

## BUILDING AWARENESS ON TOURISM BY THE LOCAL COMMUNITY AND TOURIST AT TANJUNG BAYANG BEACH, INDONESIA

**Mutiara Arwini**

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

\*Corresponding author's email : [mutiarademmanongkandm@gmail.com](mailto:mutiarademmanongkandm@gmail.com)

### **Abstract**

*This study aims to analyze the level of awareness of local communities and tourists and identify the role of local communities as stakeholders. Tourism awareness is a crucial factor in maintaining destination sustainability. This research focuses on the level of awareness among local communities and tourists at Tanjung Bayang Beach, Makassar. Despite its attractive natural and cultural potential, it still faces challenges related to cleanliness, community participation, and limited supporting facilities. The research objective is to analyze the current state of tourism awareness and provide recommendations for sustainability-based management strategies. The research method used a qualitative approach with case studies, through direct observation, interviews, and on-site documentation. Data were analyzed using a SWOT analysis to identify strengths, weaknesses, opportunities, and threats influencing the development of tourism awareness. The results indicate that the main strengths lie in the potential of natural attractions, local cultural support, and the community's spirit of mutual cooperation. However, weaknesses remain, such as limited understanding of tourism potential among some residents, tourists' lack of environmental awareness, and a lack of basic facilities. Opportunities, however, arise through the use of social media, government programs, and increased tourist interest. Threats include environmental damage, conflicts of interest, and inadequate management regulations. The conclusion of this study confirms that increasing tourism awareness must be a collaborative effort between the community, tourists, managers, and the government. Recommendations include improving tourism awareness education, providing supporting facilities, and strengthening the role of local communities as key stakeholders. Thus, tourism at Tanjung Bayang Beach has the potential to develop sustainably without sacrificing environmental sustainability or local cultural values.*

**Keywords:** *tourism awareness, local community, tourists, tanjung bayang beach, sustainability*

### **1. INTRODUCTION**

Building tourism awareness among local communities and tourists is crucial because the success of tourism development depends not only on natural beauty or existing facilities, but also on the active participation of all parties. When local communities have a good understanding of their area's tourism potential, they will be more concerned about preserving the local environment and culture. Likewise, tourists, with a heightened awareness, can respect the rules, customs, and values prevailing in the destinations they visit. This awareness also helps minimize the negative impacts of tourism, such as environmental damage or social conflict. Furthermore, communities aware of the importance of tourism will be encouraged to develop creative businesses that support this sector. Ultimately, a mutually beneficial relationship is created between tourists and local communities. This ensures that tourism not only provides economic benefits but also maintains the long-term sustainability of destinations.

Several previous researchers have also discussed the importance of building tourism awareness among local communities and tourists. For example, research by Suwena and Widyatmaja (2017) explains how the role of local communities is crucial to the success of sustainable tourism. Furthermore, according to Putra (2019), tourist awareness of local regulations and culture can mitigate the negative impacts of tourism activities. Research by Sari et al. (2020) also highlights the importance of public education in maintaining sustainable tourism environments. Furthermore,

Pratama (2021) emphasizes government pressure to provide training and outreach on sustainable tourism to the community. Research by Lestari (2022) even shows that collaboration between communities, tourists, and tourism managers significantly impacts the quality of the tourism experience. With this wealth of research, it is clear that building tourism awareness has become a crucial topic in tourism destination development.

However, in building tourism awareness among both local communities and tourists, several issues still frequently arise. For example, at Tanjung Bayang Beach in Makassar, many tourists still care little about cleanliness, littering. Local communities also sometimes don't fully understand the tourism potential of their area, resulting in low participation in maintaining and developing the destination. This is exacerbated by the lack of education or outreach from management about the importance of preserving the environment and culture. Some tourists also focus too much on recreation without considering the long-term impact on the surrounding environment. Another issue is the lack of supporting facilities such as trash bins and information boards that can remind tourists to be more considerate. All of these issues make the process of building tourism awareness a challenge that must be overcome together.

One of the main obstacles is the lack of public understanding about the importance of preserving and developing tourism potential in a sustainable manner. In addition, supporting facilities such as public toilets, trash bins, and rest areas are also inadequate, resulting in suboptimal tourism management. The lack of training and guidance from the government or relevant institutions is also an obstacle, as the community often does not know how to market products or serve tourists properly. Furthermore, some residents are still indifferent, considering tourism to be the concern of outsiders rather than a shared responsibility. Supporting factors can actually help raise public awareness. For example, Tanjung Bayang Beach has very attractive natural potential, ranging from beach views and sunset spots to Makassar's unique cuisine, which can be developed as tourist attractions. Furthermore, the development of social media also presents a great opportunity, as the community can use it to promote tourism and local products. Support from the government in the form of UMKM training or beach clean-up programs can also increase community motivation. The strong spirit of mutual cooperation among local residents can be maximized to maintain cleanliness and comfort for tourists. Moreover, with the large number of tourists and local businesses, the community can see that good tourism management will be beneficial for everyone.

## 2. RESEARCH & METHODOLOGY

This research uses a case study method because it is most appropriate for gaining a deeper understanding of the awareness of local communities and tourists at Tanjung Bayang Beach. This method was chosen because the researcher wanted to explore the experiences, perceptions, and factors influencing tourism awareness from the direct perspective of the actors in the field. A qualitative approach allows researchers to obtain more detailed and comprehensive data through interviews, observations, and documentation. This method allows researchers to observe the actual conditions at the research location. Furthermore, direct research was chosen because it aims to provide a complete picture of the situation without manipulation or experimentation. The data obtained will then be processed thematically to identify relevant patterns or relationships. Therefore, the research results are expected to provide concrete input for increasing tourism awareness among local communities and tourists.

In this study, the data collection technique used was direct observation at Tanjung Bayang Beach, Makassar. Observations were conducted so that researchers could clearly see the level of awareness of local residents and tourists regarding tourism at the location. This method allowed researchers to record various activities, behaviors, and interactions that occurred without disrupting ongoing activities. Observations also helped researchers understand the situation on the ground in depth, including existing problems and potential. Data obtained from the observations were then systematically recorded for easy analysis. The reason for using this technique was because it was considered the most appropriate for capturing the actual conditions on the ground, not just stories or

opinions. It is hoped that the results of these observations will provide a concrete picture of the level of tourism awareness at Tanjung Bayang Beach.

In this study, data analysis was conducted using a SWOT analysis, as it was deemed most appropriate for assessing the real-world situation at Tanjung Bayang Beach. This analysis helped researchers map the "strengths" that support public and tourist awareness, as well as the "weaknesses" that remain obstacles to its development. Furthermore, researchers were able to identify "opportunities" that could be exploited to increase tourism awareness in the future. External "threats" were also explained to ensure more targeted strategies were designed. Data obtained from observations and interviews were organized according to SWOT categories, thus providing more targeted results. This approach provided a clear and understandable picture of the situation on the ground. The final results of this analysis are expected to provide input for sustainably increasing tourism awareness at Tanjung Bayang Beach.

### 3. FINDINGS AND DISCUSSION

#### 3.1 An Overview of Tanjung Bayang Beach

Tanjung Bayang Beach is a popular beach destination in Makassar, South Sulawesi. Its strategic location, close to the city center, makes it easily accessible. Access to the beach is also excellent, both by private vehicle and public transportation. This makes the beach always busy, especially on weekends and long holidays. Its natural beauty is a major draw for visitors. The soft sand and relatively calm waves make the beach suitable for a variety of activities. Therefore, Tanjung Bayang Beach is a popular destination for both locals and tourists from outside the region.

The main attraction of Tanjung Bayang Beach is its stunning sunset. Many tourists come in the afternoon to enjoy the sunset, which radiates a golden orange across the horizon. This moment is often used as a backdrop for photographs, by both young tourists and families. Furthermore, the beach has a relaxed atmosphere, making it perfect for relaxing and enjoying the sea breeze. Visitors often sit on the shoreline, chatting or simply enjoying local snacks sold in the surrounding area. The beautiful ocean panorama combined with the natural atmosphere makes this beach a favorite spot to unwind. This demonstrates that Tanjung Bayang Beach's natural potential strongly supports the development of tourism based on scenery and relaxation.

Besides enjoying the scenery, tourists can also enjoy a variety of recreational activities at Tanjung Bayang Beach. Activities like swimming, playing in the sand, and light water sports are popular among visitors. Children are often seen playing ball on the shore, while teenagers often try water sports like banana boats. The relatively calm waves make this beach safe for swimming. Inflatable and life jacket rentals are also available, adding to the comfort of visitors. These activities provide a varied experience for all groups of visitors. This beach is not just a place to admire the ocean, but also a space for active social interaction.

Tanjung Bayang Beach also offers economic potential for the surrounding community. Many local vendors operate food and beverage stalls and offer beach equipment rentals. The presence of tourists directly increases the income of the community, which relies on these sectors for its livelihood. Furthermore, beach tourism has also encouraged the development of small businesses, such as simple mat and gazebo rentals. This demonstrates that the existence of tourist destinations not only benefits visitors but also the local economy. The local community participates in preserving the beach, recognizing the economic benefits it provides. Thus, Tanjung Bayang Beach can be seen as an example of community-based tourism.

In terms of facilities, Tanjung Bayang Beach already has several supporting facilities for tourists. Parking, public restrooms, and simple dining options are available around the beach. However, these facilities still need improvement to provide maximum visitor comfort. For example, the cleanliness of the public restrooms is a frequent complaint among tourists. Similarly, the parking area is sometimes disorganized when visitors are in high demand. More professional facility management will create a positive impression for tourists. This is important because adequate facilities are a determining factor in the attractiveness of a tourist destination.

Beach cleanliness is also a crucial issue that needs to be addressed in the management of Tanjung Bayang Beach. Trash is often seen scattered around the shoreline due to a lack of tourist awareness. Cleanliness efforts are usually carried out by local community groups, but they are not yet consistent enough. Better cleanliness would certainly improve the beach's image among tourists. Environmental awareness should be instilled in both visitors and local vendors. This aligns with the concept of sustainable tourism, which emphasizes environmental preservation. By maintaining cleanliness, Tanjung Bayang Beach will become even more worthy of being a leading destination in Makassar.

Tanjung Bayang Beach also has significant potential for development as a more professional marine tourism destination. This potential can be tapped into by adding new tourist attractions, such as modern water sports or coastal cultural activities. With the right promotional strategy, this beach can attract more domestic and international tourists. Furthermore, collaboration between the government, community, and private sector is crucial to support destination development. If properly managed, this beach will become not just a regular recreation spot but also an icon of Makassar's marine tourism. Integrated development of attractions and facilities will increase Tanjung Bayang Beach's competitiveness, thus enhancing its role in supporting regional tourism.

Overall, Tanjung Bayang Beach is a tourist destination with natural attractions, economic potential, and promising development opportunities. The beach's beauty, recreational activities, and community involvement are key strengths in its development. However, several weaknesses, such as cleanliness, facility management, and orderliness, still need improvement. If these issues can be addressed, the beach's image among tourists will improve. As tourism students, it is important to view Tanjung Bayang Beach not only as a tourist destination but also as a living laboratory for understanding the concept of destinations. Sustainable, community-based management must be a primary focus for future development. This way, Tanjung Bayang Beach can continue to exist as a favorite destination in Makassar.



**Figure 1:** Tanjung Bayang Beach  
Source: Authors, 2025

### 3.2 Analyzing The Level of Awereness of Local Communities and Tourist

Research results show that the level of awareness among local residents at Tanjung Bayang Beach in Makassar varies considerably. Most understand that the beach as a tourist destination provides significant economic benefits. They see increased income from small businesses such as food stalls, tire rentals, and parking services. However, awareness of the importance of environmental protection remains uneven. Some residents still litter or show little concern for the cleanliness of the beach area. This indicates a gap between economic understanding and environmental responsibility.

Tourist awareness of beach cleanliness and sustainability also varies. Some tourists maintain a healthy lifestyle by not littering and utilizing the available facilities. However, others are less concerned with cleanliness regulations. Some tend to leave plastic waste on the sand after their visit. This indicates that, although some tourists are aware, a stronger educational approach is needed. Tourist awareness not only affects cleanliness but also the tourism experience itself.

Discussions based on field observations show that education and information factors influence local community awareness. Communities who have participated in tourism outreach programs tend to be more disciplined in preserving the environment. Conversely, those who have not received information tend to view beaches solely as a source of income. The lack of environmentally-based tourism training is one obstacle to raising awareness. This highlights the need for more intensive communication and education strategies from the government and management. If implemented consistently, local communities can be at the forefront of maintaining coastal sustainability.

Meanwhile, tourists with a broader educational background and travel experience demonstrate a higher level of awareness. They are accustomed to the culture of maintaining cleanliness in other tourist destinations. This is evident in their greater concern for managing personal waste. In contrast, local tourists who come simply for recreation often neglect cleanliness. This difference in behavior underscores the importance of education aimed not only at local communities but also at tourists. This creates a collective awareness that supports sustainable coastal management.

The research also shows that several local community groups have taken initiatives to protect the beach. They have formed small communities that regularly clean the beach. Although limited in scale, this initiative reflects growing environmental awareness. These activities also serve as positive examples for tourists who witness these actions firsthand. However, without broader support, these initiatives are not significant enough to significantly change the situation. Support from the government and the private sector is needed to strengthen such movements.

The discussion also found that public and tourist awareness is influenced by the availability of facilities. The lack of adequate trash bins leads some people to litter. This indicates that awareness is influenced not only by individual factors but also by the supporting environment. Tourists who genuinely care often have difficulty finding cleaning facilities. Suboptimal infrastructure conditions prevent awareness messages from being conveyed effectively. Therefore, providing basic facilities is a crucial aspect in supporting conscious tourism behavior.

Further analysis shows the potential for synergy between local communities and tourists in building collective awareness. Local communities, as hosts, can serve as role models for tourists. Conversely, tourists with high levels of awareness can have a positive influence on the surrounding community. Social interactions on the beach can serve as an indirect educational platform. However, this requires a healthy and respectful interaction space. Collective awareness will be more easily formed if there is a harmonious relationship between both parties.

Overall, the research results indicate that awareness among local communities and tourists at Tanjung Bayang Beach is still in its infancy. Economic aspects are more prominent than environmental aspects in community awareness. Meanwhile, tourists exhibit varied behaviors, depending on their background and experience. The discussion emphasized the need for an integrated strategy to raise awareness, through education, facilities, and policies. Collaboration between stakeholders will be key to success in maintaining coastal sustainability. With shared awareness, Tanjung Bayang Beach can develop as a sustainable tourism destination.

### 3.3 Identifying the Role of Local Communities as Stakeholders

The research results show that local communities play a crucial role in maintaining the sustainability of Tanjung Bayang Beach as a tourist destination. They serve as hosts, welcoming tourists and providing firsthand experiences with local culture. This role encompasses interconnected social, economic, and environmental aspects. Their awareness of maintaining a positive image of the beach also influences tourist perceptions. Without community support, sustainable tourism development is difficult. Therefore, local communities can be considered key stakeholders in this area.

The economic role of local communities is evident in their involvement in business activities around the beach. Many residents operate food stalls, rent swimming rings, and provide parking services for tourists. These activities provide a significant source of income for their families. Furthermore, the presence of these small businesses adds to the attraction for tourists by providing immediate needs. However, some businesses remain informal and lack adequate management support. This presents a challenge in improving the professionalism of tourism services at the beach.

From a social perspective, local communities play a role in ensuring the safety and comfort of tourists. They help organize parking, monitor beach activities, and provide information to visitors. The active presence of the community creates a welcoming atmosphere that tourists enjoy. However, there are also cases where the lack of supervision makes tourists feel uncomfortable. This indicates that the community's social role needs to be strengthened through better coordination. This role is crucial for creating a positive impression that encourages repeat visits.

From an environmental perspective, some residents have demonstrated their concern by maintaining beach cleanliness. Several community groups regularly conduct beach cleanups. This activity demonstrates an initiative born of collective awareness. However, not all residents are actively involved in environmental protection efforts. Some residents still find littering. Therefore, the community's environmental role needs to be continuously improved to maintain the beach's sustainability.

Local communities also play a role in preserving the culture that forms part of the tourist attraction. The presence of local traditions and values gives Tanjung Bayang Beach its identity. Tourists not only enjoy the beach but also enjoy social interaction with the local community. This can strengthen the beach's competitiveness compared to other destinations in Makassar. However, this cultural role has not been fully integrated into the coastal tourism management concept. Strengthening local cultural identity would add value to the area's tourist appeal.

Discussions from field findings indicate that local communities need support from the government and tourism managers. This support can take the form of training, provision of facilities, and policies that support the community. With this support, the community's role can be more focused and effective. If relying solely on individual initiatives, community contributions will struggle to reach a broader scale. A collaborative role between the community and policymakers is essential. This will strengthen the community's position as a strategic stakeholder.

Local communities also play a role as informal watchdogs in enforcing beach regulations. They can remind tourists not to damage the environment or behave inappropriately. This function is crucial because official officers are not always present. With community involvement, social control can be more effective. However, this watchdog role is still voluntary and not well-organized. If formalized, the community could become an official partner in maintaining orderly beach tourism.

Overall, the research results show that local communities play a multi-dimensional role as stakeholders. They are involved in economic, social, environmental, cultural, and supervisory aspects of Tanjung Bayang Beach. This discussion confirms that without active community participation, beach tourism development cannot be sustainable. However, this role still requires support and reinforcement from other parties. Good collaboration between the community, government, and tourists will be key to successful destination management. Thus, local communities are not merely complementary, but key actors in the development of Tanjung Bayang Beach.

#### 4. CONCLUSION

This study shows that the level of awareness among local residents and tourists at Tanjung Bayang Beach varies and tends to be suboptimal. While most residents recognize the economic importance of tourism, they are still lacking in awareness of maintaining cleanliness and environmental sustainability. Tourists also exhibit varying behaviors, with some complying with cleanliness while others continue to ignore regulations. This indicates a gap between economic awareness and environmental responsibility, which should go hand in hand. The lack of supporting facilities, such as trash bins and public toilets, also contributes to this low awareness. Furthermore, educational efforts by the government and management are still minimal, resulting in a lack of public

understanding of the importance of sustainable tourism. Therefore, awareness-raising strategies must be comprehensive and sustainable.

Furthermore, this study confirms that local communities are key stakeholders in maintaining the sustainability of tourism at Tanjung Bayang Beach. They are involved in various aspects, from economic, social, and cultural aspects to monitoring tourist activities. Active community participation through small businesses, community work to maintain cleanliness, and preservation of local culture significantly impact the destination's image. However, this role still faces obstacles such as limited support, lack of training, and weak management regulations. If support from the government, managers, and tourists can be strengthened, the community will be better prepared to play a key role in destination development. Collaboration between all parties will create a more focused, professional, and sustainable tourism system. Thus, Tanjung Bayang Beach has the potential to develop as a leading destination without sacrificing the environment or local culture.

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