

## HABITUATION OF SIPAKAINGE VALUES IN BUGIS LOCAL WISDOM: A SUSTAINABLE STRATEGY FOR PRESERVING MARINE TOURISM IN THE CITY OF PAREPARE

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### Abstract

Marine tourism in Parepare, such as Paputo Beach, Mattirotasi, Senggol, Lumpue, Cempae, Salo Karajae, and Tonrangeng, despite being popular tourist destinations, still faces waste pollution issues that disrupt the natural beauty and environmental sustainability. This is due to the community's low awareness of the importance of responsible waste management. This highlights the significance of the Sipakainge value in Bugis local wisdom as a sustainable effort to preserve marine tourism by involving community participation in maintaining the balance between resource utilization and environmental preservation. The method used in this study is a literature review by examining various literatures related to Bugis local wisdom, particularly the Sipakainge value, and the concept of marine tourism preservation. The data sources include books, journal articles, news reports, and relevant government reports from Parepare City. The data is then analyzed using content analysis techniques, focusing on how the Sipakainge concept can be applied as an environmental preservation strategy. The research findings show that the Sipakainge value, which contains the meaning of mutual reminders in solidarity, is an ethical and moral principle that has long been the foundation of Bugis social life. In the context of marine tourism preservation, this value becomes a key factor in maintaining the sustainability of coastal ecosystems. The Sipakainge value has strong relevance in supporting efforts to preserve marine tourism in Parepare City. It plays a role in encouraging the community to protect the coastal environment by strengthening collective awareness and social responsibility. This practice is reflected in Bugis traditions that respect the balance between resource utilization and environmental conservation. These values can be applied in managing marine tourism through environmentally friendly approaches and involving active participation from the local community. By instilling these values into tourism management practices, Parepare City can develop a tourism sector that not only benefits economically but also contributes to environmental preservation and long-term sustainability.

**Keywords:** *Sipakainge; Bugis Local Wisdom; Marine Tourism; Environmental Preservation; Community Participation*

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### 1. INTRODUCTION

The existence of marine tourism in Parepare City is one of the main attractions that can make a significant contribution to the tourism sector and the local economy (Nyoman Siryayasa et al., 2023). Marine tourism destinations such as Paputo Beach, Mattirotasi, Senggol, Lumpue, Cempae, Salo Karajae, and Tonrangeng (Dinas Kepemudaan, 2024) have great potential to attract tourists, both domestically and internationally. However, along with the increasing tourism activities, various environmental problems have emerged, one of which is pollution caused by waste that threatens the beauty and sustainability of coastal environments (Darmi & Aryanti, 2022). This pollution not only affects the area's aesthetics but also the sustainability of marine ecosystems, which are the main attractions of marine tourism. In addressing these issues, there is a growing awareness of the importance of a more holistic and community-based approach to preserving the environmental integrity of tourism. One solution that can be offered is the implementation of local

wisdom values, particularly the Sipakainge value, which is an integral part of Bugis culture. This local wisdom has a strong concept that emphasizes social harmony, shared responsibility, and concern for others in protecting the environment.

Sipakainge, which literally means mutual reminder (Darussalam, Syarifuddin, Rusanti, & Tajang, 2021), teaches the importance of maintaining good social relationships and serves as a reminder for the community to always care for their environment. This value serves as an ethical foundation in the daily lives of the Bugis people and can be a guiding principle in environmental preservation efforts. Recognizing that the Sipakainge value can be an effective strategy to engage the community in maintaining cleanliness and sustainability in marine tourism areas in Parepare is crucial. Local wisdom-based environmental preservation approaches, such as Sipakainge, are not only effective in the short term but also offer sustainable solutions. The values embedded in this culture have the power to become part of the collective habits and behaviors that support the environment. In this context, the habituation of Sipakainge values becomes essential to implement continuously and integratively across various aspects of community life, especially in managing marine tourism areas in Parepare.

Environmental preservation through the application of (Ferdian, Idrus DM, & Tondo, 2020) Bugis local wisdom values, such as Sipakainge, requires integration among the government, the community, and other relevant stakeholders. The Parepare City government needs to play an active role in educating the community about the importance of maintaining cleanliness and environmental sustainability, as well as supporting various community-based initiatives that can strengthen the implementation of these values (Aswita, Samuda, & Andalia, 2017). Additionally, collaboration with academics, non-governmental organizations (NGOs), and the private sector can also be key in formulating more comprehensive preservation strategies. In the sustainable management of marine tourism, the role of the local community becomes crucial (Mahmud, Tahang, Hasani, Made, & Fakhriyyah, 2021). Through active participation in maintaining the cleanliness and beauty of tourist areas (Herry Rachmat Widjaja, Muhammad Musawantoro, & Masri Ridwan, 2021), the community not only contributes to environmental preservation but also strengthens their sense of ownership over the natural resources they possess. With the habituation of the Sipakainge value, the community will be more encouraged to remind each other about maintaining cleanliness, reducing plastic usage, and supporting environmentally friendly activities.

However, the challenge of internalizing the Sipakainge value into community habits is not simple. Behavioral change requires time and consistent support. Therefore, creative and innovative educational approaches are needed so that the community can easily understand the importance of these values. For instance, environmental campaigns through local media, outreach in schools, and training for stakeholders in the tourism sector can be concrete steps. Furthermore, environmental preservation efforts through the Sipakainge value must also be combined with supportive policies. The government must ensure strict regulations regarding waste management in marine tourism areas. Firm law enforcement against environmental violations, such as illegal dumping, is also necessary to reaffirm the commitment to preservation.

On the other hand, the economic potential of sustainably managed marine tourism must be recognized by all segments of society. Preserved natural beauty will attract more tourists, ultimately increasing local income. The implementation of Sipakainge values in marine tourism areas is not only a form of social responsibility but also a long-term investment for the local economy. Additionally, the success of habituating Sipakainge values in the context of environmental preservation requires the involvement of the younger generation. This generation needs to be equipped with a strong understanding of local wisdom and the importance of preserving nature as a heritage that must be safeguarded. In this way, Sipakainge values can continue to thrive and be passed down from generation to generation.

This research delves deeper into how Sipakainge values can be applied in the context of environmental preservation in marine tourism areas in Parepare. By reviewing various literatures and relevant policies, this study aims to formulate preservation strategies based on the local

wisdom of the Bugis community. Additionally, this research will provide practical recommendations on how the government and the community can collaborate to maintain environmental sustainability. Amid global challenges related to climate change and environmental degradation, the application of local values like Sipakainge becomes increasingly relevant. Local wisdom not only offers solutions to environmental issues at the local level but can also serve as an example for other regions in developing preservation strategies based on their cultural values. Thus, this study is expected to make a meaningful contribution to the development of sustainable tourism in Parepare City and strengthen the role of Bugis local wisdom in maintaining the balance of nature and community life.

## **2. RESEARCH METHODOLOGY**

The research method used in this study is a literature review (Yusanto, 2020) that examines various works (Assyakurrohim, Ikhrum, Sirodj, & Afgani, 2022) related to Bugis local wisdom, particularly the Sipakainge value, as well as the concept of marine tourism preservation. The literature review involves collecting data from various written sources (Firmansyah & Dede, 2022), such as books, scientific journal articles, news, and relevant reports from the Parepare City government, accessible through the official government website (Anwar, Wahyu, Mukhlas, & Khosyiah, 2024). The researcher focuses on identifying information related to Bugis local wisdom values and efforts to preserve the marine tourism environment, which is then used to explore the theoretical concepts underlying the research. After data collection, analysis is conducted using content analysis techniques (Sugiyono, 2020). This technique aims to understand the meaning contained in the texts, particularly how Sipakainge, as a form of local wisdom, can play a role in environmental preservation. The main focus of this analysis is on the application of these values as a strategy for environmental conservation in marine tourism areas. Through this method, the researcher attempts to link the findings of the literature review (Moleong, 2018) with local wisdom-based environmental preservation practices to produce strategies that align with the needs of the local community.

## **3. FINDINGS AND DISCUSSION**

The issue of environmental preservation in Parepare City, particularly in the marine sector, has become urgent due to increasing human activities in coastal areas (Kurnia, A'raaf Tauhid, & Rahayu, 2023). One of the biggest challenges faced is waste pollution, especially plastic waste that contaminates beaches and oceans (Darmi & Aryanti, 2022). This pollution not only damages the beauty of marine tourism areas but also threatens marine ecosystems, including coral reefs, fish habitats, and other marine organisms (Ermawati, Amalia, & Mukti, 2018). Without effective action, the impact of this pollution will worsen the condition of the coastal environment, thereby reducing tourism appeal and undermining the local economic potential that relies on marine tourism.

The waste problem in marine tourism areas becomes more severe during the rainy season. Heavy rainfall carries waste from residential areas and rivers to the beaches, resulting in the accumulation of waste along the coastline. Plastic, organic waste, and other household waste contaminate the waters, disrupting marine ecosystems and diminishing the beauty of the beaches. Additionally, inadequate drainage systems lead to waste being directly washed into the sea, exacerbating cleanliness issues. This situation negatively impacts tourism and the economic activities of local communities, especially those dependent on marine tourism. Dirty beaches deter tourists, which in turn affects the income of traders and tourism managers. Furthermore, the accumulated waste threatens marine habitats and environmental health. Necessary solutions include improving waste management, educating the community about the importance of maintaining cleanliness, and upgrading drainage infrastructure to prevent waste from entering the sea.



**Figure 1: Trash at Parepare Beach**  
Source: Authors, 2024



**Figure 2: Trash at Parepare Beach**  
Source: Authors, 2024

Another problem faced in marine environmental preservation in Parepare is the lack of awareness and participation from the local community. Although many residents living along the coast rely on marine resources for their livelihoods, not all of them understand the importance of maintaining coastal ecosystems (Ferdian et al., 2020). Limited environmental education and minimal community involvement in marine tourism management hinder preservation efforts. Therefore, raising awareness and encouraging active community participation in environmental protection (Mustain, 2019) is crucial for supporting the sustainable preservation of coastal areas.

To address these various environmental preservation issues, collaboration between the government, the community, and the tourism industry is essential (Lismawaty Basiru, M. Hattah Fattah, 2019). The Parepare City government needs to formulate policies that support sustainable tourism, such as waste management regulations, environmentally friendly development, and educational programs to raise environmental awareness among residents and tourists (Annisyah Siagian & Susilawati, 2022). Additionally, active participation from the local community in environmental protection should be encouraged through community activities (Aswita et al., 2017), such as beach clean-up campaigns and marine conservation efforts. With these steps, it is hoped that environmental issues in Parepare's marine sector can be resolved, ensuring that marine tourism areas remain sustainable and can be enjoyed by future generations.

This emphasizes the importance of instilling the Sipakainge values of the Bugis community, which promote mutual reminders in the collective effort to protect the environment. These values encourage the community's collective responsibility in maintaining the cleanliness and sustainability of coastal ecosystems. By applying the Sipakainge values, the people of Parepare can remind each other to keep the beaches clean, avoid littering, and engage in environmentally friendly tourism activities. This principle also involves all elements of society, from the

government to tourism operators, in a joint effort to preserve marine areas. In the context of environmental preservation challenges in Parepare, the Sipakainge values act as a social mechanism that strengthens awareness of the importance of caring for nature. Challenges such as waste pollution and damage to coastal ecosystems can be addressed by building a culture of mutual reminders to act responsibly toward the environment. By prioritizing these values, the community can be more active in maintaining the coastal environment, allowing marine tourism in Parepare to develop sustainably while remaining attractive to tourists without harming natural ecosystems.

The Sipakainge value is one of the local wisdoms of the Bugis community, which carries the meaning of mutual reminders (Abdollah & Sulo, 2018). This meaning reflects the importance of shared responsibility in maintaining social harmony and human relationships (Hamzah & Marwati, 2023). In Bugis culture, every member of society has a moral obligation to remind one another about goodness, ethics, and behaviors that align with social norms. This value emphasizes that harmonious social life can only be achieved if everyone has a collective awareness to care for and pay attention to others. More deeply, Sipakainge embodies ethical principles that underpin social relationships among the Bugis community. In this context, it involves not only mutual reminders but also the responsibility to uphold collective welfare (Resqi Pramana, Nurlaelah, & Yusmah, 2024). This includes proactive actions to gently admonish those who violate norms or engage in behaviors that could harm the community. Sipakainge serves as an effective social control mechanism because it is conducted with full awareness and without coercion.

In relation to the environment, Sipakainge can also be interpreted as a collective effort to preserve nature and the environment. The Bugis community views nature as an integral part of life that must be protected together. Therefore, this value can be applied in the context of environmental preservation, where each individual is expected to remind one another to maintain cleanliness, avoid environmental damage, and act sustainably. The Sipakainge value becomes a foundation for efforts to balance the utilization of natural resources with their sustainability.

Additionally, in everyday life, Sipakainge emphasizes the importance of open communication and dialogue. When someone is reminded by another, it is not seen as a demoralizing criticism but rather as a form of care and concern. Thus, this value also teaches the awareness to accept advice and admonishments with an open attitude, ensuring that social relationships remain well-maintained. Overall, Sipakainge is a value that instills a spirit of togetherness, solidarity, and social responsibility within the Bugis community. This value encourages active community involvement in maintaining social harmony, nurturing good relationships with others, and preserving the environment. It is highly relevant in various aspects of life, including environmental preservation and sustainable development in the face of current global challenges.

The Sipakainge value has a close relationship with the preservation of marine tourism in the city of Parepare, as the principle of mutual reminders contained in this value can encourage community responsibility in maintaining coastal environments. In the context of marine tourism, Sipakainge teaches that each individual has a role in reminding one another to keep the beaches clean, prevent environmental damage, and preserve the beauty of nature. By applying this value, the local community can become the primary drivers in efforts to maintain the sustainability of marine tourism areas from pollution, especially plastic waste and waste that often damages marine ecosystems. Furthermore, Sipakainge conveys the importance of preserving nature as a legacy for future generations. Well-maintained marine tourism will not only attract more tourists but also provide long-term benefits for the local economy. Through the Sipakainge value, the people of Parepare can understand that the success of the marine tourism sector heavily depends on how well the environment is cared for. Therefore, this value encourages the community to be proactive in preserving the environment by mutually warning each other about destructive behaviors.

The implementation of the Sipakainge value can also be realized through collective activities involving local communities in conservation actions, such as beach clean-up campaigns, environmental education, and marine conservation efforts. Through this collaboration, the spirit of

togetherness contained in Sipakainge will be strengthened, as the community feels a shared responsibility in preserving the marine tourism area. Active community participation not only helps maintain cleanliness and environmental sustainability but also strengthens social bonds among the community in safeguarding the valuable assets of Parepare.

In the long run, the application of Sipakainge can provide significant benefits in shaping more responsible tourist behavior. When tourists visit marine tourism areas, they will experience the culture of environmental care practiced by the local community. Through this interaction, tourists will be encouraged to appreciate nature more and participate in maintaining cleanliness during their visit. This will create a tourism ecosystem that is not only environmentally sustainable but also raises environmental awareness among visitors. The Sipakainge value serves as a moral and social foundation in the preservation efforts of marine tourism in Parepare. Through this value, the community can manage tourism areas with a more sustainable approach, involving the active participation of all parties and instilling a sense of responsibility toward the environment. Strengthening local cultural values like Sipakainge is essential for maintaining the balance between the utilization of natural resources for tourism and their preservation for the future. The Sipakainge value plays a crucial role in the social and environmental life of the community. This value emphasizes the concept of mutual reminders in togetherness, meaning that every individual has a responsibility to remind one another and maintain balance, both in social relationships and in relation to the surrounding nature. In the context of preserving marine tourism in Parepare, the Sipakainge value has profound relevance and can serve as a moral foundation for sustaining coastal ecosystems.

The preservation of the marine tourism environment in Parepare faces serious challenges, especially regarding waste pollution that increasingly damages the beauty and sustainability of the area. The Sipakainge value can be applied as an important strategy in addressing this issue. The Bugis community's tradition of valuing the balance between resource utilization and nature preservation aligns with the principles of sustainability in tourism management. Therefore, the Sipakainge value is not only a social ethic but also a holistic environmental approach. Implementing the Sipakainge value in marine tourism management involves strengthening the collective awareness of the community about the importance of maintaining cleanliness and the beauty of the coastal environment. This collective awareness must be instilled through educational processes that involve all segments of society, including the government, traditional leaders, and tourism stakeholders. With a community-based approach, the Sipakainge value can be an effective tool for mobilizing the community to actively engage in preserving marine tourism areas.

Moreover, the social responsibility contained within the Sipakainge value encourages the community to be more mindful of the environmental impact of tourism activities. The community is not only expected to maintain the cleanliness of the surrounding environment but also to consider sustainability aspects in the long term. This is essential to ensure that the marine tourism area of Parepare remains an attractive, natural, and sustainable destination for future generations. In its implementation, the Sipakainge value must be integrated with local government policies related to environmental and tourism management. The Parepare City Government needs to play an active role in formulating policies that support local wisdom-based environmental preservation. Such policies may include regulations on waste management, pollution control, and restrictions on development that could potentially harm coastal environments. Furthermore, value-based preservation practices rooted in Sipakainge can also be supported by involving the younger generation as agents of change. Young people need to be equipped with an understanding of the importance of preserving nature and local cultural values. Through integrated environmental education in school and university curricula, the Sipakainge value can be passed down to future generations, ensuring the sustainability of marine tourism.

One strategy that can be applied in this context is through environment-based campaigns rooted in local values. For instance, regular beach clean-up activities involving the community and tourists can be a concrete step in internalizing the Sipakainge value. Such campaigns not only raise

environmental awareness but also strengthen social relationships among residents, in line with the spirit of togetherness embedded in the value. On the other hand, tourism business operators must also take an active role in supporting environmental preservation. They need to ensure that their businesses do not negatively impact nature. The use of eco-friendly materials, effective waste management, and promoting conservation-based tourism are some measures that the private sector can take to contribute to the implementation of the Sipakainge value in tourism. Local community participation in managing tourism areas is also a key factor in the success of implementing the Sipakainge value. Communities living around tourism areas possess in-depth knowledge about the local environment and can act as informal supervisors of tourist behavior. Therefore, empowering local communities is a critical aspect that must be considered in every environmental preservation policy.

Support from the government and private sector is essential to strengthen the role of the community in preserving marine tourism. The government can provide facilities that support waste management, such as adequate trash bins at every tourist site, and encourage tourists to take more responsibility for maintaining environmental cleanliness. Strengthening the Sipakainge value should also be accompanied by strict law enforcement against environmental violations. Penalties for littering or other activities that harm the environment should be enforced effectively to serve as a deterrent for offenders. This firm policy will signal that environmental preservation is not only an individual responsibility but also a social duty that must be upheld collectively.

By adopting the Sipakainge value, the city of Parepare has great potential to develop sustainable marine tourism. Tourism managed with environmental considerations will not only be economically beneficial but also preserve the beauty and sustainability of nature for future generations. This approach can also add value to Parepare as an eco-friendly and culturally rich tourist destination. The success of implementing the Sipakainge value as an environmental preservation strategy requires synergistic cooperation among all parties (Razak, Suzana, & Kapantow, 2017). The government, community, tourism operators, and tourists need to work together to maintain the balance of nature. By involving all parties in the preservation process, it is hoped that local wisdom values can be truly realized in practical terms on the ground. Overall, this research emphasizes that the Sipakainge value has strong relevance in supporting marine tourism preservation efforts in the city of Parepare. These values not only strengthen social relationships but also maintain the sustainability of coastal ecosystems. By integrating the Sipakainge value into every aspect of tourism management, Parepare can become an example of how local wisdom can provide solutions to environmental challenges in the modern era.

#### **4. CONCLUSION**

The Sipakainge value is highly relevant in the efforts to preserve marine tourism in the city of Parepare, particularly in coastal areas such as Paputo Beach, Mattirotasi, Senggol, Lumpue, Cempae, Salo Karajae, and Tonrangeng, which face various environmental issues like waste pollution and degradation of coastal ecosystems. Through the principle of mutual reminder, the community can collectively maintain cleanliness and environmental sustainability at these beaches, which are important assets for local tourism development. By implementing Sipakainge, public awareness of the importance of preserving coastal ecosystems can be enhanced, allowing marine tourism in Parepare to be managed sustainably. This will ensure that these beaches remain attractive to tourists while protecting the coastal environment for the long term and supporting the local economy without damaging the natural ecosystem.

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