of the community to always participate in the programs that will be implemented next. In the implementation of the tourist alley program, some of the people have benefited from the existence of the tourist alley program in the midst of the people of Makassar. The benefits that the community feels are the cleanliness of the surrounding environment which was previously still not neatly arranged now with the tourist alley program encouraging the community to clean up and care for the surrounding environment. In addition, other benefits that the community feels are the assistance in the form of providing plant seeds, plant media and fish farming.

Our society can feel the benefits by not buying vegetables in the market. This is shown through the cultivation of vegetable crops that are run by the community. The results obtained through the cultivation of plants and preparations from other plants are not only felt by the surrounding community. However, the community also utilizes through processing vegetables and fruits into economic value. One of them is processing spinach vegetables into chips which will then be marketed not only to the people in the alley but also to the community and even governments from other regions who visit the tourist alley. In addition, through the tourist alley program also helps the community in developing crafts from waste that can be recycled, one of which is using drink cups into lanterns that can be of economic value. This has certainly been felt by the community who voluntarily participated in the implementation of the tourist alley program.

Conclusion

Based on the results of the study, community participation in the development of tourist alleys in Makassar City, the community has not fully participated in the implementation of the tourist alley program, this is shown from the analysis of participation in activities, there are still people who are less aware and do not participate in the implementation of this program. This is shown through a hallway that is not at all arranged and managed. This is because the people in the hallway mostly have time-consuming jobs so they do not have time in the arrangement of the hallway, but on the other hand that there are also people in the hallway who do not care and do not welcome the tourist alley program. Through this, the government always involves the community in decision making, this is based on analysis and research conducted explaining that the government always involves the community in terms of providing aspirations for sustainability and development of the implementation of the tourist alley program. Furthermore, community participation in monitoring evaluations, based on the results of

research shows that the community is always involved both in providing aspirations for the government related to the sustainability of the tourist alley program. The community always takes part in the process and evaluation of the implementation of the tourist alley program. The government really hopes that the ideas and aspirations of the community will take place from the tourist alley. This is because the tourist alley is here to help the community and invite the community about the importance of arranging and managing the hallway. Not only that, the government also invites the community to create new jobs through alley MSMEs. Furthermore, through community participation in the utilization of results. This shows that through public participation and awareness of the importance of the tourist alley program, the community can feel the results and benefits not only for individuals but for the community in the tourist alley and even the community outside the tourist alley.

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