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WASTE MANAGEMENT AND THE ROLE OF THE LOCAL COMMUNITY IN SUSTAINABLE BEACH TOURISM

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Abstract
This research aims to analyze the existing conditions of Akkarenna Beach as a coastal tourist attraction, to examine the forms of the Clean Tourism Movement (CTM) activities at Akkarenna Beach, and to assess its impact on both visitors and managers. The research method employed a SWOT analysis approach (Strengths, Weaknesses, Opportunities, Threats) as suggested by Adrian et al. (2021). Primary data were collected through direct observation, in-depth interviews, and documentation, while secondary data were obtained from official reports and documents related to destination management. The findings reveal that Akkarenna Beach has significant potential to be developed as a sustainable tourism destination. Its key strengths include community-based management, relatively adequate facilities, and consistent environmental education programs. On the other hand, identified weaknesses include limited cleanliness monitoring systems, insufficient waste management facilities, and low levels of active tourist participation in environmental preservation. The implementation of CTM at Akkarenna Beach is realized through regular beach clean-up activities, socialization of reducing single-use plastics, and collaboration with environmental communities. These activities have had a positive impact on increasing visitor awareness of the importance of cleanliness, building a positive image of the destination, and strengthening the managers' capacity to create environmentally friendly tourism. Moreover, the involvement of local communities in these activities reinforces the social dimension and expands multi-stakeholder collaboration networks. Future development strategies of CTM are directed toward strengthening synergy among government, private sector, academia, communities, and tourists. These efforts are supported by improvements in waste management infrastructure, the development of education programs based on sustainable tourism, and innovations in eco-friendly tourism products. With a holistic and participatory approach, Akkarenna Beach has the potential to become a model of community-based tourism destination that integrates environmental, social, and economic aspects in a balanced way to realize tourism sustainability.

Keywords: *clean, tourism movement, sustainable tourism, community-based tourism, Akkarenna beach*

1. INTRODUCTION

Tourism is an activity that involves many people, both individuals and groups, and stimulates various business sectors (Ismayanti 2008). According to Law of the Republic of Indonesia No. 10 of 2009 concerning Tourism, tourism encompasses a wide range of tourism activities supported by various facilities and services provided by the community, businesses, and the government. Marine tourism is currently experiencing rapid growth. Marine tourism attractions have become a popular tourist destination due to their unique advantages. The tourism potential in coastal areas can generate profits for both the government and local communities living near them if properly managed. Increasing economic progress and prosperity have made tourism an integral part of human needs and lifestyle (Anggaraini, 2021).

Clean coastal and marine environments are essential for maintaining the attractiveness of marine tourism, as waste polluting beaches will immediately reduce tourist interest (Launuru, 2023). The clean tourism movement in marine areas not only impacts tourist comfort but also serves as a marine ecosystem conservation effort (Gossling & Hall, 2021). Clean marine tourism can enhance the

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destination's image, extend tourist lengths of stay, and encourage sustainable local economic growth (UNWTO, 2020). The involvement of coastal communities in maintaining clean beaches is key to the success of the clean tourism movement, as they are the closest to marine tourism areas (Yulianda, 2019). Marine programs based on cleanliness and sustainability provide opportunities for destinations to compete globally (Ministry of Tourism Indonesia, 20221q a Tourists' choice to visit destinations with marine tourism goals increases if a destination has a coastal or marine area that is a prime attraction for tourists (Ngkoimani, O.L, 2018). Marine tourism is considered to be able to provide a very large economic impact for the surrounding community (Soejarwo, et al. 2020).

The waste problem at Akkarena Beach remains a serious challenge in managing this marine tourism destination in Makassar City. The high number of tourists visiting the beach is not matched by a growing awareness of cleanliness, resulting in a significant accumulation of plastic waste, bottles, and food scraps along the beach. This situation not only disrupts aesthetics but also threatens the sustainability of the marine ecosystem and reduces the quality of the tourist experience. According to Nur et al. (2022), waste pollution in coastal tourist areas directly impacts tourist appeal and reduces tourist comfort. Therefore, integrated waste management and increased public and tourist awareness are needed to ensure Akkarena Beach becomes a sustainable destination.

Akkarenna Beach is a leading tourist destination in Makassar City, frequently visited by local tourists. However, the increasing number of tourists has resulted in environmental issues, particularly related to waste management. Actual conditions in the field indicate that the volume of waste at Akkarenna Beach is quite high, especially on weekends and during the holiday season. The dominant types of waste include single-use plastics, food scraps, beverage bottles, and organic waste from culinary tourism activities around the beach area. The management of the Akkarenna Beach tourist destination has implemented several waste management strategies. These strategies include providing separate waste bins at several strategic locations, enforcing cleanliness regulations with the involvement of cleaning staff, and conducting environmental awareness campaigns for visitors. The cleanliness of the tourist destination environment is one of the main indicators for increasing visitor satisfaction and loyalty (Launuru, 2023).

2. RESEARCH & METHODOLOGY

This study uses a qualitative descriptive approach to gain a deep understanding of waste management and the role of local communities for sustainable beach tourism at Akkarenna Beach in Makassar City. Qualitative research is research that aims to understand the phenomena experienced by research subjects, namely research that describes or depicts certain situations based on data obtained in detail according to the problems set in this study. Qualitative research methods are carried out intensively, the instrument is the researcher himself, functioning as a research focus, selecting informants as data sources, collecting data by recording what happened, analyzing data on various events found in the field, interpreting data and making research reports.

Data collection techniques are the methods used by researchers to obtain the necessary data. With the right data collection methods, a study will be able to address the problem in a valid and reliable manner, enabling objective generalizations. The data collection techniques used in this study are observation, interviews, and documentation. Observation is a data collection technique carried out through observation, accompanied by recording the condition or behavior of the target object. An interview is a form of communication between two people involving one person who wants to obtain information from another person by asking questions based on a specific goal. Documentation is a data collection method in the form of written notes, photographs, video recordings, books, journals, and others.

To ensure data validity, this study employed triangulation, a technique that combines various data sources, methods, and theories in the analysis process. Triangulation was conducted to ensure the data obtained was more accurate, valid, and accountable. Furthermore, the researcher also implemented member checking to verify the data by confirming the findings with the informants to ensure that the recorded information aligns with the respondents' intentions. Therefore, the study's

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findings are expected to provide a comprehensive and in-depth overview of waste management and the community's role in maintaining the cleanliness of the Akkarenna Beach tourist area.

3. FINDINGS AND DISCUSSION

3.1 An Overview of Akkarenna Beach

Akkarenna Beach is a tourist attraction located in Makassar City, specifically on Jalan Metro Tanjung Bunga, Tamalate District. This beach is known for its natural beauty and is a popular marine tourism destination in South Sulawesi. Although still under development, Akkarenna Beach offers a variety of potential opportunities, such as marine tourism and a commercial area. Research has shown that easy access to this beach contributes to a positive tourist experience, encouraging repeat visits.

The facilities available at Akkarena Beach are quite diverse and support tourist activities. There are children's play areas, water sports like banana boats, speedboats, and canoes, as well as a special swimming area. On the beach side, there are green parks and cafes selling both Makassar specialties and international menus. Additionally, there is a 150-meter-long pier or jetty that is often a favorite spot for visitors to enjoy the sunset.

Akkarena Beach is strategically located in the Metro Tanjung Bunga area, just about 10 minutes from downtown Makassar or about 5 km from Losari Beach. Its proximity to the city center makes this beach easily accessible to both local and out-of-town tourists. Based on data from the Makassar City Tourism Office, visits to Akkarena Beach are dominated by family tourists, young couples, and communities holding outdoor activities.

Akkarena Beach is also equipped with ample parking, a prayer room, public restrooms, a food court, and water sports equipment rentals. The number of workers involved in managing Akkarena Beach reaches dozens, including cleaning staff, security guards, ride operators, and employes of restaurants and cafes around the beach. With its facilities and strategic location, Akkarena Beach has become one of Makassar City's marine tourism icons, offering a modern recreational experience while still providing the natural atmosphere of a tropical beach.

3.2 Forms of Clean Tourism Movement Activities at the Akkarenna Beach Tourist Attraction

In developing the Akkarenna Beach tourist attraction through the involvement of local communities and communities is one form of activity of the Clean Tourism Movement at Akkarenna Beach. Where the local community is empowered and given technical and management training through socialization as a form of understanding in waste management at the Akkarenna Beach tourist attraction. This aims to raise awareness about the importance of cleanliness in tourist attractions to ensure sustainability at Akkarenna Beach.

Based on field observation results, a SWAT analysis of the Clean Tourism Movement (GWB) activities at Akkarenna Beach shows that in terms of strengths, there are several positive aspects, including the active involvement of the community in the GWB program, such as the routine beach cleaning action every afternoon, which also involves the eco-tourism community. Additionally, there is infrastructure support for waste management thru the provision of sufficient trash bins and the installation of signs prohibiting littering. Another strength is the availability of continuous education, such as socializing the reduction of single-use plastics by providing non-plastic container alternatives, as well as educating both visitors and MSMEs on waste management.

However, there are also internal weaknesses. One of these is dependence on voluntary community participation, so the success of the program is highly influenced by the consistency and incentives provided. Additionally, there are still challenges related to visitor behavior, such as littering despite the availability of facilities, coupled with the lack of strict penalties for those who violate cleanliness rules. Limited funds and facilities are also a hindrance, as waste bins do not fully meet sorting standards (organic and inorganic), while the cost of procuring non-plastic containers still burdens MSMEs.

From an external opportunities perspective, there is potential to strengthen collaboration with other stakeholders, such as the Environmental Department or corporate CSR programs, in recycling programs or waste banks. Branding eco-tourism can also be enhanced, making Akkarenna Beach an

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educational and clean tourist attraction with promotional support thru social media, and even potentially obtaining certification from the Ministry of Tourism and Creative Economy. Additionally, the development of environmentally friendly technologies such as the use of bioplastics, rental tumblers, and crowdsourced waste reporting applications also presents significant opportunities to support sustainability.

The threats faced include the large amount of plastic waste from tourist activities, especially during weekends or holidays, which has the potential to exceed management capacity. Awareness among out-of-town tourists is also still low because they are not accustomed to local hygiene rules. Additionally, factors like climate change and natural disasters such as high waves and abrasion can bring marine debris to the shoreline, adding to the management burden.

Based on interviews with the management of Akkarena Beach, it was explained that the beach cleaning program currently heavily relies on collaboration between the management, cleaning staff, and support from the surrounding community. Every day there are officers assigned to maintain the cleanliness of the beach and park areas, especially on weekends when the number of visitors increases sharply. Additionally, the local community and some MSMEs selling near the beach are also involved in cleanliness efforts by providing trash bins near their stalls, although there are still challenges due to the behavior of some visitors who are not yet disciplined in disposing of waste properly.

From a facilities perspective, the management admits that the number of trash cans and public restrooms still needs to be increased, especially to accommodate the surge in visitors during the holiday season. The management also mentioned that the operational costs for cleanliness, including park maintenance and public facilities, are quite high, sometimes hindered by limited funds. Despite this, there are efforts to establish cooperation with the private sector thru corporate social responsibility (CSR) programs, such as providing additional facilities or supporting clean tourism activities. With this support, the management hopes that the Akkarena Beach facilities can meet the standards of comfort and cleanliness for sustainable beach tourism.

Additionally, the interview results also indicate that educating visitors remains a primary focus. The management stated that they regularly issue cleanliness reminders thru information boards, loudspeakers, and direct socialization by staff. This education is not only aimed at local tourists, but also at tourists from outside the area who may not be familiar with beach cleanliness rules. In the future, the management plans to strengthen the branding of Akkarena Beach as an environmentally friendly and family-friendly tourist destination by organizing activities such as the "Clean Akkarena" campaign and community-based eco-tourism programs.

3.3 The Impact of the Implementation of the Clean Tourism Movement at Tourist Attractions on Visitors and Akkarenna Beach Manajement

The Clean Tourism Movement (GWB) at Akkarena Beach in Makassar has brought about a real impact on the environmental, social, and economic management of this tourist area. Initially, Akkarena Beach often received complaints from tourists due to inadequate cleanliness, with plastic waste, food scraps, and remnants of visitor activities scattered along the coast. However, after the implementation of the GWB, a significant change occurred, making this beach much more well-maintained and comfortable. GWB is not just a short campaign that stops at a slogan, but has become a joint movement between managers, the surrounding community, MSME actors, and tourists to preserve the beach's sustainability. This change also contributes to increasing the attractiveness of the tourist destination, which encourages more tourist visits to Akkarena Beach.

Field observation results show that one of the main strengths of GWB is the very significant improvement in environmental cleanliness. The beach that was once filled with trash now looks cleaner, neater, and well-maintained. Places that were previously garbage accumulation points have now been resolved with the provision of evenly distributed waste disposal facilities throughout the area. Additionally, a waste separation system based on type, such as organic, inorganic, and recyclable, is being implemented, making management easier. This makes visitors more aware of disposing of waste properly, while also fostering a culture of environmental discipline among the

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local community. With a cleaner environment, the beach atmosphere becomes more comfortable for tourists to engage in activities.

Beside environmental cleanliness, GWB also plays a role in reducing the amount of plastic waste floating along the coast of Akkarena Beach. Previously, a lot of plastic waste littered the coastline, damaging the scenery and marine ecosystem, but now that amount has drastically decreased. This is happening because of regular patrols and waste removal by the management, so there is no longer a buildup of waste that is then burned like in the past. With reduced plastic waste, coastal ecosystems become healthier, pollution potential decreases, and the natural beauty of the beach becomes more prominent as a tourist attraction. This decrease in waste also serves as an indicator of the movement's success in changing waste management patterns toward a more sustainable approach.

The commitment of beach managers to support GWB is also an important factor. They not only provide facilities but also ensure regular cleaning activities and daily hygiene patrols. Even MSME actors operating in coastal areas were given an understanding of the importance of maintaining the cleanliness of their surrounding environment. With the involvement of various parties, a strong collaboration was born between the managers, the local community, and environmental groups. This collaboration creates a sense of ownership toward the tourist destination, making all parties feel responsible for maintaining the sustainability of the beach. This shows that the success of the movement is not only determined by physical facilities, but also by the social awareness built among the tourism community.

Despite many positive aspects, GWB at Akkarena Beach also has weaknesses that need to be addressed. One of them is the potential for dependence on the manager. If cleaning activities are only carried out by certain parties without the full participation of the general public or tourists, the sustainability of this movement could be threatened. Long-term challenges are also emerging, particularly in maintaining consistent waste management as the number of tourist visits increases. On the other hand, supporting infrastructure such as waste recycling facilities is still limited. Although there are already separate trash bins based on type, further processing facilities are still minimal, so waste has the potential to pile up again.

Behind those weaknesses, there are many opportunities that can be utilized. The implementation of GWB has enhanced Akkarena Beach's reputation as a clean and comfortable tourist destination. This has a positive impact on the image in the eyes of tourists, which can ultimately increase the number of visits. Other opportunities are also open for collaboration with the government, private sector, and environmental organizations in supporting waste management and sustainable tourism programs. This collaboration can include providing recycling technology, environmental campaigns, and developing ecotourism programs integrated with the local community.

Furthermore, the potential for developing ecotourism at Akkarena Beach is even greater with the presence of the GWB. The concept of ecotourism, which emphasizes nature conservation, environmental education, and the empowerment of local communities, can be applied in this area. One potential form of development is the innovation of utilizing recycled waste to create products with economic value. These products can be sold to tourists as eco-friendly souvenirs, while also providing additional income for the surrounding community. In this way, GWB not only serves to maintain cleanliness but also opens up sustainable creative economic pathways.

However, there are also external threats that cannot be ignored. One of them is the behavior of some tourists who are still irresponsible in disposing of waste. Although facilities are available, not all visitors have the same level of awareness. Changes in government policy regarding waste management or tourism can also affect the progress of this program. Additionally, natural disaster threats such as floods, storms, or storm surges have the potential to damage the already maintained cleanliness of the beaches. Competition with other tourist destinations and the potential for vandalism to facilities are also serious challenges that need to be anticipated.

From an interview with Mr. Jamal, one of the managers of Akkarena Beach, it was revealed that real changes have been felt since the implementation of GWB. Previously, the management often burned waste due to its increasing volume, coupled with a lack of cooperation with the government

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in transporting the waste. However, now routine transportation and cleaning systems are carried out daily, so there is no more accumulated waste. Even if there is scattered trash, the amount is very small and is cleaned up immediately. This indicates a shift in management patterns from the old, less environmentally friendly ways to a more effective and sustainable system.

An interview with one of the tourists, Hamzah, also reinforces the positive impact of GWB. He stated that this movement did not immediately change all visitors' behavior, as some are still unaware of the importance of maintaining cleanliness. However, the existence of this program remains important as a factor supporting comfort. Hamzah added that GWB will have a significant impact on increasing the number of tourist visits in the future, as beach cleanliness is one of the main factors influencing tourists' decisions to return. Thus, the GWB at Akkarena Beach can be considered a successful movement that brought significant changes in environmental, social, and economic aspects, and served as an important foundation for the sustainability of tourism in this area.

4. CONCLUSION

This research examines the implementation of the Clean Tourism Movement (GWB) at the Akkarenna Beach Tourist Attraction in Makassar City, which is independently managed by the Tourism Awareness Group (POKDARWIS) based on local community participation (Community-Based Tourism/CBT). Based on data analysis, Akkarenna Beach has great potential as a sustainable tourism destination, with its main strengths being community-based management, adequate facilities, and environmental education programs. However, challenges such as limited infrastructure, suboptimal waste management, and dependence on the tourist season still pose obstacles. The Clean Tourism Movement at Akkarenna Beach will be implemented thru routine cleaning activities, plastic waste reduction socialization, and collaboration with environmental communities. Positive impacts are seen in improved environmental cleanliness, public awareness, and local economic growth thru increased tourist visits. However, the sustainability of this movement faces challenges such as reliance on volunteers, environmentally unconscious visitor behavior, and limited funding.

Future GWB implementation strategies include multi-stakeholder collaboration (government, private sector, academia), infrastructure strengthening, educational revolution, and sustainable tourism innovation. With a holistic and participatory approach, Pantai Biru has the potential to become a model for sustainable community-based tourism destinations, integrating environmental, social, and economic aspects. This research also highlights the importance of policy support, technology, and collective awareness to ensure the long-term success of this movement.

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