



POTENTIAL DEVELOPMENT STRATEGY OF LAKKANG ISLAND TOURISM VILLAGE MAKASSAR CITY

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Abstract - The aims of research are to carry out the potential of Lakkang island tourism village which is seen from four aspects those are strength, weakness, opportunity, and threat, and also to know the strategy of development of tourism village in Lakkang Island. This research based on quantitative and qualitative method. Quantitative data was directly from observations and interviews with the questionnaires besides, the supporting data was from library resource and then analyzed by SWOT analysis. Based on analysis result, Internal factors (a) strength: beautiful of nature are the most significant influence on the development of tourism village in Lakkang island, (b) Weakness: Belimbing Lakkang island tourism village is not yet ready to receive the tourists, since the lack quality of the environmental cleanliness. External factors (a) Opportunity: value of the people who always maintain and preserve traditional cultural, (b) Threat: threat of competition with others regions in the development of rural tourism. Based on SWOT analysis obtained the development strategy such as follows; S-O Strategy is a strategy for developing a variety of village tourism products based on the uniqueness of local potential, enhancing the marketing strategy of tourism products in the Lakkang island tourism village. W-O Strategy builds marketing networks with tourism stakeholders by developing a quasi-public government-private partnership of model promotion. S-T Strategy is a strategy to improve security systems based on customary and cultural villages and strategies for implementing tourism

industry product certification through business certification institution. W-T strategy is to increase the competency of Human Resources (HR) in the field of tourism through professional certification institution and increase public awareness of tourism and seven values in tourism. Based on the conclusion of the SWOT matrix, the priority that can be done is to develop a variety of rural tourism products based on the uniqueness of local potentials and to build marketing networks with tourism stakeholders by developing a quasi-public government-private partnership model promotion.

Keywords: Strategy, SWOT analysis, tourism village

Introduction

Indonesia is one of the biggest foreign exchange contributor countries after oil and mining materials, because tourism has had a positive impact on providing employment and earning foreign exchange income. Makassar City as one of the tourism gates in Eastern Indonesia is known as a cultural tourism destination besides MICE, where Makassar cultural products are the main destination tourism.^[3] The potential of tourism villages, which are the customs of the local society as the tourism products such as: daily life, traditional ceremonies, traditional houses, native culture and arts, traditional food drinks,



natural resources, and other, so the opportunity for developing a tourism village is huge as an effort to de-diversify tourist destinations in the context of developing cultural tourism^[1].

Makassar City has a variety of interesting tourism potentials to develop. The tourism development is essentially an effort to develop and utilize tourist objects and attractions that manifest among other things in the form of beautiful natural wealth, diversity of flora and fauna, diversity of traditions and cultural arts, and ancient or historical relics such as those of the city of Makassar. With exposure to the tourism potentials of the city of Makassar such as marine tourism, history, culture and islands, natural tourism and artificial or artificial tourism owned by Makassar City, it is very reasonable that Makassar City be made as a tourist destination area or area. As one example is Lakkang Island Tourism Village.^[8]

Tourism Village Is a rural area that offers an overall atmosphere that reflects the village authenticity, both in terms of socio-cultural life, customs, daily activities, building architectures, and village spatial structures, as well as the potentials those can be developed as a tourism products, for example: attractions, food and beverage, souvenirs, lodging, and other tourism needs.^[2] By looking at the current tourism model and potential, most tourists prefer special interest

tourism as well as tourism villages.^[4] So the chance for success in developing tourism village is huge. As in the Lakkang Tourism Village, Lakkang has a huge tourism potential, so the potential of Lakkang can attract tourists to come and visit Lakkang.

Lakkang Tourism Village has its own uniqueness so it is very interesting to be developed into an object and tourism product in Makassar City. Based on history, the Lakkang village was formerly named Bonto Mallangere. In Makassar language, Bonto Mallangere is defined as a high mountain and has sharp hearing. Lakkang tourism village is located in lakkang village, Tallo, Makassar City. Lakkang Village is unique from other villages in the Makassar City area because it is located right in the heart of Makassar City, the houses are still original Bugis-Makassar culture which are houses on stilts, although a small portion already use stone houses. The people in Lakkang Village still live their lives like people who are far from the city in general, customs and cultures, and also original customs are still carried out in daily life. Therefore Lakkang Village is very interesting and strategic to develop as a tourism village and this case has the potential to be developed as an area of tourism products and attractions within the Makassar City area.

Objectives of the Research

According to the background, the objectives to be achieved in this research are



to find out the potential of the Lakkang island tourism village, Tallo, Makassar City, in addition to being able to find out the tourism village development strategy on the Lakkang island in terms of strengths, weaknesses, opportunities, and threats.

Methods

a. Research Development

Profile analysis of society activities and access analysis and local potential control was carried out to develop a development strategy, the development activity model of the lakkang island tourism village as a tourism product in Makassar city. The research location was in the Lakkang sub-district, including in the District of Tallo, Makassar. The research is conducted from February to September 2019.

b. Population and Sample

The research population was all Lakkang village residents which involved in the Lakkang Island Tourism Village development activities, while the research sample was determined by 'purposive sampling'.

c. Techniques of Data Collections

The techniques of data collection in this research included literary studies, observations, and interviews. Literature studies were acquired through reference books, magazines, journals, and the internet to collect data about physical potentials. Observations were conducted

through exploration and observation in the research location. Interviews were conducted using research instruments to capture non-physical potential, and for in-depth interviews (indepth interviews) conducted with a participatory society approach.

d. Techniques of Data Analysis

The techniques of data analysis in this research included quantitative descriptive analysis and qualitative descriptive analysis. Quantitative descriptive analysis was used to analyze primary and secondary data relating to society activities and the potential of tourism villages. In this case the frequency table was used to explain the pattern and distribution of the characteristics of these variables. Quantitative descriptive analysis was conducted based on the association to determine the pattern and distribution of phenomena, which was strengthened from the results of observations in the field. Qualitative descriptive analysis was intended for analysis of data obtained by interviews. ^[5]

Findings and Discussions

Internal and External Factor Potentials

Lakkang Island has internal factor potentials which are the strengths and weaknesses those can be developed as an advanced tourism village. Besides that, Lakkang Island also has external factor which are opportunities and threats those are necessary to give a special attention.



a. Internal Potential Identification

Internal factors on Lakkang Island those are included in the **Strengths**; (1) diverse cultural heritage, (2) potential diverse natural tourism products, (3) accommodation facilities are available, (4) it has been promoted by local tourists, (5) several rural tour packages are available, (6) support from customary village institutions and tourism offices, (7) several tourism transportation businesses are available, (8) society interest in participating is very high. **Weaknesses** include; (1) few road accesses are inadequate, (2) environmental conditions are less organized, (3) there is no capital from investors, (4) cooperation and networking between tourists are weak, (5) no regulation from the village regarding the processing of local tourism, (6) promotional activities have not been maximized, (7) the tour package implementation is still personal, (8) tourism village management is unestablished, (9) professionally managed accommodation is unavailable, (10) the typical souvenirs and restaurants are unavailable.

b. External Potential Identification

External factors those affect the Lakkang island tourism village development which are included in the **Opportunities**; (1) the existence of local government policy towards the development of the tourism village, (2) central government policy to increase the number of tourist visits, (3) the political stability of Makassar City is considered

conducive, (4) the development of rural tourism trends, (5) the strengthening tendency of foreign exchange rates, (6) the vacation cost in Makassar is relative affordable, (7) tourists concern for the poor, (8) the development of information and transportation technology. **Threat** factors include; (1) frequent demonstrant and violence issues in Makassar City are increasing, (2) demands for the development of eco-friendly tourism villages, (3) increasing competition in tourism business products, (4) increasing competition for human resources in the tourism field, (5) health issues (endemic diseases).

Development Strategy of Lakkang Island Tourism Village

After internal and external factors potential identification, the next step is to analyze these factors by assessing and measuring each of these factors using the IFAS and EFAS matrix..

Internal Strategy Factor Evaluation

Results

Stages of internal environmental analysis in the form of strengths and weaknesses of the Lakkang Island tourism village are conducted by field observations and interviews. Ranking is obtained from an average rating of seven respondents representing other respondents. The ranking criteria for strength and opportunity factors are; scale one is very weak, two is rather weak, three is rather strong, and four is very strong. While ranking

for weakness and threat factors is the opposite of strength and opportunity factors. Based on the questionnaire the results of scaling, ranking and scoring are known. Internal factors strategy has different values.

The first most important strength factor is the diversity of culture and the beauty of the natural scenery which gained a weight of 0.067. Factors of cultural diversity and the beauty of natural scenery are very influential on the development of tourism villages. With the diversity of culture and natural beauty, tourists feel happy to visit and really enjoy the diversity of cultures and the beauty of the natural panorama. If the diversity of culture and natural beauty on the island of Lakkang is not maintained, preserved and cared for, it will result in tourists not going to visit and Lakkang Island will not develop as a tourism village.

On the other hand, the main weakness is the lack of maximum promotional activities and poorly organized environmental conditions that obtain the same weight of 0.056. The lack of promotion activities on the island of Lakkang in the context of its development as a tourism village, environmental conditions that are less organized reflects the island of Lakkang which is not ready to receive tourist visits. Of the total internal strategy factor score of 2,836 included in the category quite strong, because the total score that is below 2.5 indicates a weak internal strategy factor. So in this case,

Lakkang Island has been able to utilize strengths to overcome weaknesses.

Development Strategy of Lakkang Island

Tourism Village

Based on internal and external factors of the Lakkang Island tourism village, a SWOT (Strength, Weaknesses, Opportunities, and Threat) analysis was conducted as a strategy to develop the potential of Lakkang Island tourism village, Tallo, Makassar City. The SWOT matrix produces four possible cell development strategies for tourism villages in accordance with the potential and internal and external conditions of Lakkang Island wider.^[6] The SWOT analysis matrix of the Lakkang Island tourism village can be seen in Table 1.

Based on Table 1, a strategy that uses S-O is a strategy that utilizes all the power to seize and take advantage of opportunities as much as possible. The strategy that is necessary to be done is the strategy of developing a variety of village tourism products based on the uniqueness of local potential, improving the marketing strategy of tourism village tourism products and creating a brand image of a Lakkang island tourism destination. The strategy of developing tourism villages is conducted by developing a variety of tourism products based on the uniqueness of local potential. Tourism products that can be developed are outbound packages, plowing rice fields, planting rice, and developing path tracking rice field combs. Maintaining the



products those exist in the area is a preservation act that is as a characteristic that is owned by the region with a variety of attractions that are owned so that it attracts tourists.

Table 1. SWOT Matrix (Strengths, Weaknesses, Opportunities, Threats)

	Strengths	Weaknesses
	<ol style="list-style-type: none"> Diverse cultural heritage. Potential diverse natural tourism products. Accommodation facilities are available. It has been promoted by local tourists. Several rural tour packages are available. Support from customary village institutions and tourism offices. Several tourism transportation businesses are available. Society interest in participating is very high. 	<ol style="list-style-type: none"> Few road accesses are inadequate. Environmental conditions are less organig There is no capital from investors. Cooperation and networking between to No regulation from the village regardin Promotional activities have not been ma The tour package implementation is still Tourism village management is unestabl Professionally managed accommodation The typical souvenirs and restaurants are
Opportunities	Strategy S-O	Strategy W-O
<ol style="list-style-type: none"> The existence of local government policy towards the development of the tourism village. Central government policy to increase the number of tourist visits. The political stability of Makassar City is considered conducive. The development of rural tourism trends. The strengthening tendency of foreign exchange rates. The vacation cost in Makassar is relative affordable. Tourists concern for the poor. The development of information and transportation technology. 	<ul style="list-style-type: none"> Village Develop a variety of rural tourism products based on the uniqueness of local potential. Creating brand image of Lakkang tourism destination Improve marketing strategies for rural tourism products 	<ul style="list-style-type: none"> Strengthens the entrepreneurial spirit of th community in the field of tourism Building a marketing network with touri by developing a quasi-public government partnership promotion model Creating smooth and beautiful accessibl attraction Building institutional governance Creating a beautiful environment around attraction
Ancaman (Threat)	Strategy S-T	Strategy W-T
<ol style="list-style-type: none"> Frequent demonstrant and violence issues in Makassar City are increasing. Demands for the development of eco-friendly tourism villages. Increasing competition in tourism business products. Increasing competition for human resources in the tourism field. Health issues (endemic diseases). 	<ul style="list-style-type: none"> Improve security systems based on traditional and cultural villages Certification of tourism industry products through business certification institutions 	<ul style="list-style-type: none"> Improve human resource competence in tourism through professional certification Increasing public awareness of tourism a ecobusiness

Source: Analysis Results, 2018^[7]

The S-T Strategy is a strategy to improve the security system based on customary and cultural villages and a strategy to implement tourism industry product certification through business certification bodies that already hold the power to conduct certification. This strategy arises from the strengths used to overcome weaknesses. The strategy to improve the security system based on traditional and cultural villages is conducted as an action to prevent the occurrence of negative things from this tourism village development. In addition, the implementation of the strategy for implementing the tourism industry product certification through business certification institutions in order to guarantee professionalism of services in running businesses and the tourism industry in Lakkang.

The W-O strategy is the utilization of existing opportunities by minimizing the weaknesses, the strategy is conducted by strengthening the rural society entrepreneurial spirit in the tourism field, building the marketing networks with tourism stakeholders, creating a smooth and beautiful accessibility towards tourist attractions, building institutional governance and creating a beautiful environment around tourist attractions. Marketing networks can be developed with tourism stakeholders in order to improve the quality and quantity of marketing activities, one of the ways that can be pursued by developing a quasi-public government - private partnership promotion model. This model can be implemented on the island of Lakkang with the condition that the existence of the island of Lakkang has been supported by the government in its development. There are local tourism actors who support local promotion and full support by the local society as the host.

The W-T strategy is to minimize weaknesses and avoid threats, which can be done by increasing competency of Human Resources (HR) in the tourism field through professional certification institutions that have been recognized as well as increasing public awareness of tourism awareness and 'Sapta Pesona'. Enhancing local HR competencies is carried out in order to support improving the skills and abilities of the local society in providing excellent service to visitors or



tourists. Besides understanding sapta charm and awareness of travel to the society so that people are more open in welcoming the arrival of visitors and tourists to their area.

Conclusion and Suggestion

Conclusion

The conclusions of this research are as follows:

1. Based on the analysis results of internal and external factors potential identification of the Lakkang Island tourism village in terms of (a). **Strengths** (diverse cultural heritage, potential diverse natural tourism products, accommodation facilities are available, it has been promoted by local tourists, several rural tour packages are available, support from customary village institutions and tourism offices, several tourism transportation businesses are available, society interest in participating is very high), (b). **Weaknesses** (few road accesses are inadequate, environmental conditions are less organized, there is no capital from investors, cooperation and networking between tourists are weak, no regulation from the village regarding the processing of local tourism, promotional activities have not been maximized, the tour package implementation is still personal, tourism village management is unestablished, professionally managed accommodation is unavailable, the typical souvenirs and restaurants are unavailable),

(c). **Opportunities** (the existence of local government policy towards the development of the tourism village, central government policy to increase the number of tourist visits, the political stability of Makassar City is considered conducive, the development of rural tourism trends, the strengthening tendency of foreign exchange rates, the vacation cost in Makassar is relative affordable, tourists concern for the poor, the development of information and transportation technology), (d) **Threats** (frequent demonstrant and violence issues in Makassar City are increasing, demands for the development of eco-friendly tourism villages, increasing competition in tourism business products, increasing competition for human resources in the tourism field, health issues especially endemic diseases).

2. Based on the conclusion of the SWOT matrix, the priority that can be done is to develop a variety of rural tourism products based on the uniqueness of local potentials and to build marketing networks with tourism stakeholders by developing a 'Quasi-Public Government-Private Partnership' promotional model.

Suggestion

1. In the management of Lakkang Island tourism village, it is necessary to improve and prove the management policies that are fast and directed, including directing the local community to be able to synergize with the government and stakeholders.



2. After the management and development of the Lakkang Island tourism village implementation, it is expected to be able to maintain, care for and maintain the existence of the area with all its tourism potential without making many changes that can damage the local environment and culture.

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