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OPTIMALISASI PENGELOLAAN *HOMESTAY* BELAWA: STRATEGI PENGEMBANGAN PARIWISATA PESISIR DI BENTENG SELAYAR

OPTIMIZING BELAWA HOMESTAY MANAGEMENT: A COASTAL TOURISM DEVELOPMENT STRATEGY IN BENTANG SELAYAR

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Abstrak

Homestay Belawa terletak di Benteng Selayar, dan keberadaannya belum banyak diketahui oleh wisatawan atau tamu. Sebagian besar tamu yang menginap memiliki hubungan dekat dengan pemilik Homestay, sehingga jumlah pengunjungnya terbatas. Penelitian ini bertujuan untuk 1) mengidentifikasi dan menganalisis bentuk-bentuk manajemen di Homestay Belawa, dan 2) mengidentifikasi dan menganalisis bentuk-bentuk promosi Homestay Belawa. Penelitian ini menggunakan pendekatan kualitatif dengan metode pengumpulan data wawancara dari satu orang informan. Penelitian dilakukan di Homestay Belawa di Benteng Selayar dari bulan April hingga Juli 2024. Hasil penelitian menunjukkan bahwa terdapat dua aspek pendukung dalam pelaksanaan operasional Homestay Belawa. Aspek pertama adalah bentuk manajemen, dan aspek kedua adalah bentuk promosi Homestay Belawa. Penelitian ini menunjukkan bahwa Homestay Belawa perlu mengubah pola manajemen dan strategi promosinya karena dianggap belum optimal, yang dapat dilihat dari kualitas sumber daya manusia dan kegagalan dalam mengikuti tren terkini dalam menghadapi era globalisasi, sehingga tidak menjadi pilihan utama wisatawan yang berkunjung ke Selayar.

Kata Kunci: Pantai Anging Mammiri; manajemen; ramah lingkungan; pariwisata berkelanjutan.

Abstract

Homestay Belawa is located in Benteng Selayar, and its existence is not yet widely known by tourists or guests. Most guests who stay have a close relationship with the Homestay owner, resulting in limited visitor numbers. This research aims to 1) identify and analyze the forms of management at Homestay Belawa, and 2) identify and analyze the forms of promotion for Homestay Belawa. This study uses a qualitative approach with interview data collection methods from one informant. The research was conducted at Homestay Belawa in Benteng Selayar from April to July 2024. The results show that there are two supporting aspects in the operational implementation of Homestay Belawa. The first aspect is the form of management, and the second aspect is the form of promotion for Homestay Belawa. This research indicates that Homestay Belawa needs to change its management pattern and promotional strategies as they are considered suboptimal, which can be seen through the quality of human resources and the failure to follow the latest trends in facing the era of globalization, resulting in it not being the primary choice for tourists visiting Selayar.

Keywords: Anging Mammiri Beach; management; environmentally friendly; sustainable tourism.

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1. INTRODUCTION

Indonesia has diverse tourism potential, both natural, cultural and man-made. If packaged correctly, it can bring in foreign exchange through the tourism sector. Tourism potential is intended to increase the country's foreign exchange and improve the living standards of people in the surrounding area. Furthermore, tourism is one of the industries that is developing rapidly and has a double multiplier effect on the growth and development of a country and nation. Likewise, the United Nation Word Tourism Organization's (UNWTO) (Suryanata et al., 2023) stated that the tourism sector is one of the important sectors in the development of a region and improving welfare for the community. This is because tourism can help increase the income of the community in general. Expanding employment and increasing the development of supporting industries and other industries. The pattern of tourism development is believed to be able to overcome unemployment in rural areas, where the quality of human resources is still low. Community empowerment can absorb skilled labor through training, courses and certifications of non-skilled workers with higher formal education. The development of *community-based tourism* and sustainable *tourism* must pay attention to the natural, social and cultural sustainability of the community which focuses on empowerment, the achievement of welfare and the improvement of people's living standards. Forms of community empowerment through the development of human resources (HR) and professionalism play an important role in realizing excellent service encouraging people to play a role in tourism (Sri, Asti, and Sukriadi 2023). Tourism development must be supported by all aspects and other supporting facilities such as: lodging places (accommodation facilities such as hotels, villas, *homestays* and others), *restaurants*, *travel agents*, *money changers*, means of transportation, infrastructure and tourism destinations offered to tourists.

The development of tourism in Selayar Islands Regency as a leading tourist destination area in South Sulawesi Province is inseparable from the potential of nature, history, and culture that is quite well known so that in its development it requires special attention from *stakeholders* to interact with each other and synergize with each other. The utilization and management of tourism infrastructure in the newly growing attraction in Selayar so that it can improve the quality and competitiveness of tourism in South Sulwesi Province in general. One of the tourism attractions of Selayar Islands Regency that has been planned is the use and management of tourism infrastructure in the form of *Homestays* which are special accommodations, but have not contributed in the form of good room service because the management is not in accordance with the needs and interests of visitors

In the Tourism sector, accommodation is an important instrument and element, therefore the use of accommodation needed is the type of accommodation that is ecologically acceptable,

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simple, comfortable, and provides a unique experience, including *Homestay*. Accommodation/lodging is a place that is provided to meet the needs of a person When traveling or traveling, accommodation can be a place to rest, stay, bathe, eat, and drink and enjoy the services or entertainment provided. (Yoeti, 2013). The existence of this accommodation facility encourages tourists to visit or enjoy tourist attractions and attractions for a relatively longer time. This accommodation information affects the choice of accommodation for tourists to choose the type of accommodation to be chosen, such as the type of facilities and services, price level, number of available rooms and so on.

Homestay Belawa in terms of room design is very beautiful, comfortable and unique but in its management Homestay Belawa has not done it optimally, as well as promotions, room sales methods are not yet available on popular platforms and various information about the facilities and location of *Homestay* Belawa to make it easier for visitors to access Homestay faster and more accurately aforementioned. Of the 10 rooms owned by Homesatay Belawa every day, only around 4 rooms are filled. *Belawa Homestay* in its management has also not been directly coordinated with the community and *related stakeholders*, for example with *Travel Agents*, *Online Travel Agents* (OTA) and local communities, Based on the above background, the researcher formulated several research focuses:

1. What is the form of Belawa *Homestay* Management in Benteng Selayar?
2. What is the form of promotion *of Homestay* Belawa in Benteng Selayar?

2. LITERATURE REVIEW

2.1 Coastal Tourism and Its Potential

Coastal areas possess unique characteristics that make them attractive for tourism development, including rich biodiversity, scenic landscapes, and vibrant local cultures. Coastal tourism has been recognized as a sector capable of driving local economic development, increasing community income, and strengthening cultural identity (Hall, 2001). However, the development of coastal tourism must adopt a careful approach to avoid environmental degradation and social disruption.

As Beatley (2009) emphasizes, coastal zones are ecologically sensitive and often subject to intense development pressures. Therefore, tourism development in these regions must be guided by sustainability principles—such as environmental conservation, community participation, and resilience to climate-related risks.

2.2 Homestays as a Tourism Development Strategy

Homestays are a form of community-based accommodation that provide more than just lodging—they offer authentic cultural experiences and support local livelihoods. Particularly in rural and coastal contexts, homestays serve as a tool for both economic empowerment and cultural preservation (Scheyvens, 2001).

Effective homestay management must consider service quality, host involvement, and the delivery of unique, immersive experiences for tourists (Lama & Devkota, 2009). A well-managed homestay program can enhance the local community's capacity to engage in tourism independently and sustainably.

2.3 Community-Based Tourism (CBT)

The development of homestays aligns closely with the concept of **Community-Based Tourism (CBT)**, a model that emphasizes local ownership, planning, and benefit-sharing in tourism activities. CBT is known to promote inclusive development, reinforce local knowledge systems, and contribute to sustainable development goals (Goodwin & Santilli, 2009).

Suansri (2003) notes that the success of CBT hinges on strong local institutions, collaborative leadership, and a high level of community involvement across the tourism value chain. Capacity building and local governance are therefore essential components of any CBT-oriented homestay program.

2.4 Strategies for Homestay Management and Governance

Optimizing homestay management involves several key strategies: enhancing human resource capacities, innovating guest services, strengthening marketing networks, and ensuring policy support from local governments. Research by Hanafiah et al. (2013) found that training in management, standardized service delivery, and digital promotion are critical to homestay success across Southeast Asia.

Moreover, partnerships between local communities, tourism stakeholders, and regional authorities are essential to building governance systems that are inclusive, resilient, and responsive to market dynamics (Novelli, 2016).

3. (RESEARCH METHODOLOGY

The research method used in this study is descriptive qualitative. Qualitative methods are research approaches that focus on a deep understanding of social phenomena and human experiences. This approach utilizes data collection techniques such as interviews, observation, and document analysis to obtain data rich in meaning and context (Creswell, 2018). The researcher acted as both an instrument and a data collector. The researcher conducted

observations, interviews, and analyzed the required documents. Interviews were conducted with the Belawa Homestay manager, asking several questions, and analyzing the data provided by the manager.

4. RESULTS AND DISCUSSION

4.1. Bentuk Pengelolaan Homestay Belawa

In theory, *Homestay* is an alternative tourist activity so that tourists will live with their families or homeowners in the same area of the house and will experience daily life with the family and the local community. The main aspect offered by *Homestay* in addition to accommodation facilities is also the experience of living as a local person by experiencing firsthand the cultural values that can be carried out by the local community (ASEAN *Homestay* Standard, 2016), there are 9 criteria *for Homestay* (Pramesti 2019):

1. There are *homestay providers* There are accommodation facilities such as buildings, bedrooms and bathrooms or toilets
2. There are activities carried out by the local community that are tourist attractions
3. Easily accessible location (accessibility) with various land, sea, and air transportation models. There should also be a signboard to guide tourists to reach the *Homestay*
4. Provide safety and security facilities
5. Existence of promotional activities
6. Implementing sustainable principles such as *sustainable economy, environmentally sustainable* and *sociocultural sustainability* so that tourism activities in the *Homestay* area become sustainable.

Kunjana.G (2021) stated that *Homestay* management is the process of managing and operating home-based accommodation that offers tourists the experience of living with locals. It involves various aspects such as:

1. Property and facility maintenanc
2. Reservation and booking management
3. Welcoming and guest service
4. Financial management and pricing
5. Marketing and promotion
6. Maintain cleanliness and comfort
7. Provide an authentic local experience

8. Compliance with safety regulations and standards
9. Review management and guest feedback
10. Sustainable and environmentally friendly development

In its management, *Homestay* Belawa has not implemented the aspects of *Homestay* management as a whole. In the management of *Homestay* Belawa, the most important element is administrative management, human resources and services are inseparable and must remain in the corridor between the owner and the manager. Based on the results of the interview with Mr. Mawing as the Person in Charge and manager of *Homestay* Belawa said that, "Overall this *Homestay has* not been maximized in its management, in the management of the administration of the *Homestay* we have a permit, from the local government and manage taxpayer obligations including clear security policies, but it is not related to administrative management in the form of reservations, finances and payments and other operational activities have not been maximized." From the results of the interview, it can be said that when viewed physically, *Homestay* Belawa still requires good administrative governance so that not only administratively in the form of permits from the local government and the obligation to report taxes, but all components in administrative management must be maximized. In addition, *the Homestay manager* pays great attention to the administrative management aspect *of the Belawa*
Homestay as a whole, but there are still several aspects that have not been met, with the unfulfilled of some of these aspects will affect the operational process of Homastay Belawa.

Furthermore, regarding the aspect of guest service management, Mr. Mawing said, "For the management of this *Belawa Homestay* service , starting from reception to cleaning and room preparation still uses manuals, for example in guest reception, we have not provided a booking system and *a check in* and *check-out* technology system to guests, everything is still done manually, especially if it happens that the guests who come are on average people who have a direct relationship with *the Homestay* owner".

From the results of this information, it can be explained that the aspect of managing guest services is still manual. *Homestay* Belawa has not maximized technology as an auxiliary instrument in guest service. Because most of the guests are people who have a relationship with *Homestay* Belawa or have family ties, the Standard Operational

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Procedure (SOP) that has been set is not implemented properly He also said that, "In the aspect of human resource management (HR) such as *recruitment* and selection, we have not done it to the maximum, what we recruit temporarily is only based on who is looking for a job in the region Benteng Selayar without us paying attention to the competencies possessed by prospective employees, so while the employees we hire are our families who happen to not get a decent job and according to their scientific discipline." Based on this information, the *recruitment* and management process, especially in terms of the development of *Homestay Belawa employees, has* not been carried out in accordance with the SOPs and needs *of Homestay* Belawa, this is because the employee or staff is anyone who needs a job without being seen and without considering the competencies possessed by prospective employees, especially in terms of guest service based on standards and prospective employees who are mostly family members

4.2. Belawa Homestay Promotion Form

Homestay Belawa terletak di Benteng Kab. Kepulauan selayar berada di tempat yang sangat strategis, dekat dengan tempat kuliner dan perbelanjaan, lingkungan yang nyaman, bersih, dan harga kamarnyapun terjangkau. Kondisi ini diperkuat juga oleh ulasan tamu yang dikutib Google Maps menyatakan dengan ungkapan yang sama. Promosi adalah serangkaian aktivitas komunikasi pemasaran yang dilakukan oleh perusahaan atau organisasi untuk menginformasikan, membujuk, dan mengingatkan konsumen tentang produk atau jasa yang ditawarkan. Tujuan utama promosi adalah meningkatkan kesadaran merek, mendorong penjualan, dan membangun hubungan dengan pelanggan. Kotler (2021) menyatakan, promosi merupakan bagian integral dari bauran pemasaran (*marketing mix*) dan berperan penting dalam strategi komunikasi pemasaran terpadu. Konsep promosi meliputi berbagai elemen seperti:

1. Periklanan: Komunikasi berbayar melalui media massa untuk menjangkau audiens luas. Contoh: iklan TV, radio, cetak, atau online.
2. Penjualan personal: Interaksi langsung antara penjual dan calon pembeli. Melibatkan presentasi, menjawab pertanyaan, dan negosiasi.
3. Promosi penjualan: Insentif jangka pendek untuk mendorong pembelian atau penjualan produk. Contoh: diskon, kupon, sampel gratis.

4. Hubungan masyarakat: Membangun citra positif perusahaan melalui publisitas dan manajemen reputasi. Termasuk press release, sponsorship, dan manajemen krisis.
5. Pemasaran langsung: Komunikasi langsung dengan konsumen individual untuk mendapatkan respons segera. Contoh: email marketing, telemarketing, katalog.
6. Pemasaran digital: Promosi produk atau merek melalui media digital. Meliputi pemasaran media sosial, optimasi mesin pencari (SEO), *content marketing*, dan iklan online.

Setiap elemen ini memiliki peran unik dalam strategi promosi keseluruhan dan sering digunakan secara terintegrasi untuk mencapai tujuan pemasaran yang efektif dan efisien. Hal ini diperkuat oleh teori Fill and Tumbull (2019), Fill dan Turnbull membahas marketing mix dalam konteks komunikasi pemasaran terpadu. Mereka biasanya mengacu pada konsep 4P yang diperluas menjadi 7P untuk pemasaran jasa yakni:

1. Product (Produk): Barang atau jasa yang ditawarkan kepada konsumen.
2. Price (Harga): Nilai yang harus dibayar konsumen untuk mendapatkan produk.
3. Place (Tempat): Saluran distribusi dan lokasi di mana produk tersedia.
4. Promotion (Promosi): Aktivitas komunikasi untuk menginformasikan dan membujuk konsumen.
5. People (Orang): Karyawan yang terlibat dalam penyampaian layanan.
6. Process (Proses): Prosedur dan alur kerja dalam penyampaian layanan.
7. Physical Evidence (Bukti Fisik): Lingkungan di mana layanan disampaikan.

Fill dan Turnbull menekankan pentingnya integrasi semua elemen ini dalam strategi komunikasi pemasaran yang koheren. Mereka juga mungkin membahas bagaimana elemen-elemen ini berinteraksi dan bagaimana mereka dapat disesuaikan untuk menciptakan pesan yang konsisten di berbagai saluran komunikasi.

Dalam usahanya menarik minat tamu menginap di *Homestay* Belawa, strategi promosi yang dilakukan oleh pihak *Homestay* menurut Bapak Mawing adalah,“sejauh ini untuk promosi yang dilakukan oleh kami sebagai pihak pengelola hanya melalui akun pribadi, kami belum membuat akun sosmed resmi dan website resmi begitupun dengan kolaborasi dengan *Online Travel Agent* (OTA) Maupun *Travel Agent* kami juga belum melakukan koordinasi sepenuhnya, termasuk dengan pihak pemerintah dalam hal ini

adalah Dinas Pariwisata, tamu yang memilih *Homestay* kami sebagai tempat untuk menginap selama ini adalah tamu-tamu yang memiliki koneksi langsung dengan pemilik *Homestay*" Berdasarkan hasil wawancara, *Homestay* Belawa belum menggunakan platform tertentu sebagai media promosi, sejauh ini *Homestay* Belawa di dukung oleh akun-media sosial pribadi pemilik dan pengelola *Homestay* Belawa dan juga tamu- tamu yang kebetulan memiliki hubungan baik dengan pemilik *Homestay*.

5. CONCLUSION

Homestay Belawa is located in Benteng Regency. Selayar Islands is a comfortable, clean, affordable residence, and is located in a very strategic place. In the implementation of its management, it has not comprehensively covered management aspects. Namely in the aspects of reservation and booking management, marketing and promotion, review management and feedback, so that it has an impact on the inhibition of sustainable and environmentally friendly development aspects. Some aspects of management have not been fulfilled because the operation is still carried out manually and there is no cooperation or coordination with related parties, so that *Homestay* Belawa has not become the main destination for tourists to stay.

Homestay Belawa has 10 rooms that are clean and comfortable but not fully filled. This is because there has not been maximum promotional activities, in the current global era, almost all tourism support companies, namely accommodation providers, carry out promotions and book rooms digitally, making it easier for tourists to find lodging according to their needs. Promotions that only rely on the personal accounts of *Homestay* managers can be said to be very not optimal and not on target.

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