



The Role of Coastal Communities in Increasing Income through Tourism Businesses in Takalar Regency

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Abstract

This research aims to identify the actual conditions of coastal communities in Takalar Regency and determine the role of coastal communities in increasing income through tourism businesses in Takalar Regency. The type of research uses qualitative methods, namely presenting data in the form of verbal statements or descriptions of something in the form of sentences set out in writing. Meanwhile, data collection techniques use observation, interviews and documentation methods. The results of this research obtained show that the results of observations through literature studies show that Takalar Regency, with its six (6) coastal areas, is a fairly high economic booster. This is proven by field investigations that coastal areas are used for buying and selling transactions for marine products (fish, shellfish). etc.) which is quite promising. Several locations, including the Fish Auction Place (TPI), are never empty of community activities to improve the economy. This condition shows that people in coastal areas have a fairly high opportunity to improve their welfare by looking at their activities. Then, related professions or jobs, apart from being fishermen and fish sellers (traders), the people who live in coastal areas, especially the Sanrobengi area, are tourism actors with professions as restaurant owners, accommodation providers and inter-island transportation services, opportunities that can be implemented well if Entrepreneurs synergizing to carry out marketing and promotion is really needed. The government provides support and assistance through the Department of Industry and Trade, making it easier to process permits and to get to know Coastal Communities more closely in increasing Income through Tourism Businesses in Takalar district.

Introduction

The development of tourism in Indonesia cannot be separated from the role of the government and society who continuously collaborate in tourism development to support the sustainability and welfare of society (Purnamawati, 2021). Tourism, which has long been the government's mainstay sector in increasing foreign exchange significantly, continues to change over time, especially after the Covid-19 pandemic, tourism has started new trends in various sub-sectors of the industry. An industry that is currently experiencing significant changes is the travel industry, starting from high mobility to the increasing intensity of travelers traveling to various tourist destinations, which causes the flow of mobility to become increasingly unlimited (Wardana et al., 2020). Tourists' desire to travel from one destination to another is motivated by various factors such as nature, culture and activities that give them experience in improving their self-image and new knowledge regarding the destinations they have previously visited. Travel conditions after the Covid-19 pandemic in various regions have indirectly led to nature-based travel and those related to human activities such as tree planting, conservation and crafts which are increasingly being sought after by travelers from various circles. Various new

destinations are also increasingly appearing, which of course has a good impact on improving facilities and infrastructure in an area (Corlett et al., 2020). Natural beauty such as beaches and mountains are the target of travelers who are looking for the newest atmosphere and photo spots. So the term healing emerged which is currently a new trend in the travel industry. No: except that the activities carried out by people on the coast and those living in mountainous areas become a story packaged in a tour package. Craft products owned by people in a destination often become souvenirs for travelers who visit tourist attractions in the form of souvenirs, souvenirs or items that can be taken anywhere (wallets, backpacks). This has become a habit for tourists when visiting a tourist destination where the community is the provider of tourism products and tourists are the consumers (Cudai et al., 2019). South Sulawesi as one of the tourist destinations in Indonesia has a strategic position that is able to attract domestic and foreign tourist visits with easy accessibility both by air and sea, plus the development of public facilities and infrastructure is increasingly being updated, especially in the Makassar City area which has long been known by the nickname Water Front City (Sivertsen, 2019).

Apart from Makassar City, one of the regencies which also plays a role in improving the economy of South Sulawesi and has a strategic position is Takalar Regency which is currently also acting as a buffer for the economy in South Sulawesi. Takalar Regency, with its agricultural sector combined with maritime, has great potential to continue to be developed, especially the potential for marine tourism which has long been the mainstay of the government in Takalar Regency. In general, the majority of the people who live in Takalar Regency work as fishermen so that Takalar is well known in various regions as a fish auction center that supplies fish consumption needs in various surrounding areas such as Makassar City, Gowa Regency and Regency. Jeneponto. Apart from being a district with good fisheries potential, Takalar Regency also has tourism potential which can become a mainstay after fisheries. The beauty of the coastline and the local wisdom of the people are attractions that can attract tourist visits, especially beach tourist attractions such as; Each of the seven (7) beaches has a beauty that is able to provide a travel experience for tourists who come from various regions in South Sulawesi. Where tourists usually spend time relaxing while enjoying a variety of food and drinks sold by local traders.

These traders usually live not far from the coast or are coastal communities, namely those who live in areas between land and sea who continuously utilize the wealth of natural resources as their livelihood. Coastal communities in Takalar Regency have long worked as fishermen who carry out work activities related to the sea for a long time so that these communities are completely dependent on the natural conditions and conditions in the ocean. When the weather conditions are bad, the fishermen's work activities also stop. On the other hand, the tourism sector is also a hope for coastal communities around tourist attractions as a source of income to improve their standard of living and welfare in addition to the natural riches in the ocean. They consider abundant wealth as an opportunity to fulfill pending needs without setting aside the income earned for urgent needs (Wunder et al., 2020). In fact, these urgent needs, such as fuel and damaged fishing equipment, are often present while they have no savings or income other than fishing activities. This phenomenon has been going on for a long time, meanwhile the tourism sector in Takalar Regency is actually a tourist attraction related to maritime affairs, so there is a gap in coastal communities regarding income through businesses in the tourism sector where they have quite a strategic role in tourism businesses.

Methods

The research was designed with a qualitative approach that explores phenomena that occur among coastal communities related to the role of the community in increasing income in Takalar Regency which includes selecting the type of data, location and time of research, sampling techniques, data collection and processing techniques. This research will take place from April-September 2023, located in Takalar Regency, South Sulawesi at several points in tourist destinations. In this research, researchers used several methods of observation, interviews and documentation. After going into the field and collecting data, data analysis will be carried out by selecting data (data coding) then carrying out data reduction, then the data is presented and reviewed again before data verification is carried out. After the data is verified, continue with validating the data and drawing conclusions.

Results and Discussion

Actual Conditions of Coastal Communities in Takalar Regency

The coastal communities in Takalar Regency are native to Takalar Regency, the majority of whom are Makassarese (Ridha et al., 2023). The Makassar tribe has long been known as a community group whose characteristics and livelihoods are in the sea. The coastal area in Takalar Regency is a potential place for people to make a living, where the people who live in this area depend on the sea for their daily lives (Rahatiningtyas, 2019). Although Takalar Regency can be said to be a unique Regency because the coastline is also close to rice fields where irrigation or irrigation is utilized from the area around the coast or small estuaries through which rivers flow. However, people who live in coastal areas prefer to be part of marine potential.

The results of observations through literature studies show that Takalar Regency, with its six (6) coastal areas, is a fairly high economic booster. This is proven by field investigations that coastal areas are quite promising for buying and selling marine products (fish, kerrang, etc.). Several locations, including the Fish Auction Place (TPI), are never empty of community activities to improve the economy. This condition shows that people in coastal areas have a fairly high opportunity to improve their welfare by looking at their activities (Liu et al., 2021; Betcherman et al., 2021). Then, regarding profession or work, apart from being fishermen and fish sellers (traders), the people who live in coastal areas, especially the Sanrobengi area, are tourism actors with professions as restaurant owners, accommodation providers and inter-island transportation services with the following data:

Profession	Region
Fisherman	Mangarabombang, South Galesong & North Galesong
Seafood traders	Mangarabombang, South Galesong & North Galesong
Restaurant Entrepreneur	Mangarabombang, South Galesong & North Galesong
Accommodation Businessman	Mangarabombang, South Galesong & North Galesong
Transportation Services	Mangarabombang, South Galesong & North Galesong

The role of coastal communities in increasing income through tourism business in Takalar Regency

The role of the community is to participate in building tourism businesses (Arintoko et al., 2020; Wondirad & Ewnetu, 2019). The government's role is to provide support to communities who have tourism businesses. Support can be in the form of community service, funds and other support. The government's role in supporting the implementation of the welfare of coastal

communities, especially in the tourism sector, can take the form of tourism awareness training, MSME training and other training that can help coastal communities' tourism businesses. Apart from training, the government can also provide support such as providing business capital, promotional assistance and so on. Actual conditions in the field have not found any support and role from the government (dispar) in providing support to the community. This of course hampers the pace of economic improvement in the tourism sector. If we refer to sustainable tourism, then from an economic perspective it cannot be said to be sustainable.

The role of coastal communities in Taklar Regency in increasing income through tourism businesses

The role of coastal communities in Taklar Regency in increasing income through tourism businesses can be seen from various activities that have been carried out or are being carried out, including being direct providers of tourism services, such as accommodation, restaurants, tour guides, boat rentals and water sports equipment. Then, coastal communities in Takalar Regency also have unique cultural, artistic and traditional activities such as what is known as the "Maudu' Lompoa Ri Cikoang" culture. They also promote and develop cultural tourism, such as traditional dances, handicraft exhibitions, cultural festivals, and traditional ceremonies, which attract tourists. In terms of small businesses, coastal communities in Takalar district are building businesses such as handicrafts, local agriculture and trading in local products. It can be interpreted based on field observations that community businesses in the coastal areas of Takalar Regency are in the following table:

Business Type	Information
Fishing	Fisheries business, including fishing, fish farming, and processing of fishery products such as fish processing and marketing.
Pond	Cultivation of various types of organisms such as shrimp, shellfish, and fish in brackish water ponds
Pariwisata	A tourism business that includes accommodation, restaurants, water sports equipment rental, tours, and various recreational activities.
Shop /Retail	Local shops, markets, and merchants selling goods needed by locals and tourists.
Transportation	Businesses related to ocean transportation, such as shipping companies, boat rentals, or transportation services

Conclusion

The actual condition of coastal communities in Takalar Regency with six (6) coastal areas being a fairly high boost to the economy, this is proven by field investigations that coastal areas provide quite promising buying and selling transactions for marine products (fish, kerrang, etc.). Several locations, including the Fish Auction Place (TPI), are never empty of community activities to improve the economy. This condition shows that people in coastal areas have a fairly high opportunity to improve their welfare by looking at their activities. Then, regarding profession or work, apart from being fishermen and fish sellers (traders), the people who live in coastal areas, especially the Sanrobenji area, are tourism actors with professions as restaurant owners, accommodation providers and inter-island transportation services. The actual condition of coastal communities in Takalar district is still far from prosperous if viewed from an economic perspective, even though they are fishermen who actively fish, the tourism sector is also very important for their welfare. Moreover, fishermen are constrained by equipment and supplies. On the other hand, many fishermen depend for their livelihood on the Boss/Foreman who employs them so they cannot create their own business, even though

Takalar Regency is rich in tourism business potential, especially in the maritime sector in coastal areas. The role of coastal communities in increasing income through tourism businesses in Takalar district refers to the diversity of economic activities carried out by the community such as selling, opening culinary businesses and game rides. For lower middle class people, they sell along the coast. For middle and upper class people, there are those who open food stalls and there are also restaurants, but welfare is not/is not evenly distributed.

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