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Landscape Design To Enhance Tourist Experience In Kahayya Tourism Village, Bulukumba Regency

Kurniawan^{1*}, Farid Said², Muh. Kasim³, Nurjannah⁴, Darmayasa⁵

^{1, 2, 3, 4, 5} Politeknik Pariwisata Makassar

*Corresponding email : Kurniawannn2021@gmail.com

Abstract

This study aims to design a landscape for public and tourism facilities at Puncak Donggia, Kahayya Tourism Village, Bulukumba Regency, focusing on enhancing existing facilities and improving visitor comfort. A qualitative approach was used, with a Research and Development (R&D) model and the ADDIE method. Data were collected through field observations, interviews with managers, tourists, and the tourism office, as well as documentation related to existing facilities. The study's findings revealed that the facilities at Puncak Donggia are still very limited, with key issues in accessibility, parking, toilets, and gazebos. The proposed landscape design includes reorganizing the parking area, adding more toilets, and constructing landscape elements reflecting local wisdom while prioritizing aesthetics and sustainability. This research highlights the importance of landscape planning that considers the needs of visitors, managers, and the surrounding environment. The findings contribute to the development of landscape design for tourism villages and can serve as a reference for enhancing tourism facilities in similar areas. The implementation of this design is expected to improve visitor comfort and support sustainable tourism management in the village.

Keywords: Landscape design; tourism facilities; tourism village; Puncak Donggia; sustainable tourism; facility management; local wisdom.

Abstrak

Penelitian ini bertujuan untuk merancang desain lanskap fasilitas umum dan fasilitas pariwisata di Puncak Donggia, Desa Wisata Kahayya, Kabupaten Bulukumba, dengan fokus pada peningkatan fasilitas yang ada dan meningkatkan kenyamanan wisatawan. Pendekatan kualitatif digunakan, dengan model pengembangan Research and Development (R&D) dan metode ADDIE. Data diperoleh melalui observasi lapangan, wawancara dengan pengelola, wisatawan, dan dinas pariwisata, serta dokumentasi terkait fasilitas yang ada. Hasil penelitian menunjukkan bahwa fasilitas di Puncak Donggia masih sangat terbatas, dengan masalah utama pada aksesibilitas, fasilitas parkir, toilet, dan gazebo. Desain lanskap yang diusulkan mencakup penataan area parkir, penambahan fasilitas toilet, dan pembangunan elemen lanskap yang mencerminkan kearifan lokal serta mengutamakan estetika dan keberlanjutan. Penelitian ini mengidentifikasi pentingnya perencanaan desain lanskap yang memperhatikan kebutuhan pengunjung, pengelola, dan lingkungan sekitar. Temuan ini memberikan kontribusi pada pengembangan desain lanskap untuk desa wisata dan dapat digunakan sebagai referensi untuk pengembangan fasilitas pariwisata di kawasan serupa. Implementasi desain ini diharapkan dapat meningkatkan kenyamanan wisatawan dan mendukung keberlanjutan pengelolaan desa wisata.

Kata kunci: Desain lanskap; fasilitas pariwisata; desa wisata; Puncak Donggia; keberlanjutan pariwisata; pengelolaan fasilitas; kearifan lokal

1. INTRODUCTION

Tourism has become one of the leading sectors in Indonesia, contributing significantly to the national economy. According to the Central Bureau of Statistics (BPS), the tourism sector plays a

vital role in increasing the Gross Domestic Product (GDP) and creating job opportunities for local communities. One form of tourism development currently receiving increased attention is the development of tourism villages. Tourism villages serve not only as attractive travel destinations but also as a means to improve the welfare of local residents. The sustainable development of a tourism village is heavily influenced by various factors, including landscape design planning that supports public and tourism facilities in the area. By considering ideal landscape design aspects, the development of tourism villages is expected to attract tourists, enhance comfort, and provide sustainable economic benefits for the community.

One example of a developing tourism village in Indonesia is Kahayya Tourism Village, located in Kindang District, Bulukumba Regency. This village possesses extraordinary tourism appeal, particularly in the Puncak Donggia area. Despite its breathtaking natural potential, the existing facilities in this area remain inadequate. Based on pre-observation results conducted by the researchers, public and tourism facilities at Puncak Donggia—such as accessibility, parking areas, toilets, and gazebos—still require further development. Therefore, proper landscape design planning is crucial to improving the quality of public and tourism facilities in this village. Effective landscape planning should not only focus on aesthetic elements but also meet the needs of visitors and support environmental sustainability. The resulting landscape design must be capable of creating a comfortable, functional, and eco-friendly atmosphere that enhances the overall tourist experience.

This research focuses on the landscape design planning for public and tourism facilities at Puncak Donggia, Kahayya Tourism Village. The main objective of this study is to identify the current condition of facilities in the area and to design an ideal landscape that enhances tourism appeal and visitor comfort. A qualitative approach is employed in this study, utilizing the Research and Development (R&D) model and the ADDIE development method. This method allows researchers to analyze current conditions, develop designs based on needs, and produce design products that can be implemented in the field. The research also involves field observations and interviews with managers, tourists, and the local tourism office to obtain comprehensive data regarding facility conditions and development needs.

While several studies have discussed landscape design planning for tourism destinations, most have focused on marine tourism areas or destinations that are already well-developed. In contrast, tourism villages like Kahayya, which are still in the development stage, require a different approach where landscape design must be adapted to existing natural potential and local wisdom. Various literatures highlight the importance of landscape planning that considers ecological, socio-cultural, and aesthetic aspects to create an attractive and sustainable destination. For instance, Wibisono (2008) states that a landscape should be enjoyable through the human senses and possess visual qualities that strengthen the area's identity. Furthermore, Hakim (2012) argues that good landscape planning must be able to strategically place facilities that support tourism activities and meet user needs.

However, despite the widely discussed importance of landscape design, a gap remains in research specifically targeting landscape planning for developing tourism villages, particularly those with non-marine natural tourism potential. This study aims to fill that gap by creating a landscape design focused on the development of public and tourism facilities in the Puncak Donggia area of Kahayya Tourism Village. This design will consider natural conditions, local culture, and visitor needs to create a tourism area that is not only attractive but also functional and environmentally friendly.

The primary goal of this research is to develop a landscape design plan that can improve and develop public and tourism facilities at Puncak Donggia, Kahayya Tourism Village. The study aims to produce a landscape design that enhances tourism appeal and provides comfort to visitors, while contributing to the future management of the tourism area. It is expected that specific solutions can be found to overcome the issue of inadequate facilities. These solutions will be based not only on landscape design theory but also on best practices implemented in other successful tourism villages.

This research provides a new contribution to the field of tourism landscape planning, specifically for developing tourism villages. The resulting landscape design is expected to have a positive impact

on the local community by improving the quality of the tourism destination and providing a better experience for visitors. Consequently, this research provides not only concrete design solutions but also a reference for the development of other tourism villages with similar potential.

2. RESEARCH METHODOLOGY

This research aims to plan a landscape design for public and tourism facilities at Puncak Donggia, Kahayya Tourism Village, Bulukumba Regency. The study employs a qualitative approach with a Research and Development (R&D) model, implementing the ADDIE method (Analysis, Design, Development, Implementation, and Evaluation). This method allows for comprehensive design development through a systematic approach, starting from the analysis of existing facility conditions to the development of a design prototype applicable in the field. This method was selected because it enables researchers to conduct continuous evaluation and refine the design based on feedback obtained from various stakeholders, including managers, tourists, and the local tourism office.

2.1 Qualitative Approach

A qualitative approach is used in this study as the primary objective is to gain an in-depth understanding of the existing facility conditions at Puncak Donggia and to design landscape solutions that align with the needs of visitors and managers. This approach allows researchers to explore the perceptions, experiences, and expectations of various involved parties, such as tourism managers, tourists, and relevant agencies. This is crucial because landscape design planning depends not only on technical and aesthetic aspects but also on socio-cultural factors and user requirements (Hakim, 2012). In this study, qualitative data are collected through field observations, interviews, and documentation. Field observations were conducted to explore the real conditions of existing facilities at Puncak Donggia, such as accessibility, parking facilities, toilets, gazebos, and other supporting infrastructure. Interviews were conducted with the managers of Kahayya Tourism Village, visiting tourists, and the Bulukumba Regency Tourism Office. This interview approach aims to obtain perspectives from various stakeholders with interests and understanding regarding tourism facility management. Documentation is also used to obtain data on existing facilities and to complement the information gathered from observations and interviews.

2.2 Research and Development (R&D) Model

The Research and Development (R&D) model is used to develop landscape design products that can be implemented at Puncak Donggia. According to Sugiyono (2017), R&D is a method used to develop new products or improve existing ones. This method involves systematic steps, starting from problem analysis, product design, product development, and implementation to evaluation. In the context of this research, R&D is used to plan landscape designs covering public and tourism facilities and to evaluate those designs to ensure they meet the needs and expectations of managers and visitors.

The first stage in this R&D model is problem analysis. In this stage, researchers conducted field observations to analyze the condition of existing facilities at Puncak Donggia. Pre-observation results indicated that current facilities are inadequate, particularly regarding accessibility, parking, and other supporting infrastructure. The second stage is design, where researchers plan the landscape design for public and tourism facilities based on the problem analysis. This design includes softscape elements (plants and vegetation) and hardscape elements (building structures and other man-made elements) that will enhance the environmental quality and tourist experience.

Once the design is created, the third stage is product development, where the planned landscape design is refined through feedback from managers, tourists, and the local tourism office. At this stage, researchers use prototyping techniques to test the design and make necessary revisions. The resulting design prototype is a 3D model that allows managers and relevant parties to visualize how the design

will be implemented in the field. The next stage is implementation, where the refined landscape design is applied at Puncak Donggia, considering the available budget and resources. Finally, the evaluation stage is conducted to assess the effectiveness of the implemented landscape design and to identify areas for further improvement.

2.3 Data Collection Methods

Data were collected through several techniques: field observation, interviews, and documentation. Field observations were conducted to observe the physical condition of facilities at Puncak Donggia, including accessibility, parking, toilets, gazebos, and other elements supporting tourist comfort. Observations also aimed to understand how visitors interact with the surrounding environment and facilities.

Interviews were conducted with Kahayya Tourism Village managers, tourists, and the Bulukumba Regency Tourism Office. Interviews with managers aimed to gather information about challenges faced in managing tourism facilities and their expectations for development. Interviews with tourists aimed to understand their experiences and the facilities they consider important for improvement. Interviews with the tourism office aimed to gain perspectives on regional government policies for tourism development in Bulukumba and the support available for Kahayya Tourism Village. Documentation was used to complement observation and interview data, including images or photographs of existing facility conditions and relevant data providing a clearer overview of Puncak Donggia. Documentation also includes interview notes used to enrich the data analysis.

2.4 Data Analysis Techniques

Data obtained from observations, interviews, and documentation were analyzed using qualitative analysis techniques. Data analysis involved categorizing information from various sources, identifying emerging patterns, and evaluating findings relevant to the research problem. Interview and observation results were recorded and coded to identify major themes related to facility conditions and development needs at Puncak Donggia. Analysis was also conducted to evaluate the suitability of the proposed landscape design with the needs of managers and tourists. This process involved assessing proposed design elements, such as plant arrangements, building structures, and supporting facilities, based on criteria of functionality, aesthetics, and sustainability. The results of this analysis were used to revise and refine the design to meet user needs and expectations.

2.5 Evaluation and Design Revision

Following the creation and development of the landscape design, the next stage is evaluation and design revision. Evaluation was conducted to assess whether the proposed design meets the research objective of enhancing comfort and tourism appeal at Puncak Donggia. This involves testing the 3D prototype to ensure the design can be practically applied in the field. Design revisions were made based on feedback from managers, tourists, and the tourism office to improve elements that did not align with user needs or expectations. Once revised, the final design serves as a guide for the development of public and tourism facilities at Puncak Donggia.

3. FINDINGS AND DISCUSSION

This study aims to identify the existing condition of facilities at Puncak Donggia, Kahayya Tourism Village, and to design an ideal landscape to enhance tourism appeal and visitor comfort. Based on field observations, interviews with managers and tourists, and documentation obtained, this research yielded several key findings explained in the following subsections.

3.1 Characteristics of Trial Subjects

This study involved various trial subjects, including the managers of Kahayya Tourism Village, visiting tourists, and the Bulukumba Regency Tourism Office. The managers provided crucial

insights into the challenges faced in managing tourism facilities in the Puncak Donggia area. They also expressed their expectations regarding facility improvements to enhance the tourist experience. Meanwhile, the interviewed tourists provided perspectives on their experiences when visiting Puncak Donggia, including facilities they deemed essential for improvement. Furthermore, interviews with the Bulukumba Regency Tourism Office provided an overview of local government policies in supporting tourism development in the region. From these interviews, it was revealed that Puncak Donggia has great potential as a tourist attraction, but requires improvements in infrastructure and facilities to support visitor comfort. For example, managers revealed that parking facilities and accessibility remain major issues that need immediate attention.

3.2 Data Presentation and Trial Analysis

The trial results conducted at Puncak Donggia indicate several fundamental issues regarding the existing facilities. Based on field observations, researchers found that public and tourism facilities in this area are still very limited and do not meet ideal standards for a tourism area with high potential. Accessibility to the Puncak Donggia area is restricted, with narrow roads and a lack of clear directional signage. This makes it difficult for tourists to access the tourism area. Additionally, parking facilities at Puncak Donggia are inadequate. The lack of a sufficiently large and organized parking area causes difficulties for tourists seeking parking spaces. Many tourists are forced to park their vehicles in inappropriate places, which leads to chaos and reduces comfort. Another issue found is the lack of supporting facilities such as clean and well-maintained toilets, gazebos, and trash cans. These facilities are vital elements in supporting tourist comfort and creating a positive impression of the destination. The analysis of the existing facilities at Puncak Donggia indicates that landscape design planning involving the repair and addition of public and tourism facilities is highly necessary. This study identifies an urgent need to improve accessibility, increase parking capacity, and add and maintain other supporting facilities. Thus, the landscape design proposed in this study focuses on solving these issues.

3.3 Product Revision

After conducting an analysis and obtaining feedback from managers and tourists, the researcher revised the initially proposed landscape design. This revision included improvements to several design elements considered insufficient for user needs. One of the revisions involved rearranging the parking area to ensure tourists can easily find well-organized parking spaces. The design revision also included the addition of toilet facilities at several strategic points in the Puncak Donggia area, as well as the construction of gazebos to provide comfortable resting places for visitors. Revisions were also made to the design of softscape and hardscape elements. The addition of greenery and flowers to provide a cool and natural impression became part of the proposed landscape design. Hardscape elements, such as footpaths, seating, and garden lighting, were also improved to enhance visitor comfort and safety, especially at night. A better spatial layout was designed to create a harmonious relationship between facilities, such as between the parking area, gazebos, and toilets, ensuring smooth circulation for visitors.

3.4 Prototype of Landscape Design Planning

Following the revision stage, the researcher produced a landscape design planning prototype for public and tourism facilities at Puncak Donggia. This prototype includes 3D designs illustrating refined design elements, such as footpath layouts, additional plants, and improvements to facilities like parking, gazebos, and toilets. The prototype is presented as a 3D model using software such as SketchUp and Lumion, allowing managers and relevant parties to visualize how the design will be implemented in the field. The design prototype also includes technical documentation, such as site plans, elevations, and section drawings, explaining in detail the design elements and materials used. With this prototype, the managers of Kahayya Tourism Village can obtain a clear picture of the changes to be made and the steps required to realize the design. Evaluation of this prototype was

conducted by involving managers and tourists to ensure that the proposed design meets their expectations.

3.5 Discussion

This study aims to design a landscape that improves public and tourism facilities at Puncak Donggia, Kahayya Tourism Village, Bulukumba Regency, based on insights from field observations, interviews, and documentation that highlight an urgent need for upgrades. Currently, the facilities are significantly limited; primary supports for tourist comfort, such as parking, toilets, and gazebos, remain inadequate, while accessibility is hindered by narrow roads and a lack of clear signage. This condition reinforces the theories of Wibisono (2008) and Hakim (2012), which state that infrastructure quality and user-based landscape planning are critical factors in enhancing tourist comfort and a destination's image. Interviews with managers revealed that these issues are exacerbated by facility management challenges, primarily limited budgets and human resources, resulting in suboptimal maintenance. This aligns with Alyani & Hidayat (2022), suggesting that good landscape planning must include sustainable management supported by both the local government and the community.

As a solution, the proposed landscape design focuses on quality improvement, specifically creating a more organized parking layout to support smooth circulation (Fatimah, 2015) and increasing the number of strategically distributed toilets to ensure visitor comfort during peak seasons (Utari & Kampana, 2014). Additionally, the design incorporates softscape elements, such as greenery and flowers, to create a natural atmosphere that strengthens the area's identity. A key strength of this proposal is the integration of local wisdom, combining nature, culture, and society by using regional plants and architectural designs that reflect Kahayya's traditional identity, which enriches the tourist experience and fosters community pride. This approach aligns with the principles of functionality, aesthetics, and sustainability (Hakim, 2012) and adheres to sustainable tourism development by considering social and environmental impacts (Anggarini, 2021). However, implementation faces significant challenges, particularly regarding the availability of financial and labor resources (Sugiyono, 2017). Therefore, strong collaboration between managers, local government, and stakeholders, along with a commitment to long-term maintenance, is essential to ensure these facilities continue to benefit visitors and the local community.

4. CONCLUSION

Based on the research results, Lantebung Tourism Village has strong potential to be developed as a nature and educational tourism destination, especially due to the existence of a well-maintained mangrove forest. Activities such as mangrove trekking, mangrove coffee products, and mud crab culinary items become main attractions that support educational and conservation-based tourism experiences. Additionally, communities like JEKOMALA and IKAL show positive local participation in environmental conservation. However, the development of this destination still faces several challenges, specifically in infrastructure and institutional aspects. Facilities such as toilets, tracking paths, gazebos, and information huts are inadequate, while the role of Pokdarwis as tourism manager is not yet optimal. Funding support is also still minimal. This study illustrates that ecosystem-based tourism village development requires cooperation from various parties, from the community and government to the private sector. Moving forward, there is a need for facility improvement, community training, and strengthening of local organizations so that Lantebung Village can develop into a feasible, sustainable tourism destination that provides direct benefits to the community.

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