



ISSN : 2350-0743

www.ijramr.com



International Journal of Recent Advances in Multidisciplinary Research

Vol. 07, Issue 09, pp. 6168-6171, September, 2020

RESEARCH ARTICLE

COMMUNITY PARTICIPATION OF MANAGEMENT POTENTIAL ATTRACTION OF HOPE AMMANI BEACH TOURISM BASED ON COMMUNITY IN MATTIRO SOMPE DISTRICT IN PINRANG DISTRICT

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ARTICLE INFO

Article History:

Received 20th June, 2020

Received in revised form

06th July, 2020

Accepted 27th August, 2020

Published online 30th September, 2020

Keywords:

Community Participation, Potential Attractiveness, Community Based

ABSTRACT

The strategy launched by the government in tourism management is through the use of the Pentahelix Model collaboration. In the view of the Minister of Tourism to create orchestration and ensure the quality of activities, facilities, services, and to create experiences and value of tourism benefits in order to provide benefits and benefits to the community and the environment, it is necessary to encourage the tourism system through optimization of the roles of Academic, Business, Community, Government, and Media (ABCGM). The purpose of the study was to describe and analyze Community Participation in the management of Community-based Beach Tourism Attraction in Harapan Ammani Beach in Pinrang District. The research method uses data analysis techniques which are performed at the time of data collection using the Miles and Huberman models which suggest that the activities in qualitative data analysis are carried out in an interactive manner that is ongoing. The results of the Community Participation Research on the Management of the Community-Based Tourism Potential in Harapan Ammani Beach in Pinrang Regency are a description that in increasing the participation of the tourism community it is necessary to increase the optimization of coaching and empowerment towards independence through various training and activities in the tourism activities program carried out by the SADAR WISATA Group. The role of the Youth and Sports Tourism Office has done its job well through holding a training program for the SADAR WISATA Group to broaden its horizons and skills in managing and providing services for tourists. It also needs to be given additional supporting aspects in the world of tourism such as public facilities, tourist information, art trade, facilities, roads (road signs), transportation (there are special transport cars to the beach location), accommodation, and security posts and access to street lighting.

INTRODUCTION

Tourism management requires policy and systematic planning. For example: the government and several other stakeholders are involved in preparing infrastructure before the development of a tourist attraction, land use, spatial planning, road access, communication facilities in the area of attractions and others. An old concept conveyed by the opinion of Gunn (1996), that there are three pillars in the development of tourism, namely: the role of the Government, the role of the community and the role of the private sector. Collaborate consistently with each other in managing the potential of beach tourism. But over time that there has always been a change in the process of managing potential tourist attractions, following the pace of development globalization. The role of the Youth and Sports Tourism Office of Pinrang Regency in managing the tourism potential of Harapan Amman Beach as one of the elements in tourism management starts from the initial planning process of Regional Development Planning (RKPD), in the form of development planning at various levels, namely

musrempang at the hamlet level, village-level musrempang, kecamatan-level musrempang, SKPD Forum, followed by district-level musrempang and so on. In musrempang activities, the role of the stakeholder (Government, community and private parties), will be seen from the quality of the number of proposed activities submitted at the musrempang from the village or kelurahan level, continuing in the subdistrict level musrempang, then discussed in the SKPD Forum to be disaggregated based on the urgency and development needs of the local government are then included in the district level musrempang. This participatory development planning process is in accordance with regulatory directives. This research was conducted in Pinrang Regency which is a regency area in the province of South Sulawesi, which is precisely on the north coast which has the potential for beautiful natural beauty, mainly the beauty of its beaches. Pinrang also has a wealth of the sea which stretches about 9 km from the city of Parepare to Polmas. The area of Pinrang Regency is 1,961.77 km with the distance from Makassar City along 173 km. This condition causes Pinrang Regency to become a stopover city for domestic people who will go to other districts. Not just passing through the city of Pinrang, but can enjoy the charm of the tourist attractions on offer.

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The tourism attraction area in Pinrang Regency in particular, in the Harapan Ammani beach area, based on the results of preliminary observations by researchers in 2017, shows that nature conservation has not been optimal in Harapan Ammani Beach in Matirotsi Village, Mattiro Sompe District. Seeing from the problems described above, it is necessary to have good tourism management so that the management of the potential of beach tourism attractiveness will be enjoyed by both local and foreign tourists, according to the carrying capacity by utilizing the natural potential that exists in the Harapan Ammani beach tourism area. Harapan Ammani Beach is one of the potential natural resources of Pinrang Regency which is included in Nature Tourism which is based on Tourism Development Policy, in Pinrang Regency based on Perda No. 14 of 2012 concerning the Spatial Planning for the Pinrang Regency. Besides that, Harapan Ammani Beach is a potential natural resource, which will be prioritized in its development because there are already community groups that manage the beach tourism well and are run by the community in the Tourism Awareness Group. Management of Potential Tourism Attractions in Harapan Ammani Beach has been managed as a group driven by a community leader named Mr. Amor. Armed with his life experience while on the island of Borneo, Mr. Amor tried to manage the location on the beach by inviting several members, his family. The management of Harapan Ammani beach which was carried out in groups under the direction of Amor's father, made the Ammani beach area turned into a beach tourism area that has its own charm and until now has become a leading tourist attraction in Pinrang Regency. The purpose of research is an important aspect in a study. With the goal, the course of the research will be directed, so that the research will proceed according to the steps strived for achieving the goals set. The purpose of this study is: To describe and analyze Community Participation in the management of the Community-based Beach Tourism Attraction in Harapan Ammani Beach in Pinrang Regency.

RESEARCH METHODS

Research Type and Location: This study uses a descriptive approach to the type of qualitative research. The location of this study was conducted in Pinrang Regency.

Research Approach: Descriptive research with a qualitative approach aims to describe systematically and analytically about the characteristics of an individual or a certain group to determine the spread of a symptom, a certain relationship between a symptom and its fabric symptoms in this study, Community Participation Towards the Management of Tourism Potential of Harapan Beach Tourism Community Based Ammani in Pinrang Regency. Primary Data Sources, Is a variety of information and information obtained directly from the source, by conducting direct interviews. depth (depth interview) that is to the parties who are used as research informants, with a purposive method (deliberately chosen). This type of data includes in formation and in formation. The criteria for determining research informants are based on considering the position or position, competence and supervision of issues relevant to the research object. Secondary Data Sources, is data obtained indirectly in the problems discussed this data obtained from report books, documents, brochures, monographs, regional regulations, and literature books related to the Collaboration of Power Potential Management and Tourism.

Harapan Ammani Beach is Community-Based in Mattiro Sompe Sub-District, Pinrang Regency.

Data Collection and Validation Techniques, using the following techniques:

- In-depth Interview (Indepth Interview)
- Observation
- Documentation
- Focus Group Discusion (FGD)

Data analysis technique, The study used data analysis techniques which were carried out at the time of data collection using the Miles and Huberman models which suggested that the activities in qualitative data analysis were carried out in an interactive manner that took place continuously, which included:

- Data Collection (Data Collection)
- Data Condensation
- Data Presentation (Data Display)
- Verification (Conclution Drawing / Verification)

RESEARCH RESULTS AND DISCUSSION

Based on the results of research that has been obtained by researchers that is by digging information through interviews and observations and understanding it by using the initial steps to analyze and interpret the Collaborative Management of the Community-Based Hope Ammani Beach Tourism in the Mattiro Sompe District Pinrang Regency. Each Office apparatus has duties and functions that have been arranged in the formation of the organizational structure and formation. A few months before the research conducted the Youth and Sports Tourism Service of the Pinrang Regency was stipulated by a Regional Regulation in accordance with the guidelines set by the Decree of the Minister of Internal Affairs No. 188/37774/5 j, dated II of October 2016, changing the Form of the Social, Culture and Tourism Office became the Office of Youth and Sports Tourism. Then strengthened again with the Republic of Indonesia Government Regulation No. 18 of 2016 concerning Regional Apparatus. Furthermore, based on Regional Regulation No. 6 of 2016 concerning the Formation and Arrangement of Regional Apparatus.

This research factors Community Participation in the management of Harapan Ammani Tourist Attraction based on Communication. The operational description of the concept used as the analysis knife in each focus in this study, can be described as follows:

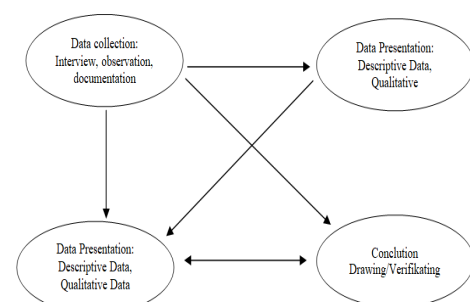


Figure 1. Interactive Model Analysis (Miles dan Humberman, 2011 : 247)

Table 1. Results of Community Participation Analysis in Potential Management of Community-Based Hope Tourism Attractions in Pinrang Regency

Focus Research	Ideal Conditions	Finding	Sintesis
Participation community against management potential draw a tour the beach of Hope Ammani based Community Based on Tourism (CBT) in Regency Pinrang	Planning Theory Participation of Suratman (2008), Davis (1988), Sumaryadi (2010: 46), Fasli Djalal and Dedi Supriadi, (2001: 201-202)	Stakeholder who associated with tourism (government, parties private, and Public) do activities each, government hold the role as a facilitator temporary party private movers in travel services not yet maximally contribute in management Tourist attraction.	There is still a mindset egosectoral of some stakeholders so it has an impact on that commitment not optimal, respectively the stakeholder is still available deep fragmentation work program respectively each agency. This has become an obstacle for stakeholders in carrying out their role in developing the potential of the Pinrang Regency beach tourism attraction.

Source: 2019 Data Processing Results

"Community Participation in the management of Pantut Harapan Ammani tourist attraction based on Community in Mattiro Sompe Sub-District, Pinrang Regency. In the management of natural tourism, it needs to be planned with a participatory approach. Participation planning is more based on the wishes of the community with choices from various alternatives that benefit the community. Community participation in planning must continue at the implementation stage and at the next stage. Inclusive development in the tourism sector relates to open access to local community involvement in the development of potential coastal tourism attractions so that the community gets the economic impact of the tourist area. To develop inclusive tourism requires the involvement of all tourism stakeholders in Pinrang Regency, both the government, tourism actors, and the local community. Based on Government Regulation No. 50 of 2011 concerning the National Tourism Development Master Plan mentions in article 29 which reads: Strategies for developing potential, capacity and community participation as referred to include:

- Map the potential and needs to strengthen the capacity of local communities in the development of Tourism,
- Empower the potential and capacity of local communities in the development of Tourism; and
- Strengthen community institutions and the Government at the local level to encourage community capacity and role in tourism development.

Through increasing the role of institutions related to tourism, it is an effort to maximize public participation in the tourism sector. The establishment of the Tourism Awareness Group is one of the strategies undertaken by the Regional Government namely the Youth and Sports Tourism Office of Pinrang Regency, so that the community can be organized in carrying out activities, as conveyed by one of the Tourism Human Resources Development KABID Mr. H. Anwar, S.Pd (Interview results on February 22, 2018), said that the participation of the Harapan Ammani Beach community has been active in the management of Tourism, including with POKDARWIS located in Mattirotasi Desa Harapan Ammani Village.

According to the analysis of researchers, the management of Harapan Ammani Beach tourism potentials by the local community still requires a process in managing the potential of Beach Tourism Attraction. There should be socialization and training activities included in the Regional Annual Activity Plan by the Youth and Sports Tourism Office. The Office of Youth and Sports Tourism needs to enhance the role of tourism institutions that are developed in an organized manner, including the central government, regional governments, the private sector and local communities, regulations, operational mechanisms all of which should be able to be carried out sustainably so as to produce development towards achieving better tourism objectives. In the Pinrang Regency, the tourism institution itself is owned, namely the Harapan Ammani Tourism Awareness Group in accordance with the Decree of the Head of Mattirotasi Village, Mattiro Sompe Subdistrict, Pinrang Regency Number: 034 / SKIDMT / 2017.

Local governments, along with their institutions, the public and the private sector have an obligation to sit together to package tourism packages. POKDARWIS (Tourism Awareness Group) is a tourism organization owned by Tourism in Pinrang Regency which was formed by the regional government in this case the Youth and Sports Tourism Dinar of Pinrang Regency. This organization has been formed in the Harapan Ammani Coast region. Pokdarwis, which usually moves citizens to develop the tourism environment, needs to continue to be given skills training in an effort to improve soft skills so that in the future they can form an independent tourism community. Providing education about tourism service products such as: Homestay management training, Culinary management training, and training in making souvenirs or souvenirs typical of Pinrang Regency. Because in the management of tourist attractions not only sell natural beauty as one of the attractions, but also provide other services according to the development and needs of tourists. From the results of the analysis conducted by the researcher explains that there is a significant direct effect with the positive direction of the results of the Musrebang carried out is the embodiment and implementation of government policies that carry out development based on regulation by involving the community. Only the king based on the results of the search for secondary data sources were present in the Musrebang activities that

have been carried out in the Mattiro Sompe District on February 23, 2017, mostly dominated by the presence of civil servants from the village and sub-district level. This has influenced the results of proposals and input submitted at the Musrembang meeting, especially in the tourism sector. Sustainable tourism-based community community can be achieved if community empowerment towards the ownership stage can be realized, so that the process of participation in planning decisions for managing coastal tourism attractions is certainly more stable and sustainable, because social capital-based collaboration has the foundation of a community sharing profit together, compared to national private businesses that do not have a community base as guards for conservation of tourist attractions. Concept, this kind of management is carried out by the Regional Government of Pinrang Regency in carrying out the management of potential tourist attractions with local communities in Harapan Amami Beach.

Conclusion

The results of the Community Participation Research on the Management of the Community-Based Tourism Potential in Harapan Amami Beach in Pinrang Regency are a description that in increasing the participation of the tourism community it is necessary to increase the optimization of coaching and empowerment towards independence through various training and activities in the tourism activities program carried out by the SADAR WISATA Group. The role of the Youth and Sports Tourism Office has done its job well through holding a training program for the SADAR WISATA Group to broaden its horizons and skills in managing and providing services for tourists. It also needs to be given additional supporting aspects in the world of tourism such as public facilities, tourist information, art trade, facilities, roads (road signs), transportation (there are special transport cars to the beach location), accommodation, and security posts and access to street lighting.

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