

Tantangan dan Peluang Ekonomi Biru di Pantai Biru, Kota Makassar

Challenges and Opportunities of Blue Economy in Biru Beach, Makassar City

Teja Margi Prayoga^{1*}, Agus², Andi Abriani³, Ilham Junaid⁴

^{1*,2,3,4}Destinasi Pariwisata, Politeknik Pariwisata Makassar

Jl. Gunung Rinjani Kota Makassar

^{1*}e-mail: margiprayoga183@gmail.com

Abstrak

Pantai biru merupakan objek wisata yang terletak di Kota Makassar. Pantai biru ini memiliki peluang dan tantangan dalam ekonomi biru di Indonesia, dimana kondisi di lapangan dan kebijakan yang telah dibuat belum terimplementasi dengan baik di objek wisata dekat pantai (laut). Pada penjelasan sebelumnya, yang dimaksud adalah pantai biru, karena pihak pengelola pantai telah beroperasi/memulai kegiatan yang menarik wisatawan, namun regulasi/kebijakan terkait ekonomi biru belum terimplementasi dengan baik di wisata tersebut. Penelitian ini bertujuan untuk mengidentifikasi permasalahan di lokasi penelitian, dimana faktor-faktor yang menjadi penghambat dalam implementasi ekonomi biru dapat memecahkan permasalahan yang menjadi permasalahan utama di lokasi pantai biru Kota Makassar. Metode yang digunakan adalah studi kasus, yang bertujuan untuk memecahkan permasalahan terhadap isu-isu yang ada di lokasi untuk mengatasi faktor-faktor penghambat dalam implementasi ekonomi biru khususnya di objek wisata pantai biru Kota Makassar. Hasil yang diharapkan adalah pengelolaan objek wisata pantai biru di kota Makassar dapat menerapkan ekonomi biru dalam melestarikan wisata bahari khususnya pantai biru, karena pantai biru memiliki potensi wisata yang dapat meningkatkan hasil ekonomi baik secara pengelolaan maupun masyarakat sekitar lokasi. Rekomendasi yang dapat peneliti berikan adalah menetapkan kebijakan ekonomi biru yang telah dirumuskan dalam peraturan pemerintah kemudian diterapkan pada sejumlah objek wisata khususnya yang termasuk dalam lingkup bahari dengan tujuan wisatawan dan pengelolaan objek wisata tersebut dapat melestarikan ekosistem di lautan baik pesisir maupun biota lautnya (pantai biru).

Kata Kunci: Tantangan dan peluang, ekonomi biru, objek wisata, pantai biru kota Makassar

Abstract

Biru beach is a tourist attraction located in the city of Makassar. This biru beach has opportunities and challenges in the blue economy in Indonesia, where the conditions in the field and the policies that have been made have not been implemented properly in tourist attractions near the coast (marine). In the previous explanation, what is meant is the biru beach, because the management of the beach has operated/started activities that attract tourists, but the regulations/policies related to the blue economy have not been implemented properly in the tour. This study aims to identify issues at the research location, where the factors that are obstacles in implementing the blue economy can solve the problems that are the main problems at the biru beach location in Makassar City. The method used is a case study, which aims to solve problems with issues that exist at the location to overcome the inhibiting factors in implementing the blue economy, especially in the biru beach tourist attraction in Makassar City. The expected result is that the management of the biru beach tourist attraction in Makassar city can implement the blue economy in preserving marine tourism, especially the biru beach, because the biru beach has tourism potential that can increase economic results both in management and the community near the location. The recommendation that researchers can give is to establish a blue economy policy that has



been formulated in government regulations and then applied to a number of tourist attractions, especially those included in the marine scope with the aim of tourists and the management of these tourist attractions can preserve the ecosystem in the ocean, both the coast and its marine biota (biru beach).

Keywords: Challenges and opportunities, blue economy, tourist attractions, biru beach of Makassar city

1. INTRODUCTION

Blue Economy is a concept of sustainable economic development by optimally utilizing marine resources without damaging its ecosystem. The Blue Coast area, which is rich in biodiversity and marine resource potential, has great opportunities in implementing the principles of the Blue Economy. However, in addition to these opportunities, there are also a number of challenges that must be faced to ensure the sustainability of the marine ecosystem and the welfare of coastal communities. The Blue Coast area has great potential in the fisheries, ecotourism, renewable energy, and marine biotechnology sectors. Utilization of these resources can improve the local economy and attract investment that has a positive impact on regional economic growth. In addition, with policies that support sustainable marine resource management, this area has the potential to become a successful model for implementing the Blue Economy.

However, major challenges still lie ahead in implementing this concept. Uncontrolled exploitation of marine resources, environmental pollution, climate change, and lack of public awareness of the importance of marine conservation are major obstacles in developing the Blue Economy. In addition, technological limitations and lack of adequate infrastructure support are also obstacles that need to be overcome. Therefore, a comprehensive strategy is needed in developing the Blue Economy in the Blue Coast Area. Collaboration between the government, private sector, academics, and local communities is key to creating a balance between economic growth and the sustainability of marine ecosystems. With the right approach, this area can become a successful example in implementing a sustainable blue economy.

In this study, the researcher will conduct research related to "Challenges and Opportunities of Blue Economy in Pantai Biru in Makassar City". Indonesia has the second longest coastline in the world, with a total length of 81,000 km. However, the development of Indonesia's marine economy to date has not provided an optimal contribution to national welfare and progress. One strategy in optimizing the added value of marine resource economy can be done through the concept of blue economy. This research topic identifies the opportunities and challenges of blue economy in creating sustainable tourism for the welfare of the community in Pantai Biru.

Regarding the topic of this research, the researcher found previous research that discussed the "Opportunities and Challenges of Blue Economy in Indonesia". This study examines the impact of the contribution of Indonesia's maritime sector GDP which is still relatively low compared to other countries which on average are already above 30 percent. With the concept of blue economy, it can be an alternative, one of which is to increase opportunities to maximize maritime potential, especially Indonesian marine. However, there are challenges including the limited APBN funding



in supporting the blue economy. As well as not optimizing WPP in fisheries management, and inadequate infrastructure, in the increasing number of tourists is a threat to marine and coastal tourism destinations.

In this study, researchers identify objectives on the challenges and opportunities of the blue economy in Pantai Biru, Makassar City. In the first research objective, researchers analyze what opportunities can encourage job vacancy opportunities in implementing blue economy-based tourism. This is very beneficial for the people living on Pantai Biru considering that the people there still rely on their economy on the marine economy. In the second research objective, the study examines what challenges can be inhibiting factors in seeking opportunities in the blue economy. From this problem, researchers must find solutions in facing challenges, which can be threats in analyzing blue economy opportunities.

2. LITERATURE REVIEW

1. Blue economy concept in tourism

The blue economy is officially recognized by the United Nations (UN) as a term that aims to develop a comprehensive understanding of economic activities that occur in or through marine and freshwater waters. Optimally, the blue economy embraces sustainable economic principles and a set of guidelines to ensure the protection of all marine and freshwater resources and ecosystem services. All forms of marine tourism, coastal tourism and freshwater tourism activities are part of the blue economy and have made significant contributions to sustainable economic practices in these spaces. However, there is still a lack of consensus on what the blue economy is, how to measure it and how to manage sustainable performance across its diverse sectors of activity. This provides an opportunity for tourism experts to contribute to the development of this concept and to ensure that tourism-related activities are adequately accounted for in blue economy policy planning and development worldwide.

With economic activity generated by the oceans expected to double by 2030, and the types and volumes of ocean industrialization expanding at a rapid pace, there has never been greater interest in this space or concern for its sustainability. The 'blue economy' builds on this interest and concern to better recognize the scope and scale of economic activity that utilizes the oceans, integrate policy and planning fundamentals, and measure the impact of these activities on sustainability goals. While proactive in pursuing sustainable economic development, two key drivers of this movement are the depletion of territorial resources resulting from less sustainable development practices and the profound transformation of marine ecology that has already occurred (Voyer et al., 2018). Therefore, the blue economy as it relates to sustainable development is critical not only in supporting current lifestyles and demands but also in identifying new economic relationships with the use of natural resources.

Tourism has a long-standing and significant economic relationship with the marine environment. Some of the earliest and most popular destinations are in coastal areas, and the industry is transforming new ways of interacting with ocean space as technology opens up more ocean areas for this purpose. As sustainable marine tourism scholarship has shown, tourism can simultaneously be a pioneer of human-ocean relations, a driver of innovation, a promoter of ocean stewardship, and a colonizer and exploiter of these resource-rich areas. Its substantial presence in coastal, oceanic and inland waters, as well as its economic impacts, make its role in shaping the blue economy important. The challenge in recognizing this role is that there is little consensus on what the blue



economy is, how to measure it, and therefore how to understand and mediate the risks it poses to sustainable futures.

2. Beach as a strategy for developing tourist attractions

South Sulawesi Province, Makassar City. Having quite rich marine tourism potential, the coastal area has many beautiful beaches coupled with the uniqueness of its ecosystem. A row of beaches in the Makassar city area, one of which is the biru beach which has a beautiful tourist attraction, which is located on the coast of Makassar city, Tanjung Bunga area. The biru beach is indeed famous among tourists, especially young people. The biru beach is still inferior to other beaches such as Bosowa beach and Tanjung Bayang beach, although the biru beach has limited attractions and tourist attractions, this beach has the potential for services that can still be developed better.

Indonesia's competitive advantage in the tourism sector is a special attraction according to (Musawantoro & Ridwan, 2020). Starting from the potential for natural, cultural, marine, historical, rural and urban tourism resources. Biru beach actually has the potential of a beach that can be a tourist destination, because of its geographical location on the coast, this opportunity must be utilized optimally for economic, social, cultural and other needs (Yudasmara, 2016). However, with this potential, the tourist attraction of Biru beach only has less than one million tourists, both domestic and foreign. According to (Wiseza, 2017), the factors that are very important for tourism development are tourist attractions, accessibility, infrastructure, accommodation and *Sapta Pesona*.

In tourism development, not only the government does it itself but other parties also take part in the development of supporting infrastructure, this is to increase income from the economic sector. According to Charles Kaiser Jr. and Larry E. Helber in his book, he explains that the levels of tourism planning start from the development of regional tourism which includes the physical development of tourist objects and attractions. After that is done, we will be able to see how the development of the number of tourist visits if it turns out to reach the target that has been set, then we will think about the priority system. For this development, approaches need to be made with existing tourism organizations (government and private) and related parties who are expected to support the continuation of regional tourism development (Rani, 2014).

3. challenges and opportunities for managing the beach as an attraction

Management of the Pantai Biru tourist attraction has challenges and opportunities that need to be considered so that its development runs optimally. One of the main challenges is maintaining environmental sustainability amidst the increasing number of tourists. Uncontrolled tourism activities can cause ecosystem damage, such as water pollution and coastal erosion. Therefore, strict regulations and education are needed for tourists regarding the importance of maintaining the cleanliness and ecosystem of the beach. In addition, inadequate infrastructure, such as road access, parking lots, and public facilities, are also obstacles in providing comfort for visitors. On the other hand, Pantai Biru has many opportunities to be developed as a leading tourist destination.

The natural beauty it has can be the main attraction for domestic and foreign tourists. With good management, such as the construction of environmentally friendly facilities and effective promotion through digital media, Pantai Biru can attract more tourists. In addition, empowering local communities in the tourism sector, such as providing homestays, culinary specialties, and handicrafts, can improve the regional economy while maintaining local wisdom. Technology can also be utilized to improve



the tourist experience, for example by implementing an online ticket system, interactive digital maps, and tourism information applications. With this innovation, tourists can plan their trips more easily and comfortably. However, another challenge is the readiness of the community and tourism managers to adapt to technology, so training and mentoring must be carried out continuously.

To ensure sustainable management, collaboration between the government, community, and business actors is essential. The government can play a role in providing regulations and infrastructure, while the community and business actors can be active in protecting the environment and creating quality tourism services. With the right strategy, Pantai Biru can become a tourist destination that is not only beautiful but also sustainable and provides benefits to many parties.

3. RESEARCH METHODOLOGY

Qualitative research approach is an approach in conducting research that is oriented towards natural phenomena or symptoms. Qualitative research is fundamental and naturalistic or natural in nature, and cannot be done in a laboratory, but in the field. Therefore, this type of research is often called naturalistic inquiry, or field study.

In this study, the author uses a qualitative descriptive approach. Qualitative descriptive research, descriptive is a formulation of a problem that guides research to explore or photograph the social situation that will be studied comprehensively, broadly and in depth. According to Bogdan and Taylor as quoted by Lexy.J. Moleong, a qualitative approach is a research procedure that produces descriptive data in the form of written or spoken words from people and observed behavior. Qualitative research focuses on social phenomena, giving voice to the feelings and perceptions of participants under study.

In the qualitative descriptive approach, researchers use a type of case study research that can help in exploring data that is in a flexible location. Another definition of the case study method is a series of scientific activities carried out intensively, in detail and in depth about a program, event, and activity, either at the individual level, a group of people, an institution, or an organization to gain in-depth knowledge about the event. Usually, the events chosen, hereinafter referred to as cases, are actual (real-life events), which are ongoing, not something that has passed.

4. RESULTS AND DISCUSSION

1. An Overview biru beach

Pantai Biru Makassar is a tourist destination located in Tanjung Merdeka Village, Tamalate District, Makassar City, South Sulawesi Province. Geographically, this village is located at coordinates 5 ° 11'18.10 "South Latitude and 119 ° 23'33.60" East Longitude. The location of this beach is not far from the center of Makassar City, precisely in the Jalan Metro Tanjung Bunga area. Tanjung Merdeka Village has an area of 3.37 km², consisting of 31 Neighborhood Associations (RT) and 8 Citizens Associations (RW). This area is bordered by the Jeneberang River to the north and south, the Makassar Strait to the west, and Gowa Regency to the east. The existence of Pantai Biru adds to the appeal of this village as a marine tourism destination.

Pantai Biru offers stunning sea views with stretches of white sand and clear sea water. In addition to being a place of recreation, this beach is also often used as a location for exotic outdoor wedding parties. The facilities available around the beach support various tourist activities, from swimming to enjoying typical coastal cuisine. Access to Pantai Biru is quite easy, considering its strategic location close to the city center.



Visitors can use private vehicles or public transportation with a route to Jalan Metro Tanjung Bunga. The availability of directional signs makes it easy for tourists to find the location of this beach without any significant difficulty. The existence of Pantai Biru also has a positive impact on the local economy. Many local people have opened businesses in the tourism sector, such as renting water sports equipment, food stalls, and lodging.

This creates new jobs and increases the income of local residents. In addition, Pantai Biru is part of efforts to preserve the coastal environment. Various conservation programs, such as planting mangroves and cleaning the beach, are often carried out by local communities and the local government. The goal is to maintain the sustainability of marine and coastal ecosystems so that they remain beautiful and sustainable. Overall, Pantai Biru Makassar is a tourist destination that offers natural beauty while providing economic and environmental benefits to the surrounding community. With clear location coordinates and good accessibility, this beach is a worthy choice for tourists who want to enjoy the marine charm of Makassar City.

4.1. what opportunities can be encouraged in implementing blue economy-based tourism

Opportunities for blue economy tourism in the world are vast and growing rapidly as awareness of the importance of marine and coastal ecosystem sustainability increases. Blue economy tourism emphasizes the sustainable use of marine resources that not only promotes economic growth, but also maintains the health of marine ecosystems and empowers local communities. When tourism is managed with good management principles, marine ecosystems can recover and thrive, marine life returns in abundance, and the culture and welfare of coastal communities also improve.

Thus, the opportunity for blue economy tourism in the world lies not only in its huge economic potential, but also in its ability to create a balance between economic growth, environmental conservation and social empowerment. Sustainably designed and managed tourism within a blue economy framework is a force for regenerating marine ecosystems while promoting inclusive and durable economic development. Blue economy-based tourism is a concept that prioritizes the sustainable use of marine resources to improve economic welfare without damaging marine ecosystems. In the context of employment opportunities, this concept opens various opportunities for workers in the tourism and marine sectors, especially in fields that support ecotourism, environmental conservation, and maritime-based innovation.

Besides having the potential to create jobs. Blue economy has advantages in other ways, namely: Preservation and activity patterns. The preservation in question is, such as limiting the excessive taking of marine resources, which if restrictions are not made, sooner or later the marine biota around the area will experience a decrease in certain types of fish species. So that the need for these types of species will experience scarcity which can later have an impact on the destruction of the food chain in the ecosystem. In addition, if there is a scarcity of marine species, there is no doubt that the sales price in the market can increase, due to the step in providing needs in the consumer market.

There is something interesting in changing the habits of tourists' activities and the lifestyle of the community or an individual. Where blue economic tourism has a policy that has been regulated in government regulations. Furthermore, it will be implemented in several destinations around the sea or known as marine / marine tourism. This policy is expected to sensitize various groups who are active around marine tourism to always do positive things in considering the impact of what will happen in the tourism.

Blue economy and tourism is a strategy that can produce significant impacts if the planning is successful, such as:

1. Local and national economic growth

With the issuance of Law No. 32 of 2004 concerning Regional Government and Law No. 33 of 2004 concerning Central and Regional Financial Balance, there is a great opportunity for regions to manage their natural resources in order to provide optimal results. Local and national economic growth in the concept of blue economy tourism occurs through the sustainable use of marine and coastal resources that not only preserve the ecosystem, but also improve the welfare of coastal communities. By developing marine tourism based on the principles of the blue economy, communities around tourist destinations can play an active role in the management and development of tourism businesses, such as ecotourism, marine tourism services, and creative products related to marine resources. This opens up employment opportunities and significantly increases local income. In addition, the development of infrastructure that supports sustainable tourism, such as transportation access and environmentally friendly facilities, strengthens the connectivity of coastal areas with wider markets, thereby accelerating economic growth at the local level and having a positive impact on the national economy.

The blue economy concept also emphasizes the importance of conservation and management of natural resources to remain productive in the long term, so that tourism potential can continue to be developed without destroying the main assets that become tourist attractions. According to the Director General of Marine Management and Marine Spaces, Victor Gustaaf Manoppo, the development of Maritime Tourism as part of the blue economy integrates community-based tourism management with local wisdom, environmental conservation, and strengthening entrepreneurship in the tourism sector. This program is expected to encourage sustainable economic growth while improving the welfare of coastal communities. From the results of the investigation at the research location taken, namely the biru beach. Under tourism that is in the tourist attraction has been running tourism activities that utilize marine resources as economic income. In the utilization of marine resources, the community takes advantage of this opportunity to support their economic needs. So that the community can fulfill their needs because of the economic potential that occurs in the area.

“This illustrates that tourism is an industry that has an impact on the economy, providing a stimulus for increased economic growth through various related sectors (Arghutashvili and Tbilisi, 2018)”. In accordance with the regulations that have been applied under the blue coast, it has managed natural resources for the benefit of economic utilization and increased Regional Original Income (PAD) in the region. With the operation of the resulting economy, it is hoped that the manager can encourage more tourist activity to be able to increase the income for the people who live on the blue coast.

2. Job Opportunities Based on Marine Tourism

Tourism is a solution that can sustain the economy of the Indonesian state, where tourism itself can move the economic sector that can generate devisa and create jobs for individuals, groups and those who build entrepreneurs (Kurniawan, 2015). One of them is the Blue Economy-based tourism sector, which opens up many new job opportunities, ranging from the management of tourist destinations, tour guides, culinary businesses and local crafts, to labor in the field of conservation and management of the marine environment. In addition, the development of tourism supporting infrastructure such as



transportation, accommodation, and public facilities also creates significant employment opportunities. The government and private sector can collaborate on sustainable investments that support this tourism development, so that the economic benefits can be felt by local communities directly. In summary, job opportunities in the tourism Blue Economy cover a wide range of fields ranging from tourism destination management, environmental conservation, infrastructure development, to marine technology innovation. This sector offers enormous prospects for inclusive and sustainable economic growth, while preserving marine resources as the main capital of Indonesia's marine tourism.

The utilization of marine resources on the blue coast of Makassar city has opened up several opportunities in providing employment opportunities for the people who live around it. Job opportunities that are open in utilization are the tourism sector that relies on the coast as a recreational activity. With this utilization, it provides opportunities for people who live in the area to manage and create an economic cycle that can prosper the community. The current condition of the lower biru beach from the results of observations and the reality in the field under the tourist attraction has become an independent tourist attraction in its management. In accordance with according to Shantika & Mahagangga, (2018). this condition has an impact on the social and economic life of the surrounding community both directly and indirectly.

4.2.Challenging factors in implementing the blue economy tourism concept

The main challenges in implementing a blue economy are diverse and involve interrelated environmental, social, institutional and economic aspects. One major obstacle is the overexploitation of marine resources, which often ignores the principle of sustainability, damaging marine ecosystems and threatening the viability of the resources themselves. While the blue economy aims to combine economic growth with environmental conservation, in practice there are still conceptual ambiguities and implementation gaps that prevent marine resource management from being fully sustainable. In addition, limited institutional capacity is a significant obstacle.

While the blue economy concept offers a range of opportunities in the tourism and marine sectors, there are a number of challenges that can hinder efforts to create jobs and business opportunities. One of the main challenges is the lack of awareness and understanding of the community and industry players regarding the importance of sustainability in the utilization of marine resources. Many coastal areas still rely on mass tourism practices that often damage marine ecosystems, such as coral reef exploitation and overfishing for tourist consumption. The lack of strict regulations and weak law enforcement against environmentally damaging activities are also factors that hinder the development of a sustainable blue economy. As a result, employment opportunities based on conservation and ecotourism are often difficult to develop due to the lack of incentives for businesses that apply environmentally friendly principles.

In addition, limited infrastructure and accessibility are also obstacles in developing employment opportunities in the blue economy sector. Many marine tourism destinations have great potential, but do not have adequate transportation, communication and facilities to support the growth of this industry. This makes it difficult to attract investment and a qualified workforce to engage in sustainable marine tourism management. In addition, there is limited blue economy-specific training and education, making the local workforce less prepared to compete in the industry. Skills gaps and a lack of professional certification programs in ecotourism and marine conservation are



also barriers for individuals seeking opportunities in the sector. Therefore, synergy between the government, private sector and educational institutions is needed to overcome these challenges to ensure that the blue economy can develop optimally and create more jobs.

In the blue economy, the main problems in implementing the blue economy on the blue coast have been identified, including:

1. Weak regulation and law enforcement

Weak regulation and law enforcement is one of the main challenges in implementing blue economy tourism. Although various policies and regulations have been issued by the government to support the management of marine resources and coastal areas, the implementation and supervision of these regulations are often ineffective. This is due to overlapping authority between agencies, complicated bureaucracy, and lack of coordination between the central government, local governments and other stakeholders. These conditions lead to practices that harm local communities, such as non-transparent licensing and conservation area management that does not involve the active participation of coastal communities. In addition, weak law enforcement against illegal activities such as illegal fishing, exploitation of marine resources without a license, and exacerbating damage to marine ecosystems and threatening the sustainability of marine tourism.

As a result, the economic growth expected from the blue economy can be exclusive and unfavorable to small communities that depend on marine resources. Overall, weak regulations and law enforcement in the context of blue economy tourism hinder the achievement of sustainable and inclusive marine resource management. Overcoming this requires transparent governance, strong inter-agency coordination, and active participation of local communities in decision-making and oversight, so that the utilization of marine resources can provide economic benefits while maintaining environmental sustainability and the welfare of coastal communities.

In the observations that have been made on the biru beach, it has been found that the regulations regarding the blue economy have not yet been implemented. However, there are regulations related to blue economy regulations, namely regulations prohibiting littering. Where this regulation is an act of conservation activities where this regulation is in line with blue economy regulations. Despite having weak regulations and law enforcement, biru beaches can optimize their management in good criteria.

2. Unachieved Criteria in accordance with Sustainable Development Goals (SDGs)

The concept of blue economy tourism makes a real contribution to the achievement of Sustainable Development Goals (SDGs), especially the 14th goal which focuses on marine ecosystems. Through the application of the blue economy, tourism management in coastal and marine areas is carried out in a sustainable manner, by balancing economic, social and environmental conservation benefits. This can be seen in the management of tourist destinations that are not only oriented towards increasing community income and economic growth, but also ensuring the preservation of marine biodiversity, reducing marine pollution, and sustainable management of fisheries resources. This approach encourages the involvement of local communities as the main actors in tourism management, so that economic benefits can be felt directly by coastal communities. In addition, blue economy-based tourism also strengthens conservation



efforts, environmental education, and preservation of local culture, all of which are in line with the principles of sustainable development. The implementation of programs such as coral reef conservation, plastic waste reduction, and the development of environmentally friendly tourism are clear evidence of the blue economy's contribution to the achievement of SDGs. Overall, blue economy tourism not only supports economic growth and social welfare, but also ensures the sustainability of marine ecosystems for future generations, so that the goals of the SDGs can be achieved in a holistic and sustainable manner.

In accordance with the Sustainable Development Goals, in order No. 14 regarding ecosystems, under the people who are on the Blue Coast have utilized marine resources both on the beach and in ocean waters. So that people who are in that place often do fishing activities as a livelihood to meet the needs of life. However, fishermen often pay little attention to the ecosystem in preserving marine biota in the ocean. In the previous statement, it means the type of fishing used by fishermen such as nets and spears. The use of these tools has a damaging impact, such as spears that can target coral reef areas and nets that can clear out marine animals that breed and live in certain areas.

In addition to SDGs no.14 there are SDGs no.1, 8, & 10. In SDGs no.1, namely regarding "poverty", where residents / communities on the blue coast are still in the poverty presentation group. Where on average those who live in the area still have people who are financially underprivileged. So this situation needs to be resolved to encourage the creation of an environment that is above the poverty line. At this stage, managers need to make new innovation efforts that can increase income and employment and can realize community welfare in terms of finance. In addition, in SDGs no.8 "regarding decent work and economic growth", where the biru beach itself has employed the community to manage tourist attractions in the area.

However, not all who live in the area can get a job that has been provided in the area. In this problem, the government, especially in the tourism office, should find a solution to be able to provide jobs for those who have not gotten them. With the intervention of the government, this should be an opportunity for the biru beach to be able to collaborate, especially in the innovation section, to be able to create various ideas, one of which is to provide jobs for those who have not gotten them. And finally on SDGs 10 regarding "Reduced Inequality" In the context of life, we often find the occurrence of inequality that distinguishes between the poor and the rich. From this factor, differences can arise, so that the opportunity for relationships in finding job vacancies, communication and others has decreased, creating a gap.

5. CONCLUSION

Biru beach is one of the tourist attractions in the city of Makassar. Where from the results of research conducted by researchers on the topic raised, namely blue economy. On the biru beach itself blue economy has been done and has been utilized by severe managers, both community and private on the beach. So that from the results obtained, managers have started to carry out blue economy tourism to utilize marine potential as a cycle of economic growth. However, in the facts that occur in the field there are shortcomings of both the manager and the community where the manager himself has not firmly taken regulations that support the growth of the blue economy and the lack of understanding of the community in exploring the catch in the ocean. With the problems that occur in the field, the government needs to intervene to be able to educate the public and managers in utilizing natural resources.



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