



Marine Tourism Development in Mattiro Matae Village Liukang Tupabbiring District Pangkajene and Islands Regency: Defining Minawisata Concept **St. Nur Annisa¹, Nurul Istiqamah Ulil Albab², Khairul Sani Usman³**

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Abstract

Minawisata is an economic development that integrates the marine, fisheries, and tourism sectors. Mattiro Matae Village, as a marine conservation area, has great potential to become a center for conservation-based marine tourism. This study aims to assess land suitability and formulate a strategy for developing minawisata in the village. Using quantitative descriptive methods, data were collected through observation, interviews, and documentation. Data analysis was carried out using land suitability analysis and SWOT. The results of the study showed that Mattiro Matae Village has a tourism suitability index of 100% for the fisheries sector, indicating enormous potential. However, the development of minawisata in this village still faces challenges, such as suboptimal local government management and low public understanding of the importance of conservation. Based on the SWOT analysis, the strategies for developing minawisata in Mattiro Matae Village include leveraging natural beauty and biodiversity, improving accessibility and public facilities, implementing environmental monitoring systems, and providing training and education to enhance community involvement and awareness of conservation.

Keywords: Minawisata, land suitability, development strategy

1. INTRODUCTION

Indonesia, as an archipelago with a strategically important geographical position, holds exceptional natural advantages compared to other island nations. This is evident from its mesmerizing chain of islands and abundant marine resources, offering significant economic opportunities, particularly in the sectors of nature and marine tourism. Indonesia's coastal regions are valuable assets, known for their unique ecosystems and habitats that support diverse marine species. Consequently, coastal areas often become prime tourist destinations and key targets for the development of conservation-based tourism. The goal of this development is to enhance the community's ability to understand their social environment, ultimately improving their quality of life as a result of that understanding (Manurung, 1998).

According to Yonvitner et al. (2016), coastal zones serve as transition areas between land and sea, characterized by unique and varied ecosystems. Globally, significant attention has been given to these regions, particularly concerning environmental issues and sustainable development. The sustainability of development in coastal areas and small islands must be based on land suitability analysis and environmental carrying capacity. These principles are reflected in spatial planning policies aimed at protecting biodiversity, land, and natural resources while promoting integrated and sustainable development (Ministry of Public Works and Housing, 2015).

Coastal areas hold strategic importance as they serve as borders between terrestrial and marine ecosystems, providing abundant natural resources and environmental services (Indarti & Wardana, 2014). According to Arianto (2020), the implementation of Law No. 27 of 2007 on the Management of Coastal Areas and Small Islands emphasizes the importance of the marine and fisheries sectors as key elements of national development.



One emerging concept in the management of coastal and marine resources is "minawisata." Minawisata refers to the development of tourism that leverages the potential of marine, fisheries, and tourism resources in specific areas. It is a type of tourism that utilizes the beauty of flora, fauna, culture, and the marine environment (Noor, 2021). Minawisata aims to unite the interests of various stakeholders with a focus on community welfare and the sustainability of natural resources (Fahma, 2022). Mukhti (2016) argues that coastal and small island management should be based on land suitability and environmental carrying capacity. This allows for an assessment of how well an area can plan for the utilization of marine and fisheries resources, as well as tourism activities. The specific characteristics of the resources and environment in marine-based minawisata must align with the methods of utilization. This concept offers a potential solution to prevent irresponsible development in fishing areas, which could lead to environmental degradation.

Pangkajene and Kepulauan Regency (Pangkep Regency) in South Sulawesi Province is an example of a region with great potential to be developed as a minawisata area. The regency consists of 114 small islands, with 90 inhabited and 24 uninhabited. Mattiro Matae Village in Liukang Tupabbiring District is one area within Pangkep Regency with significant potential for minawisata development. This village includes four islands: Pammanggangan, Gondong Bali, Tambakulu, and Saranti Islands, which are part of the Kapoposang marine conservation area.

According to the Pangkep Regency Spatial Planning Regulation, the Kapoposang Area is designated as a Marine Nature Tourism Park (TWAL). This status is reinforced by Pangkep Regent Decree No. 180 of 2009, which establishes a local marine conservation area. This presents a significant opportunity for conservation-based tourism development in Mattiro Matae Village, especially in the form of marine and beach tourism that attracts visitors. However, despite its significant tourism potential, the management of this area by the local government remains suboptimal. Additionally, local communities' understanding of marine tourism's potential and its benefits is still limited. Furthermore, the options for managing small islands' resources in an ecologically and economically sustainable way are constrained, making economic development in this area dependent on political initiatives and more focused attention (Samudra et al., 2012).

To address these issues, the implementation of a suitable development strategy, such as minawisata, aligned with the natural conditions and available resources, is necessary. With efficient and strategic management, minawisata in Mattiro Matae Village has the potential to increase local government revenue (PAD) and provide economic benefits to the local community, particularly in the tourism and fisheries sectors. This research will explore land suitability, challenges, and development strategies for minawisata in Mattiro Matae Village, aiming to establish it as a model for conservation-based minawisata development in Indonesia.

2. RESEARCH METHODOLOGY

This study uses a quantitative descriptive approach. The methods applied include field observation and secondary data collection from related agencies. The analysis used consists of land suitability analysis to evaluate the feasibility of minawisata activities and SWOT analysis to identify strengths, weaknesses, opportunities, and threats, so that optimal coastal area development strategies can be formulated. The study was conducted in Mattiro Matae Village, with the determination of station locations using a survey method that involves direct data collection at specific points in the field. The station locations cover four areas, namely Gondongbali Island (Station I), Tambakulu Island (Station II), Saranti Island (Station III), and Pamanggangan Island (Station IV), which were chosen to represent the entire research area.

2.1 Land Suitability Analysis

Land suitability analysis includes an evaluation of the suitability and feasibility of various activities in an area, taking into account the potential and distribution of resources and several related parameters. The main focus of this analysis is to assess the suitability of land for fisheries activities.



Table 1. Land Suitability Matrix for Fishery Activities

No.	Criteria	Weight	Suitability Class and Score		
			Appropriate (3)	Conditionally Appropriate (2)	Not Suitable (1)
1	Fish species groups	5	Target fish, indicator fish, major fish	Target fish, indicator fish	Major fish
2	Current Velocity (cm/sec)	5	<0.75	0.76-1.0	>1.0
3	Wave height	5	<0.5	0.50	>1.0
4	Water clarity (m)	3	<8	8-10	>10
5	Water temperature (°C)	5	29-30	26-<29	<26
6	Water Depth (m)	4	<10	10-15	>15
7	Salinity	5	25-30	>30-33	<25, >33
8	Distance from outside shipping and other areas (m)	2	>500	300-500	<300

Source: Haris, 2012

Note:S1= Appropriate (>80%),S2= Conditionally Appropriate (66-80%),N= Not Appropriate (<66%)

2.2 SWOT Analysis

SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis is an approach used to identify and select the most effective strategy by considering current conditions and situations.

3. FINDINGS AND DISCUSSION

To understand the existing conditions and determine the coastal area development strategy of Mattiro Matae Village, an identification of the current land suitability for the potential of minatourism, oceanographic conditions, and the availability of facilities and infrastructure in the area was carried out.

3.1 Land Suitability Analysis (Fishing Activities)

The analysis class for fisheries activities is determined based on the weight and score given to certain parameters (limiting factors). The weight and score for each parameter are determined according to its level of importance in fisheries tourism activities. The parameters used as assessment indicators to assess the suitability or unsuitability of an area for fisheries tourism include fish species, current speed, wave height, water clarity, water temperature, water depth, salinity, distance from shipping lanes, and conditions of the surrounding area.

Table 2. Land Suitability Level Category at Station I (Gondongbali)

Station I (Gondongbali)						
No.	Parameter	Survey Results	Criteria	Score	Weight	Total
1.	Water Depth (m)	2.0 - 3.7	S1	3	4	12
2.	Wave Height	0.2 - 0.31	S1	3	4	12
3.	Water Temperature	26	S1	3	5	15

4.	Fish Type Groups	Target fish, indicator fish, major fish	S1	3	5	15
5.	Current Velocity (m/sec)	0.40	S1	3	4	12
6.	Brightness (%)	96	S1	3	3	9
7.	Salinity	25	S1	3	5	15
8.	Distance from shipping lanes and other areas	3000	S1	3	2	6
Total						96
%						100
Level of Compliance						S1 (In accordance)

Table 3. Category of Land Suitability Level at Station II (Tabakulu)

Station II (Tambakulu)						
No.	Parameter	Survey Results	Criteria	Score	Weight	Total
1.	Water Depth (m)	2.7 – 5.0	S1	3	4	12
2.	Wave Height	0.1 – 0.32	S1	3	4	12
3.	Water Temperature	26	S1	3	5	15
4.	Fish Type Groups	Target fish, indicator fish, major fish	S1	3	5	15
5.	Current Velocity (m/sec)	0.40	S1	3	4	12
6.	Brightness (%)	90	S1	3	3	9
7.	Salinity	25	S1	3	5	3
8.	Distance from shipping lanes and other areas	2500	S1	3	2	6
Total						96
%						100
Level of Compliance						S1 (In accordance)

The measurement results at Station I (Gondongbali) and Station II (Tambakulu) show that parameters such as fish species, current speed, wave height, water clarity, water temperature, depth, salinity, distance from shipping lanes, and other areas are included in the appropriate category. The Tourism Suitability Index (IKW) obtained from Station I and Station II shows that both are in the S1 category (appropriate) with a value of 100%.

Table 4. Land Suitability Level Category at Station III (Saranti)

Station III (Saranti)						
No.	Parameter	Survey Results	Criteria	Score	Weight	Total
1.	Water Depth (m)	2.0 – 3.1	S1	3	4	12
2.	Wave Height	0.2 – 0.33	S1	3	4	12
3.	Water Temperature	26	S1	3	5	15

4.	Fish Type Groups	Target fish, indicator fish, major fish	S1	3	5	15
5.	Current Velocity (m/sec)	0.39	S1	3	4	12
6.	Brightness (%)	100	S1	3	3	9
7.	Salinity	25	S1	3	5	15
8.	Distance from shipping lanes and other areas	2000	S1	3	2	6
Total						96
%						100
Level of Compliance						S1 (In accordance)

Table 5. Land Suitability Level Category at Station IV (Pamanggangan)

Station IV (Pamanggangan)						
No.	Parameter	Survey Results	Criteria	Score	Weight	Total
1.	Water Depth (m)	1.0 – 2.6	S1	3	4	12
2.	Wave Height	0.1 – 0.30	S1	3	4	12
3.	Water Temperature	26	S1	3	5	15
4.	Fish Type Groups	Target fish, indicator fish, major fish	S1	3	5	15
5.	Current Velocity (m/sec)	0.39	S1	3	4	12
6.	Brightness (%)	100	S1	3	3	9
7.	Salinity	25	S1	3	5	15
8.	Distance from shipping lanes and other areas	1500	S1	3	2	6
Total						96
%						100
Level of Compliance						S1 (In accordance)

The measurement results at Station III (Saranti) and Station IV (Pamanggangan) with parameters such as fish species, current speed, wave height, water clarity, water temperature, water depth, salinity, distance from shipping lanes, and surrounding areas show appropriate categories. The Tourism Suitability Index (IKW) obtained for Station III and Station IV is in the appropriate category.

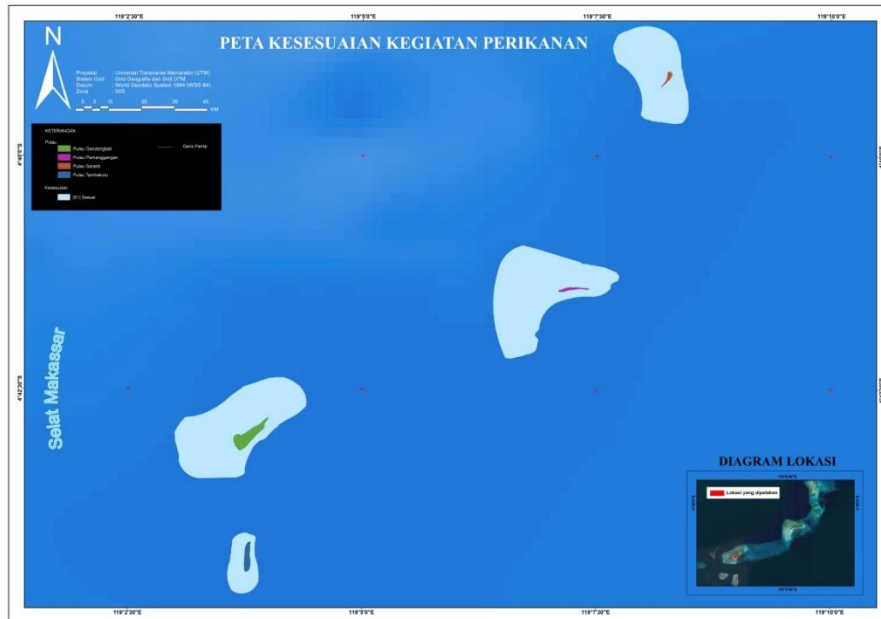


Figure 1. The Suitability Map for Fisheries Activities in Mattiro Matae Village
Source: Author, 2024

The tourism suitability level in Mattiro Matae Village is categorized as high due to the favorable results shown by its suitability parameters. For example, the moderate current provides comfort and safety for tourists who wish to swim (Mason, 1981). Additionally, the water clarity supports coral reef growth and allows light penetration into the waters (Nybakken, 1992).

3.2 Oceanographic Parameter Conditions

Oceanographic parameters are used as a reference that the minatourism activities in Mattiro Matae Village are good in terms of potential, but can also be assessed as good in terms of water quality analysis.

- 1) **Depth:** The measurement results show that the water depth around Gondongbali Island ranges from 2.0-3.7 meters, Tambakulu Island 2.7-5.0 meters, Saranti Island 2.0-3.1 meters, and Pamanggangan Island 1.0-2.6 meters. Gondongbali and Tambakulu Islands have quite deep waters, while Pamanggangan and Saranti are included in the shallow category. Mattiro Matae Village is located in a tidal area that is submerged at high tide and visible at low tide. Based on the suitability matrix, Pamanggangan, Saranti, Tambakulu, and Gondongbali Islands have the potential to become tourist destinations, with ideal depths for activities such as bathing and swimming between 0 and 5 meters (Wahyuni, Supratman, and Farhaby 2021).
- 2) **Speed:** The results of current velocity measurements in the waters of Mattiro Matae Village showed that the current velocity at Stations I and II was 0.40 m/second, Station III was 0.39 m/second, and Station IV was 0.38 m/second. According to Yulianda (2007), the ideal current velocity for beach tourism is 0-0.17 m/second. Based on Mason's (1981) category, the current in these waters is classified as moderate, between 0.20 and 0.39 m/s. This current velocity, which is usually found near the coastline, provides a sense of security and comfort for tourists to swim.
- 3) **Brightness:** Measurements in Mattiro Matae Village showed that the water clarity level reached 96% at Station I, 90% at Station II, and 100% at Stations III and IV, indicating that the area is very suitable for swimming activities (Yulianda, 2007). High clarity supports marine biota and a pleasant tourism experience. The current speed in the waters ranges from 0.20 to 0.39 m/s, according to the moderate current category according to Mason (1981) in Wijaya (2009). This relatively weak current provides comfort and a sense of security for tourists when swimming.

- 4) **Salinity:**Salinity according to Radiarta (2007) inIndrayani et al., (2021)are salts (ion composition) that dissolve in seawater. The composition of ions in seawater tends to be stable and is dominated by certain ions such as chloride, carbonate, bicarbonate, sulfate, sodium, calcium, and magnesium. Based on the salinity in Mattiro Matae Village, the salt water content ranges from 20-32 o/oo.
- 5) **Temperature;**Measurement data in Mattiro Matae Village shows that the water temperature ranges from 25–30°C. The temperature at Station 1 tends to be higher and has a wider range compared to other locations, due to the moderate current speed in the area. Water movement supports aeration and reduces temperature and salinity fluctuations (Indrayani et al., 2021). In general, the water temperature around Mattiro Matae Village is still suitable for fishing activities.
- 6) **Distance from Shipping Currents and Other Areas:** Distance is one aspect that needs to be considered in planning fisheries activities, especially related to travel routes and other locations. In Mattiro Matae Village, the distance is more than 500 meters from the port or shipping lane, making it very suitable for fisheries activities.

3.3. Minawisata Activities

Based on the results of the land suitability analysis, which shows a 100% tourism suitability index for fisheries, Mattiro Matae Village has great potential to be developed as a minawisata (marine tourism) destination, combining conservation, fisheries, and beach tourism. This potential aligns with Pangkep Regent's Decree No. 500 of 2024, supporting the management and development of Mattiro Matae Village as one of the tourist islands, and Pangkep Regent's Decree No. 180 of 2009, designating this village as a conservation area. Here are the relevant forms of minawisata activities found in Mattiro Matae Village, which include two types of minawisata activities as well as beach recreation activities:

1) **Giant Clam (Kima) Cultivation Minawisata**

The Giant Clam Cultivation Minawisata in Mattiro Matae Village takes advantage of the rich marine resources, specifically the giant clams, which play a key role in coral reef ecosystems. This type of educational tourism combines conservation, education, and the local economy. The cultivation process involves moving clam seeds from deep sea areas to coastal zones that are easier to monitor. Tourists can directly learn about marine conservation, creating new economic opportunities for the local community through tourism services and resource management

2) **Capture Fisheries Minawisata**

Capture Fisheries Minawisata includes activities like fishing and spearfishing, offering a mix of recreation and education on sustainable fishing practices. These activities not only provide economic benefits but also educate tourists on the importance of preserving marine ecosystems. Spearfishing is considered more environmentally friendly because it targets specific species without damaging the habitat.

Overall, the development of minawisata in Mattiro Matae Village plays a vital role in creating a model of sustainable tourism that integrates recreation, education, and conservation, with positive impacts on the local community and environment. For further details, see **Figure 2**. Map of Minawisata Activity Zones.

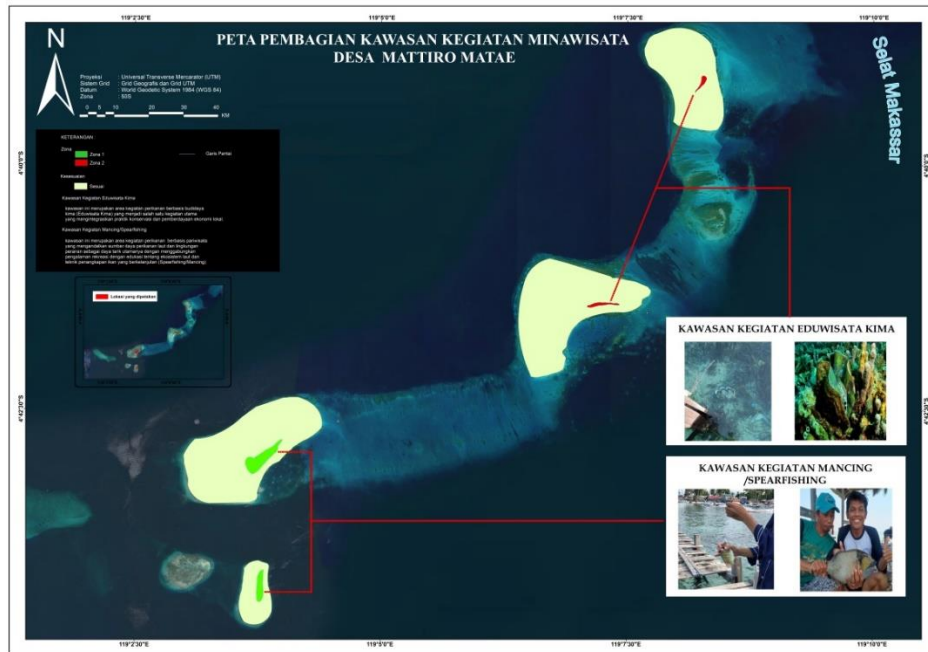


Figure 2. Map of the Distribution of Minawisata Activities in Mattiro Matae Village
Source: Author, 2024

3.4 Availability of Facilities and Infrastructure

One of the important factors in tourism development is the availability of adequate and quality facilities and infrastructure. The availability of facilities and infrastructure in Mattiro Matae Village is currently still limited, starting from telecommunication networks, clean water networks, cleanliness, and accessibility.

Table 5. Facilities and Infrastructure of Mattiro Matae Village

Facilities and infrastructure	Existing	Minimum standards	Compliance
Telecommunication	There are no BTS as network providers yet	The presence of a cellular telephone signal, namely the existence of 1 BTS which is manifested in the form of a camouflage tower	Not standard
Clean water	It has been equipped with dug wells equipped with modern water pumps.	Clean water installations that meet sanitation hygiene requirements	Not standard
Cleanliness	There are no trash bins available yet	There are trash bins and warning signs about Cleanliness	Not standard
Accessibility	Access to the location is still ineffective and takes a long time.	The existence of roads, the existence of easy routes	Not standard

3.4. SWOT Analysis

A qualitative SWOT analysis was conducted by considering the potential and problems of Mattiro Matae Village in developing Minawisata.

Table 6. SWOT Matrix

IFAS	Strengths/Strengths (S) 1. Oceanographic conditions suitable for tourism. 2. Beautiful natural scenery including beaches and underwater ecosystems. 3. Unique and interesting fishing customs and traditions.	Weaknesses/Weaknesses (W) 1. Low awareness and community involvement in tourism development. 2. Limited accessibility and inadequate basic facilities. 3. Lack of understanding about tourism and conservation.
EFAS	Strategy (SO) • Take advantage of natural beauty and biodiversity to develop educational tourism packages. • Encourage community participation with training on tourism and conservation. • Use government support to improve infrastructure.	Strategy (WO) • Identify training needs for local communities on tourism and conservation. • Improve basic infrastructure such as access to transportation and public facilities. • Attract tourists with natural beauty and local culture.
Threats/Threats (T) 1. Risk of damage to marine ecosystems due to tourism activities. 2. Weather uncertainty affects tourism. 3. Pollution and waste that damages the environment.	Strategy (ST) • Identify and manage environmental risks such as pollution and coral reef degradation. • Develop diverse tour packages to attract different types of tourists. • Build collaboration with government to address environmental threats.	Strategy (WT) • Educate about conservation practices and integrate sustainability into local tourism. • Establish environmental monitoring and early warning systems. • Socialization about waste management and community formation focused on tourism and environmental preservation.

Based on the table above, the strategies that can be implemented are:

- 1) Develop educational tourism packages: Leverage natural beauty and biodiversity to attract tourists and educate communities about conservation.
- 2) Improve infrastructure and facilities: Improve accessibility, accommodation and public facilities to support tourism development.
- 3) Establish environmental monitoring systems: Implement monitoring and early warning systems to manage the environmental impacts of tourism activities.

- 4) Educate and engage local communities: Provide training and education on tourism and conservation to increase community involvement and awareness.

Attractions in a tourist attraction will attract tourists to visit the tourist attraction. Attractions are what can first attract visitors to an area, tend to be developed first. Natural resources in each natural area have their uniqueness that is different from other areas. The most important characteristic of tourism is the attractiveness caused by differences in temperature, variety, natural scenery, and several recreational features made possible by these sources. Existing attractions make tourists interested in visiting a tourist spot. The famous attraction at Lovina Beach is the dolphin attraction. To be able to see dolphins starting in the morning at 06.00 WITA, because dolphins in this area only appear between 06.00 WITA and 08.00 WITA if it is more than that hour the dolphins have disappeared and returned to the middle of the sea. At that hour, dozens of dolphins will perform naturally showing their activities. Some just swim on the surface of the water, some jump. Of course, this will amaze you with the beauty of the black sea animal.

To see dolphins in the morning, the night before you have to book a boat at the hotel, related agencies, or directly to the fishermen there, which costs Rp. 60,000 per person for adults and Rp. 50,000 for children. The boat is a small boat that can only carry a maximum of 4 people besides the fisherman. The boat will take about one to two kilometers towards the middle of the sea to where the dolphins usually appear. Of course, tourists can record when the dolphins jump in the middle of the sea. Some tourists cannot see the dolphins. This depends on natural factors such as high tide, wind direction, and of course, being able to see the wild dolphins. This chase will last approximately 3 hours. In addition to the dolphin attractions, tourists can also still enjoy the beauty of the sea, such as the marine park in the waters of Lovina Beach. Coral reefs can be seen from the boat. Like looking at a giant aquarium, coral reefs, and colorful fish are visible back and forth around the boat. If you want to see the ornamental fish closer, tourists can dive or snorkel to enjoy the beauty of the sea. Rp. 60,000 per person for adults and Rp. 50,000 for children, on the way we can find various ornamental fish.

3.2 Supporting Facilities

The facilities available at Lovina Beach are used to support tourist activities while in the tourist area. Because they are far from home, tourists need certain items, a place to stay, something to eat or drink. The main facilities include:

3.2.1 Place to Stay

A place to stay is an important facility needed by tourists as a place to rest and shelter while in the tourist area. Because the place of origin of tourists is far from the tourist attraction, so a place to stay is very necessary for tourists. A place to stay is usually close to the tourist attraction. Types of places to stay can be hotels, budget hotels, homestays, villas, bungalows and so on that are around the Lovina Beach area. For example, there are Sunari Hotel, Starlight Lovina Beach Hotel, Aneka Hotel Villas And Spa, Villa Teman, Dolphin Beach Bali, Melka Excelsior Hotel and many other hotels. For tourists who are afraid of boating on Lovina Beach, they can directly watch dolphins at the Melka Lovina Hotel.

3.2.2 Food and beverages

The largest percentage of tourist expenditure is for buying food and beverages. Most tourists who travel have primary needs in the form of food and beverages. Around the Lovina Beach area, there are some many restaurants and eateries that provide various kinds of food and beverages, both local and international. For example, in two restaurants in the Lovina Beach area, namely Balimoon Restaurant and Sea Food Grill Restaurant. A selection of delicious Western, Indonesian, and other foods or fresh seafood menus cooked in various ways and flavors. These restaurants are located not far from Lovina Beach.

3.2.3 Supporting services

Supporting services for tourism in Lovina Beach include souvenir kiosks, art shops, money changers, ATMs, shops, tour guides, toilets and recreational facilities such as canoes, boats, jukung



boats. Most of the supporting services for tourism are small-scale businesses. This benefits the local population who are involved in small businesses, by enjoying the benefits derived from tourism.

3.2.4 Infrastructure

Infrastructure that supports tourism activities in the Lovina Beach area includes water management systems, communication networks, health service facilities, power sources (electricity), drainage and drainage systems, roads, and security systems.

3.3 Local Community Participation

3.3.1 Preserving Biodiversity

Lovina is one of the marine tourism attractions in North Bali, has a variety of flora and fauna biodiversity that has its characteristics. The flora that grows on Lovina Beach is the coral reefs under the sea that can be seen by tourists by snorkeling, underwater plants and coral reefs that have their characteristics from other tourist attractions. The fauna found on Lovina Beach is already known to foreign countries, one of which is dolphins. The preservation of flora and fauna has been carried out by the community since long ago because the existence of biology is the attraction of Lovina Beach tourism. In the development of Lovina Beach tourism, it is very important to carry out biological conservation. Community participation is very visible by not disturbing the activities of dolphins and no community has ever caught dolphins from the middle of the sea, in dolphin-watching tourism activities the boat drivers only approach them so that tourists can see the dolphins. and in protecting coral reefs and underwater plants, local communities prohibit tourists who are snorkeling from taking coral reefs and underwater plants to prevent coral damage and the extinction of existing underwater plants.

3.3.2 Formation of Tourism Awareness Groups

Tourism awareness groups are one of the community-based organizations that have an important role and contribution in developing tourism in a village that can help the Government in socializing and implementing the elements of the seven charms in tourism activities at the Lovina tourist attraction. With awareness of the role of tourism awareness groups in the sustainability of existing tourism activities, the Government will find it easier to convey tourism programs. The existence of tourism awareness groups also needs to get support from the community itself, stakeholders, academics, and investors. In this case, the formation of tourism awareness groups aims to mobilize community participation in tourism development. The existence of tourism awareness groups on Lovina Beach plays a very important role in the development of Lovina Beach tourism. One of the tourism awareness groups that exist is tourism awareness group called the "Tirta tourism awareness group". This tourism awareness group is a community group that is involved in dolphin-watching activities on Lovina Beach. In addition to carrying out dolphin-watching activities, this group also carries out training for local communities in improving human resources in collaboration with the local government and stakeholders.

3.3.3 Provision of Tourism Facilities

Lovina Beach is one of the marine tourism destinations in North Bali, which is famous for the presence of dolphins that can attract tourists to visit Lovina Beach to see dolphins. Tourists who come to visit Lovina Beach are foreign tourists and domestic tourists. This causes quite a few tourists to visit Lovina Beach. Tourists usually visit in the morning around 06.00 am to see dolphins in the middle of the sea. The existence of Lovina Beach which is quite far from other tourist attractions causes the need for supporting tourism facilities.

Tourism facilities are one of the most important things in supporting the growth of tourism in Lovina Beach. Seeing the development of tourism that has not been mastered by investors from outside, the existence of tourism facilities in Lovina Beach is quite adequate for developing tourism. Most of the tourism facilities in Lovina Beach are owned by local people who have the capital to provide tourism facilities to support the development of tourism in Lovina Beach. Tourism facilities around Lovina Beach such as; accommodation, restaurants, art shops, and money change. The existence of all these facilities greatly supports the development of tourism in Lovina Beach, with the existence of several tourism facilities the needs of tourists visiting Lovina Beach can be met

starting from the need for accommodation, food and drinks, buying souvenirs, and foreign currency exchange places.

3.3.4 Boat rental

Lovina Beach Tourism is one of the tourist attractions that is famous for its beaches that have very calm waves located in North Bali where many underwater activities such as snorkeling, diving, and no less interesting is the activity of seeing dolphins in the middle of the sea in the morning around 06.00 am and can also be done during the day depending on tourist demand. However, the activity of seeing dolphins is most crowded in the morning to avoid the hot air from the sun and the hot air from the surface of the sea. In carrying out the activity of seeing dolphin attractions in the middle of the sea, of course, you must use the existing tourism facilities. With the presence of tourists who want to do tourism activities at Lovina Beach, the local community provides jukung (small boat) rental services that can carry up to 10 passengers. Before doing the activity, the jukung (small boat) is lined up on the edge of the beach while waiting for tourists who want to do snorkeling, diving, and see dolphin activities in the middle of the sea. The rate charged by the local community for adult tourists is IDR 200,000 and for children IDR 50,000. The trip to the middle of the sea to be able to do the activity is about 15 minutes to be able to see the dolphins and for snorkeling and diving activities it takes about 20 minutes from the dolphin activity. People who have jukung (small boats) must join a tourism awareness group because only people who are members of the tourism awareness group can take tourists to do activities in the middle of the sea in order to avoid problems. People who have jukung (small boats) need capital of around IDR 25-30 million to be able to have a jukung with good and adequate quality.

3.3.5 Taking a job in tourism

The community is a very important human resource in the development of tourism. The increasing development of tourism and the increasing population growth causes many jobs to be needed. By utilizing the development of tourism, local communities around Lovina Beach are involved in the world of tourism. The existence of tourism facilities on Lovina Beach such as hotels, restaurants, and so on opens up employment opportunities for local people. This makes local people take jobs in the tourism sector. The local community around Lovina Beach, most of whom are involved in the world of tourism, in addition to being employees of existing tourism facilities, the community is also the owner of existing tourism facilities, and some people work as guides who can provide information about tourism in Lovina. The participation of local communities around Lovina Beach in the tourism sector benefits economically in meeting daily needs, besides that the community can also interact with tourists, both foreign tourists and domestic tourists. Working in tourism can provide economic benefits felt by the community around Lovina Beach quickly and attract tourists to get involved in the world of tourism. In addition to providing economic benefits, local community participation in tourism can also influence the development of tourism and improve the standard of living of local people.

3.3.6 Holding the Lovina Festival

The implementation of the Lovina Festival is one of the events held every year at Lovina Beach, the Lovina Festival is usually held in September. The Lovina Festival aims to introduce tourism in Lovina Beach to tourists and the wider community. The Lovina Festival is an effort to develop and attract tourists to enjoy tourism in Buleleng and Lovina in particular. The Lovina Festival is able to attract many tourists because it is enlivened by the uniqueness of Buleleng's nature and culture. The Lovina Festival is an event designed by the government and supported by several tourism stakeholders in Buleleng, especially in Lovina as a tourism icon in North Bali. This festival utilizes the potentials of Buleleng, especially Lovina, in various fields, including community empowerment as a buffer for the Lovina area. In the implementation of the festival, community participation is always included by the organizers. Community involvement can be seen from the involvement of local MSMEs consisting of culinary, crafts, and fashion, in addition the community is also involved in local cultural arts performances in Lovina. It can be said that holding this festival can attract the interest of tourists and the occupancy rate of existing hotels, as well as provide economic benefits to the local community.



3.4 Obstacles to tourism development on Lovina Beach

In addition to the existence of supporters, there are also obstacles or barriers faced by the Disbudpar in efforts to develop the potential of Lovina Beach, namely the less than optimal arrangement & development of tourism potential, which can be seen from the environmental pollution carried out around the Lovina Beach tourist area which is very disturbing and polluting the environment and of course, if left unchecked will have a bad impact on the Lovina Beach tourist area. In addition, accessibility/distance, here is the distance between the Lovina Beach tourist area which is far from the center of tourist visits which is centrally located in Denpasar City, and Badung Regency which of course hinders tourism development because tourists are reluctant to visit due to the distance being too far, and finally, the lack of funding sources as the main capital in the process of development and development of the Lovina Beach tourist area, because without funds of course the process will not run, thus hampering the continuity of tourism development and development.

4. CONCLUSION

Based on the results of research conducted on Lovina Beach regarding community participation. The development of marine tourism in Lovina Beach is tourism that utilizes one of the natural potentials in the sea with the advantage of being developed as a major tourist attraction in North Bali. In the development of tourism, of course, it cannot be separated from the involvement of the local community. The participation of the local community around Lovina Beach plays a major role in supporting tourism development. Local community participation can be seen starting from maintaining the sustainability of flora and fauna which are icons of Lovina tourism, the formation of tourism awareness groups that aim to mobilize local community participation in tourism development, the provision of tourism facilities which are one of the important factors in supporting the growth and development of tourism, renting jukung (small boats) which are a means for tourists to carry out tourism activities such as snorkeling, diving, and watching dolphins, taking jobs in the tourism sector, the community is the most important human resource for tourism development, and holding festivals is an event held every year that involves the local community in local MSMEs in attracting tourist visits. The development of marine tourism on Lovina Beach is still experiencing obstacles or barriers faced by the less-than-optimal management of tourism potential and environmental pollution that occurs on the coast.

The suggestions that can be given in the development of marine tourism on Lovina Beach while maintaining the sustainability of dolphins and coral reefs by prohibiting the capture of dolphins and the taking of coral reefs from under the sea. The importance of increasing community participation in tourism management and the importance of conducting continuous education to the community in raising awareness to maintain environmental cleanliness and awareness not to take actions that are detrimental to tourism development.

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