

BEYOND THE ATTRACTIONS: RETHINKING DIGITAL STRATEGIES FOR DELTA LAKKANG

Hardianti^{1*}, Meidy Putri Utami²

¹ Politeknik Pariwisata Makassar, Jl. Gunung Rinjani, Kota Mandiri Tanjung Bunga, Kota Makassar, Sulawesi Selatan 90224, Indonesia

² Universitas Fajar, Jl. Prof. Abdurahman Basalamah No.101, Karampuang, Kec. Panakkukang, Kota Makassar, Sulawesi Selatan 90231

*Corresponding author's email : hardianti@poltekiparmakassar.ac.id

Abstract

Delta Lakkang, located in the heart of Makassar City, is an “urban village” surrounded by rivers that offers natural, cultural, and historical tourism potential. Attractions such as delta landscapes, traditional fishing and farming practices, colonial heritage sites, and local culinary experiences highlight its uniqueness. However, tourism development and marketing efforts remain sporadic, relying mostly on local initiatives without an integrated strategy. This study employed a descriptive qualitative approach to analyze tourism marketing in Delta Lakkang. Data were collected through field observations using a tourism attraction checklist, in-depth interviews with stakeholders, and secondary sources from scientific publications and digital media. The qualitative design was chosen to capture the perspectives, experiences, and dynamics among various actors involved in tourism promotion and development. The results indicate major gaps in tourism marketing, including the absence of a master plan, limited use of digital promotion channels, unclear market segmentation, weak branding, and insufficient stakeholder coordination. Key barriers include limited funding, lack of human resource capacity, and minimal institutional support. To overcome these challenges, the study suggests formulating a comprehensive marketing strategy, strengthening destination branding, providing digital marketing training for local tourism groups (Pokdarwis), and enhancing collaboration among government, community, and private stakeholders. Positioned within the framework of urban maritime tourism, Delta Lakkang has strong potential to serve as an alternative destination in Makassar, enriching maritime tourism experiences beyond beaches and islands. Strengthening digital promotion and empowering local communities are considered crucial strategies for developing Delta Lakkang into a sustainable urban maritime tourism destination.

Keywords: Delta Lakkang; urban maritime tourism; digital marketing; community-based tourism.

1. INTRODUCTION

Delta Lakkang is an area located in the center of Makassar City but has very different characteristics compared to the surrounding urban areas surrounded by the Tallo River and Pampang River, this area is a separate island that holds a wealth of nature, culture, and traditional community life. The tourism potential is quite diverse, including the existence of historical sites in the form of colonial-era bunkers, unspoiled agricultural and fishing activities, and the natural atmosphere that can be enjoyed through traditional boat trips (Aisyah et al., 2023; Armansyah et al., 2017) .

Delta Lakkang is a unique area in Makassar City that offers the potential for maritime tourism based on river and delta ecosystems. Situated between the Tallo and Pampang Rivers, the area forms a small island surrounded by waterways, creating a distinctly maritime character. The community's reliance on traditional fisheries, river-based transportation using wooden boats, and their close interaction with aquatic environments demonstrate the strong connection between social life and water-based ecosystems. This makes Delta Lakkang not only a “village in the city” but also a maritime tourism destination that embodies the interplay between riverine ecology and coastal culture.

In the context of tourism, maritime tourism is generally associated with coastal and marine-based activities, including beaches, open seas, and bays. Delta Lakkang, however, offers a new dimension of urban maritime tourism, where visitors do not need to travel far to the coast or offshore areas but can experience a maritime atmosphere within the city itself. Activities such as river cruising, observing delta landscapes, and engaging with the traditions of local fishing and farming communities enrich the scope of Makassar's maritime tourism, which is often dominated by coastal and island destinations.

With such potential, Delta Lakkang has strong prospects to be developed as an alternative maritime tourism destination that emphasizes ecotourism, environmental education, and community-based cultural tourism. Strengthening its branding within the framework of urban maritime tourism is crucial for positioning Lakkang as a distinctive attraction in the evolving tourism landscape of Makassar.



Figure 1: Looks of Delta Lakkang
Source: Authors, 2025

Delta Lakkang has great potential to be developed as an advanced tourism village when reviewed from several internal aspects, including destination aspects, industry aspects, marketing aspects and institutional aspects (UU Kepariwisata, 2009).

Delta Lakkang, a neighborhood located in the middle of Makassar City, South Sulawesi, offers a unique narrative as a community-based tourism destination. Despite being in the heart of a metropolitan city, Lakkang retains its rural characteristics with traditional stilt houses, rice fields, and a river surrounding it. This uniqueness makes it a special attraction, often referred to as a "village in the middle of the city". Based on existing article publications and reinforced by direct observation in the field, Lakkang has several core tourism attractions, such as the natural scenery of the river delta, the existence of local handicrafts, typical culinary, as well as the potential for educational and cultural tourism related to the lives of local people (Hatta, Moh., Dinar., 2019; Latief & Rasyid, 2021). The development of basic infrastructure, such as road access and supporting facilities for tourists, has begun to appear, although it still requires significant improvement to optimize the visit experience and capacity as a mature tourist destination. Its isolated geographical position, yet easily accessible from Makassar city center by water (boat) or land, provides added value as a relaxing and authentic alternative destination (Rendra & Fadhillah, 2020).

Despite its strong destination potential, Lakkang Delta's comprehensive tourism marketing efforts still require more attention. So far, promotion of Lakkang has tended to be sporadic, often driven by local initiatives, tourism activist communities, or through media publications that highlight the uniqueness of the location. Information about Lakkang is often spread through social media, travel blogs, or ad-hoc news coverage. There is no structured and integrated marketing strategy involving various stakeholders to reach a wider and more diverse market segment. Digital marketing, which is crucial in the current era, has also not been optimally utilized to build Lakkang's image as an attractive and easily accessible destination. The lack of strong branding and integrated information distribution channels is a challenge in increasing the number of visits and tourist loyalty.

Tourism development in the Lakkang Delta inherently involves aspects of the tourism industry, albeit on a micro and developing scale. The presence of home industries such as brown sugar craftsmen, wickerwork, or local culinary is the embryo of the tourism industry in Lakkang. Some residents' houses can also function as simple homestays, showing community initiative in providing accommodation. However, the involvement of formal tourism business entities such as travel agencies, large hotels, or national-scale tour operators in the development and marketing of Lakkang is still limited. This suggests that the tourism industry structure in Lakkang is dominated by local community initiatives, which although authentic, may require further support and capacity building to improve service quality, professionalism standards, and business scale in order to compete in a wider market. Investment from the private sector is also a crucial factor to encourage the growth of a more solid tourism industry in Lakkang.

Institutional aspects play a vital role in the governance and development of tourism in the Lakkang Delta. Administratively, Lakkang is under the governance structure of Makassar urban village and city, which means Makassar City's tourism policies and programs will be directly affected. However, coordination and synergy between relevant institutions, ranging from local government (Tourism Office, Environment Office, etc.), local communities, tourism awareness groups (*Pokdarwis*), to academia and the private sector, still need to be intensified. The existence of *Pokdarwis* in Lakkang demonstrates the existence of institutional initiatives at the grassroots level, but the role, capacity, and support provided to *Pokdarwis* need to be improved in order for them to become effective drivers of tourism development. A clear and coordinated institutional framework will be helpful in formulating appropriate policies, allocating resources, and mitigating potential negative impacts of tourism in Lakkang.

Although Lakkang Delta has significant potential as a unique tourist destination with authentic natural and cultural characteristics in the middle of urban Makassar, systematic and integrated tourism marketing efforts are still a crucial gap. Based on the review of the destination, industry and institutional aspects previously described, it is clear that the development of Lakkang as a tourist attraction still relies heavily on sporadic initiatives and informal promotions.

Based on this phenomenon, Delta Lakkang is considered to be in need of attention, especially related to systematic marketing efforts that are possible to be implemented in the Delta Lakkang to encourage as one of the preferred tourist attractions in Makassar City.

This study offers several contributions to the field of tourism research. First, it introduces the perspective of urban maritime tourism by positioning Delta Lakkang as a unique destination within Makassar City. While maritime tourism in Makassar is generally associated with coastal and island attractions, this study highlights the underexplored potential of river delta ecosystems and water-based community activities. Second, it emphasizes the role of community-based digital marketing, particularly by empowering local tourism awareness groups (*Pokdarwis*) as primary actors in destination promotion, which remains an underrepresented approach in Indonesian urban tourism studies. Third, the study identifies a critical gap in integrated marketing strategies, pointing out the discrepancy between Lakkang's considerable tourism potential and the absence of a structured, sustainable promotional framework.

2. RESEARCH & METHODOLOGY

This research used a descriptive qualitative approach with a focus on deeply understanding the phenomenon of tourism marketing in the Lakkang Delta. The qualitative approach was chosen because it allows researchers to explore the perceptions, experiences, and strategies of various stakeholders involved in tourism development and marketing at the research site, as well as capture the complex nuances of the dynamics that exist through observation using a check list of tourist attractions and interviews to complement the information needed.

This research was conducted in Lakkang Delta, Ujung Pandang Sub-district, Makassar City, South Sulawesi. The research was conducted in June and July of 2025. Primary data will be collected directly from the field through check list observations and interviews to confirm other things needed.

Secondary data will be collected from various relevant documents and literature through Scientific Publications and Digital Media.

3. FINDINGS AND DISCUSSION

3.1 Data Description or Result

Based on field data from the conclusion of the Lakkang Delta check list in the form of identification, potential, planning and development of tourist attractions both from the 3A components (Attractions, Accessibility, Accommodation) or from social, cultural and economic aspects (Pratama & Wijaya, 2019; Setiyorini & Suprihardjo, 2016; Sunarta & Ash-Shidiq, 2018; Yoeti, 2008) which is reinforced by existing literature and documentation, there are reasearch gap that appears in the form of questions and answer that arise due to the following matters:

Table 1: Basis for the Emergence of Analytical Questions

Basis for Analytical Questions	Brief Explanation	Supporting Theory/Reference
Real phenomena or problems	Questions arise because of events or conditions that need to be understood more deeply.	Phenomenology (Husserl, 1970; Schutz, 1967) → understanding the meaning of lived experiences.
Inconsistent or incomplete data/information	When there are discrepancies in data or facts that do not align, analytical questions emerge.	Data Triangulation Theory (Denzin, 1978) → testing data validity from multiple sources.
Theoretical/conceptual framework	Questions arise from efforts to test, link, or develop theory with phenomena.	Deductive–Inductive Theory (Creswell, 2014) → linking theory with empirical data.
Contemporary issues or trends	Analytical questions are triggered by current, global, or local issues.	Public Issue Theory → issues drive research and policy development.
Research or learning objectives	Questions emerge because they are guided by the purpose of research or intended learning outcomes.	Bloom’s Taxonomy (Anderson & Krathwohl, 2001) → analysis as a cognitive process.
Knowledge gap	Questions arise from unclear, underexplored, or unanswered aspects in the literature.	Research Gap Theory → identifying gaps as the basis for research questions.

The following results are obtained regarding the Gap underlying the urgency of tourism marketing aspects in the Lakkang Delta include:

1. Lack of Integrated Marketing Strategy

Existing publications about Lakkang tend to highlight the uniqueness of Lakkang, but there is no evidence or studies that show a comprehensive, planned, and sustainable tourism marketing strategy for the Lakkang Delta. Incidental or social media-based promotions alone are not enough to build a destination image, usually destination branding is needed to strengthen the image, attract a wider market segment, and increase visits significantly and sustainably (Utami & Hardianti, 2024) .

In this section, several questions arise such as:

- How is the current Lakkang Delta marketing strategy formed and implemented? Is there a planning document that guides it?
- Who are the main actors involved in the current promotion of the Lakkang Delta? To what extent are initiatives individual or community-based?

- c. What are the perceptions of *stakeholders* (government, Pokdarwis, community) regarding the importance of an integrated marketing strategy?
- d. Why do existing strategies tend to be sporadic and not yet comprehensive? What are the barriers (funds, human resources, knowledge)?

From these questions, solutions can be provided in the form of:

- a. Development of the Lakkang Delta Tourism Marketing Master Plan: Involve all *stakeholders* to develop a clear planning document, including vision, mission, goals, target markets, strategies, *tactics*, and indicators of success.
 - b. HR Capacity Building: Marketing training for Pokdarwis members and local communities on tourism marketing concepts, *branding*, and promotional techniques.
 - c. Specific Budget Allocation: The local government or relevant agencies need to allocate specific funds for Lakkang Delta marketing activities on an ongoing basis.
2. Optimization of Digital Marketing Channel Utilization

In this digital era, *online* presence and visibility are key to a destination's success. While Lakkang may be mentioned on several platforms, no study has specifically analyzed the effectiveness and optimization of using various digital marketing channels (official website, social media, *online travel agents*, *influencer marketing*, etc.) in promoting Lakkang Delta. This raises questions regarding the extent to which digital potential has been explored and utilized (Leung et al., 2022; Rachmawati & Dewi, 2021) .

In this section, several questions arise such as:

- a. What digital channels are currently used to promote the Lakkang Delta (e.g., personal social media accounts, community groups, *online* news)?
- b. How effective are these channels in reaching potential travelers and influencing their visit decisions?
- c. What are the barriers to optimal use of digital channels (e.g. lack of quality content, digital skills, internet access)?
- d. How do *stakeholders* perceive the role of *influencer marketing* or *Online Travel Agents* (OTAs) for Lakkang?

From these questions, solutions can be provided in the form of:

- a. Official Digital Platform Development: Create an official Delta Lakkang website that is informative, engaging and easily accessible, and manage social media accounts professionally and consistently.
- b. Utilization of SEO and Content Marketing: Optimizing digital content with relevant keywords to be easily found on search engines, as well as producing engaging visual and narrative content (photos, videos, stories).
- c. Digital Marketing Training: Provide practical training to Pokdarwis and local businesses on social media management, basic photography/videography for promotion, and the basics of search engine optimization (SEO).

Digital Collaboration Strategy: Explore collaboration with local *influencers* or *travel bloggers*, and partner with OTAs to expand promotional reach.

3. Market Segment Identification and Determination of Unique Selling Proposition (USP)

A clear marketing strategy aims to identify the right market segment for Delta Lakkang and formulate a strong *unique selling proposition* (USP). Whether Lakkang is aimed at special interest tourists (ecotourism, culture), education, or just short recreation. This research also intends to explore the perceptions of potential tourists and formulate selling points that distinguish Lakkang from other destinations (Kotler et al., 2017) .

In this section, several questions arise such as:

- a. Who are the current visitors to Lakkang Delta? Where do they come from (local, regional, national, international)? What is the motivation for their visit?
- b. What do visitors and local communities find most interesting and memorable about the Lakkang Delta?
- c. Is there a shared understanding among *stakeholders* about the main selling points of the Lakkang Delta?
- d. How can Lakkang differentiate itself from other tourist destinations in Makassar or beyond?

From these questions, solutions can be provided in the form of:

- a. Continuous Market Research: Conduct surveys and *focus group discussions* with potential tourists to understand their needs and preferences.
- b. *Brand Identity* Development: Formulate a consistent Delta Lakkang *brand* identity, from logo, *tagline*, to narrative that reflects the USP.
- c. Specific Segment Targeting: Developing tour packages and activities specifically designed for identified market segments (e.g. *eco-tour* packages, *homestay experiences*, *cultural workshops*).
4. The Role of Inter-Stakeholder Synergy in Marketing

Effective tourism marketing requires strong synergy between the government, local communities (including Pokdarwis), and the private sector. So far, the roles of each *stakeholder* in Lakkang's marketing efforts have not been clearly mapped out, and challenges in coordination are a major impediment. Research can reveal how these synergies can be optimized to support marketing efforts.

In this section, several questions arise such as:

- a. What is the level of coordination and communication between the government (Tourism Office, Environment Office, etc.), Pokdarwis, community, and private sector in marketing Lakkang?
- b. What specific roles do each stakeholder currently play in marketing?
- c. What are the barriers to building strong synergies (e.g., sectoral egos, lack of trust, different priorities)?
- d. How can potential contributions from other parties (academics, NGOs, media) be optimized?

From these questions, solutions can be provided in the form of:

- a. Establishment of a Communication and Coordination Forum: Establish a regular forum involving all stakeholders to discuss strategies, share information, and align marketing programs.
- b. Clear Division of Roles and Responsibilities: Formulate clear job descriptions and workflows for each stakeholder in marketing efforts.
- c. Strategic Partnership Program: Encourage partnerships between Pokdarwis and local/national tour operators, hotels, and financial institutions for tour package development and promotion.
- d. Policy Advocacy: Encourage local governments to create policies that support collaboration and synergy between stakeholders in destination development and marketing.
5. Impact of Marketing on Increased Visits and Community Welfare

Despite Lakkang's potential, there is no adequate data or analysis on the direct impact of marketing efforts (even if sporadic) on increasing the number of tourist visits, length of stay, tourist spending, and ultimately, its contribution to improving the economic welfare of local communities. This research seeks to fill that gap by analyzing marketing efforts with indicators of destination success (Morrison, 2019) .

In this section, several questions arise such as:

- a. How is data on tourist visits to the Lakkang Delta currently collected and analyzed? Is there a consistent recording mechanism?
- b. What are the perceptions of local communities and businesses about the impact of tourism (particularly from existing promotional efforts) on their income and socio-cultural conditions?
- c. How are indicators of local community well-being measured (e.g., increased income, job creation, improved infrastructure)?

- d. Are there programs that directly link marketing efforts to the distribution of economic benefits to local communities?
From these questions, solutions can be provided:
- a. Development of a Marketing Performance Measurement System: Develop measurable key performance indicators (KPIs) for marketing (e.g., number of social media *reach*, *engagement* rate, visit conversion, revenue per traveler).
- b. Visitor Data Recording Mechanism: Establish a simple yet consistent tourist recording system at the entrance of Lakkang Delta or through local homestays/operators.
- c. Community Economic Empowerment Program: Integrate marketing strategies with local product development programs (handicrafts, culinary) and service training to ensure economic benefits are felt directly by the community.
- d. Tourism Economic Impact Study: Conduct a follow-up study to analyze in more depth the contribution of tourism to local GRDP and the improvement of the welfare of the Lakkang Delta community.

3.2 Discussion

Delta Lakkang, despite its uniqueness that is often highlighted in various publications, faces a fundamental challenge in the absence of a comprehensive, planned and sustainable tourism marketing strategy. Current promotions tend to be incidental or rely solely on social media, which has proven ineffective in building a strong destination image, expanding market reach, or significantly and sustainably increasing visitation.

The perceptions of stakeholders (government, Pokdarwis, community) on the importance of integrated marketing strategies need to be explored further to understand their level of awareness and commitment. Barriers such as limited funds, human resources and marketing knowledge are the main factors that cause existing strategies to be sporadic and not yet comprehensive.

In the digital era, online presence and visibility are key to the success of tourism destinations. Although the Lakkang Delta has been mentioned on various platforms, this research identified that there have been no specific studies analyzing the effectiveness and optimization of the use of digital marketing channels such as the official website, social media, online travel agents, or influencer marketing. This raises serious questions regarding the extent to which the digital potential of the Lakkang Delta has been explored and utilized.

The absence of a clear marketing strategy, in this case the Unique Selling Proposition (USP) in the Lakkang Delta, also impacts the difficulty in identifying the right market segment and formulating a strong USP. Whether Lakkang is aimed at special interest tourists for ecotourism, culture, education, or just short recreation is still a question.

It is important to discuss the level of coordination and communication between the government (Tourism Office, Environmental Office, etc.), Pokdarwis, communities, and the private sector. Analyzing the specific role each stakeholder currently plays in marketing will reveal points of strength and weakness. Barriers such as sectoral egos, lack of trust, and differences in priorities will also need to be identified. Potential contributions from other parties such as academics, NGOs, and the media should also be considered for optimization.

The factual conditions that occur in the field are quite concerning, the tourism awareness groups that are formed are only active during the mentoring process, once the mentoring process is complete, the activities of the tourism awareness group are also completed, even though the potential is quite strong, the tourism awareness group can produce arts and crafts that can become souvenirs to support something to buy tourism in Lakkang.

The natural potential is also enough to make Lakkang an attraction that is not enough to be visited as a stopover or in a short time. This is because Lakkang can be visited at least half a day to enjoy every attraction available, for example, the tour starts in the morning by walking around enjoying the activities of the local community while heading to the Historical bunker. At noon visitors can enjoy lunch at one of the residents' houses or on the edge of the rice fields or under shady bamboo bamboo with typical shrimp and processed fish specialties. During the harvest season, visitors can enjoy the harvest atmosphere of the local community.

The strategic position of Lakkang, located in the middle of Makassar City, is quite an advantage to be used as a tourist spot without having to leave the city with a short time to avoid the busy city routine.

These advantages can be a selling point but are constrained by unclear or even non-existent marketing. Seeing the existing conditions, this happens because there is no team or person in charge of marketing activities with all its components which should be quite important to do to attract tourists to visit a tourist attraction (Nasrullah & Hardianti, 2023).

One of the efforts that can be made to improve the current conditions is the initiative for marketing innovation. There are various marketing methods, especially by using existing digital media, easy to reach and can also reach potential visitors who are expected to visit Lakkang.

Tourism awareness groups that have been formed but are not active can be the initial driver to return together to make changes for Lakkang to be better known as a tourist attraction that can be a choice of visits by prospective tourists, especially those in urban areas. The tourism awareness group can be a promotion team as well as a team of tourism amenity providers needed to support tourist visits in Lakkang as an urban village.

The selected promotional media can be adjusted to the ability of tourism awareness groups that can reach potential visitors and start from simple content that can be uploaded every day so that Lakkang can continue to be in the popular search for selected tourist attractions in Makassar City. We would like to express our highest appreciation to the people of Lakkang Delta who have shown a spirit of openness, readiness, and enthusiasm in receiving tourists. The Lakkang community not only has tremendous cultural and natural potential, but also social readiness to be actively involved in advancing local tourism.

In the midst of limited marketing strategy support and the absence of organized channels to promote Lakkang's attractiveness in a sustainable manner, the community still shows commitment and goodwill to contribute in making their village a destination worth visiting and being proud of. This appreciation is to recognize the dedication of the communities who continue to maintain the rich culture, natural preservation, and hospitality that are the main assets in tourism development. Hopefully, future efforts can open wider avenues for community involvement in digital marketing and destination development that is inclusive, equitable, and sustainable.

4. CONCLUSION

Delta Lakkang holds great potential as a unique tourist destination that combines historical, cultural and natural values in one area. However, this potential is still not optimally processed due to the absence of a planned, integrated and sustainable tourism marketing strategy. Promotion is incidental and merely relies on previous promotions that have not been able to build a strong destination image or significantly increase visits.

This research highlights that there is no systematic approach that explores stakeholders' perceptions and commitment to the importance of integrated marketing strategies. Fundamental constraints such as limited funds, human resources, and marketing understanding are the main obstacles in developing more strategic promotional efforts. In fact, in the digital era, online presence through channels such as official websites, professionally managed social media, and collaboration with influencers or digital travel platforms are crucial aspects in expanding market reach.

The absence of a clear Unique Selling Proposition (USP) also makes it difficult for Delta Lakkang to determine the right market segment whether it is more geared towards ecotourism, culture, education, or short recreation. This is also exacerbated by the lack of coordination and communication between related parties, such as government agencies, Pokdarwis, and the community. Sectoral egos and differences in priorities weaken the synergy that should be built together.

Meanwhile, the facts on the ground show that the tourism awareness groups that have been formed are only active during the mentoring period and are not sustainable, even though they have the potential to become the main driver of tourism promotion and service providers. Lakkang's advantages, such as its strategic location in the middle of Makassar City, diverse natural and cultural

attractions, and a rural atmosphere that contrasts with the hustle and bustle of the city, can actually be a strong selling point.

To answer this challenge, real initiatives are needed in marketing innovation, especially through digital media that is cheap, easy to reach, and has high spreadability. The reactivation of tourism awareness groups can be a starting point for rebuilding a more solid Lakkang tourism marketing ecosystem. With consistent, albeit simple, promotional content and cross-sector collaboration, Lakkang has the potential to occupy a strategic position as a leading tourism village in the Makassar urban area.

This research presents a unique perspective on a tourist village located in an urban area (Lakkang Delta in the middle of Makassar City) that has not been touched by digital tourism marketing studies in Indonesia. This research also shows that existing marketing strategies are still incidental and not oriented towards sustainability, opening up space for discussion about the importance of structured digital marketing strategy planning. The idea of re-empowering (passive) tourism awareness groups as digital promotion agents and tourism amenity service providers is a relevant and innovative applied approach. Further research could explore how tourism awareness groups can be empowered as key actors in community-based digital marketing. The focus could be on increasing their digital capacity, such as content production, social media management, and collaboration with digital platforms.

Future studies could build upon these findings in several ways. Research on the economic and social impacts of tourism in Delta Lakkang would be valuable to assess its contribution to household income, employment opportunities, and community welfare. Further exploration of destination branding is also necessary to strengthen Delta Lakkang's unique selling proposition and differentiate it from other destinations in Makassar. Scholars may also examine community-based digital marketing models, focusing on content creation, social media management, and collaboration with influencers or online travel agents (OTAs). Another promising avenue is ecological and sustainability research, including assessments of environmental carrying capacity, flooding, erosion, and climate change impacts on the delta. Additionally, studies on multi-stakeholder governance could shed light on effective collaboration among government agencies, local communities, academia, and the private sector. Comparative research across Indonesia and Southeast Asia would also help identify best practices in community-based delta tourism development, offering broader insights for urban maritime tourism strategies.

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