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PENERAPAN PRINSIP RAMAH LINGKUNGAN DALAM PENGELOLAAN PANTAI ANGING MAMMIRI SEBAGAI KAWASAN WISATA KOTA MAKASSAR

THE IMPLEMENTATION OF ENVIRONMENTALLY FRIENDLY PRINCIPLES IN THE MANAGEMENT OF ANGING MAMMIRI BEACH AS A TOURISM ATTRACTION OF MAKASSAR CITY

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Abstrak

Pantai Anging Mammiri merupakan salah satu kekayaan alam di Kota Makassar dan merupakan objek wisata terbaik yang dimiliki kota ini. Pantai ini memiliki pemandangan yang indah terutama di sore hari. Peneliti mengamati masih minimnya peringatan tentang membuang sampah pada tempatnya. Masih minimnya papan informasi tentang pentingnya menjaga kebersihan wisata Pantai Anging Mammiri bagi kesehatan dan keindahan pantai serta bagi kehidupan biota laut. Tujuan penelitian ini adalah untuk; 1) mengidentifikasi kondisi lingkungan Pantai Anging Mammiri; 2) mendeskripsikan upaya pengelolaan dalam penerapan manajemen dalam menerapkan prinsip ramah lingkungan; 3) mendeskripsikan strategi penerapan prinsip lingkungan dalam mencapai pariwisata berkelanjutan. Penelitian ini menerapkan metode pendekatan kualitatif dalam pengumpulan data berupa observasi lapangan, wawancara mendalam dengan pemangku kepentingan setempat, dan dokumentasi dari berbagai referensi akademis serta kebijakan terkait pengelolaan Pantai Anging Mammiri Kota Makassar tahun 2025. Hasil yang diharapkan menunjukkan bahwa kondisi lingkungan Pantai Anging Mammiri masih menghadapi tantangan, seperti pencemaran sampah dan kurangnya kesadaran pengunjung terhadap kebersihan lingkungan. Upaya pengelolaan yang telah dilakukan antara lain menyediakan fasilitas edukasi kebersihan kepada pengunjung, dan melibatkan masyarakat. Strategi berkelanjutan yang diusulkan antara lain mengurangi penggunaan plastik sekali pakai, konservasi dan restorasi terumbu karang. Hasil penelitian diharapkan dapat memberikan gambaran nyata tentang kondisi fisik dan ekologi Pantai Anging Mammiri, meliputi jenis sampah yang mendominasi, perilaku wisatawan, dan tingkat kepedulian terhadap kebersihan pantai. Selanjutnya, untuk mengkaji sejauh mana upaya pengelolaan telah dilaksanakan, seperti penyediaan tempat sampah, papan informasi dan peran UMKM setempat serta menjaga kebersihan pantai

Kata kunci: Pantai Anging Mammiri; pengelolaan; ramah lingkungan; pariwisata berkelanjutan.

Abstract

Anging Mammiri Beach is one of the natural riches in Makassar City and is the best tourist attraction owned by this city. This beach has beautiful scenery especially in the afternoon. Researchers observed that there is still a lack of warnings about throwing garbage in its place.

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There is still a lack of information boards about the importance of maintaining the cleanliness of Anging Mammiri Beach tourism for the health and beauty of the beach and for the life of marine biota. This objective aims to; 1) identify the environmental conditions of Anging Mammiri Beach; 2) describe management efforts in implementing management in implementing environmentally friendly principles; 3) describe strategies for implementing environmental principles in achieving sustainable tourism. This study applies a qualitative approach method in collecting data in the form of field observations, in-depth interviews with local stakeholders, and documentation from various academic references and policies related to the management of Anging Mammiri Beach, Makassar City in 2025. The expected results show that the environmental conditions of Anging Mammiri Beach still face challenges, such as waste pollution and lack of visitor awareness of environmental cleanliness. Management efforts that have been made include providing educational hygiene facilities to visitors, and involving the community. Sustainable strategies proposed include reducing the use of single-use plastic, conservation and restoration of coral reefs. The results of the study are expected to provide a real picture of the physical and ecological conditions of Anging Mammiri Beach, including the types of waste that dominate, tourist behavior, and the level of concern for beach cleanliness. Furthermore, to examine the extent to which management efforts have been implemented, such as the provision of trash bins, information boards and the role of local MSMEs and maintaining beach cleanliness.

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

1. INTRODUCTION

The beach is an area on the edge of the water that is affected by the highest and lowest sea tides, the beach has great potential as an area that is used for human activities (Mulyabakti et al., 2016). Anging Mammiri Beach is one of the natural riches in Makassar City and is the best tourist attraction owned by this city. This beach has beautiful scenery especially in the afternoon. Anging Mammiri Beach has beautiful sea waves with black sand, besides that Anging Mammiri Beach is a jogging sports facility for the surrounding community. Awareness in improving environmental quality must be supported and carried out by all components starting from the community, formal and non-formal institutions, educational institutions, no less important is the involvement of the government and the community to become the last guard pioneers to protect the environment. Another main goal is to improve the environment both directly and indirectly. Currently, there are many environmental issues that have not been resolved, even though the environment has a very significant influence on all aspects of life and its impact is quite significant on human life (Sugiarto & Gabriella, 2020).

Based on observations along the coast, there is marine debris and waste from visitors that is left on the body of Anging Mammiri Beach. Based on observations, it was still found that visitors have behavior that is less aware and cares about cleanliness and environmental sustainability. Meanwhile, the management does not have a clear system related to preventing visitors from littering. In addition to the contents of urban waste, no less serious and requiring extra attention is the case of marine and coastal waste that has an impact on damage to the

marine ecosystem and has an impact on the view and cleanliness of the coast. Every year marine waste also increases, because the source comes from land, namely development through rivers, direct disposal to the beach. This all requires awareness from all components (elements) to jointly protect the environment (Ical & Mane, 2022).

Researchers observed that there is still a lack of appeals about disposing of garbage in its place. There is still a lack of information boards about the importance of maintaining the cleanliness of Anging Mammiri Beach tourism for the health and beauty of the beach and for the life of marine biota. And also encouragement from food sellers around Anging Mammiri Beach who provide trash bins. Researchers raised this study to determine management efforts in providing information for visitors to be able to maintain the cleanliness of the beach and visitor awareness of beach cleanliness for supporters of environmentally friendly tourism. This objective aims to; 1) identify the environmental conditions of Anging Mammiri Beach; 2) describe management efforts in implementing management in implementing environmentally friendly principles; 3) describe strategies for implementing environmental principles in achieving sustainable tourism.

2. LITERATURE REVIEW

2.1. Eco-Friendly Concept in Tourism

Eco-friendly tourism is tourism that prioritizes a sense of concern for natural elements, environmental preservation, culture, and local communities that must be implemented by all stakeholders, not only managers, but also tourists who enjoy the destination (Andrea, 2024). According to Durif et al (2010) in (Lestari, 2020) environmentally friendly is a product that is designed or has a content of materials that can be recycled and reduces environmental damage or reduces environmental pollution throughout the life cycle of the product. Increasing community activities has the potential to increase the amount of waste or waste produced by human activities. Waste or waste is the remains of human activities or natural processes in solid and semi-solid form, both organic and inorganic, which are no longer needed. The existence of this waste reflects human activities and has a negative impact on the environment. However, basically, waste is not always detrimental if managed properly, waste can be processed into very useful products. Most people still use traditional or simple waste management methods, which are less environmentally friendly.

Eco-friendly tourism is a destination that is committed to reducing the negative impacts of tourism on the natural environment, culture and society. The main goal of eco-friendly itself is to ensure that tourism can be sustainable in the long term. Providing equitable economic benefits to the community and maintaining beauty. Tourism has become a major focus and plays a key role in influencing the integration of tourism with the natural environment. The economic benefits

of eco-friendly tourism include increased income and employment opportunities for local communities.

The implementation of the eco-friendly concept in tourism also includes educating tourists about the importance of protecting the environment. Through environmental awareness programs, tourists are expected to play an active role in maintaining cleanliness. Eco-friendly tourism is not only a good choice for the environment, but also creates a more meaningful experience for all visitors. By prioritizing sustainability, eco-friendly tourism strives to create experiences that are not only enjoyable for tourists, but also beneficial for local communities and ecosystems. Thus, eco-friendly tourism not only provides valuable experiences for tourists, but also supports community welfare and environmental sustainability.

2.2. Beaches as Tourism Products

Beaches as a tourism product have a strong attraction for tourists, both local and international. The natural beauty, calming atmosphere, and various activities offered make beaches a popular destination. Tourists can enjoy various activities such as swimming, sunbathing, snorkeling, surfing, and enjoying seafood. In addition, beaches are also often the location for special events, such as cultural festivals, concerts, and water sports activities, which further enhance their appeal. Management of beaches as a tourism product must be carried out with a sustainable approach to ensure the sustainability of the environment and local culture.

The potential of the tourism sector in an area can be an attraction for tourists to visit, both local, domestic and foreign tourists. The arrival of these tourists can provide income for the area. Income will be obtained from money spent and spent on tourist accommodation while in the area they visit. From a development economic perspective, tourist visits can improve the economic level of the local community in particular and the region in general (Purwadinata & Ambarwati, 2023). The development of supporting infrastructure, such as accessibility, public facilities, and environmentally friendly accommodation, is also very important.

The development of beaches as tourist products must also be carried out by considering the sustainability aspect. The importance of the number of tourists can have a negative impact on the environment such as pollution, ecosystem damage, and decreased water quality. Therefore, it is important for managers to implement environmentally friendly tourism practices, such as good waste management, coral reef conservation, and educating tourists about the importance of maintaining the cleanliness of the beach. With a sustainable approach, beaches can continue to maintain attractive tourism without sacrificing beauty and sustainability. The government can play a role in providing adequate infrastructure, such as road access, public facilities, and security, while local communities can be involved in managing and promoting destinations.

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2.3. Environmentally Friendly Coastal Management

Environmentally friendly coastal management is an approach that aims to maintain the sustainability of coastal ecosystems while supporting local activities. The approach integrates sustainability principles into every aspect of management, with a focus on environmental conservation, local community empowerment, and responsible economic development. Marine and coastal waste has an impact on the damage to marine ecosystems, as well as impacting coastal views and cleanliness. Every year marine waste also increases, because its sources come from land, namely disposal through rivers, direct disposal to the beach, and waste disposal from ships.

By involving factors that encourage the development of tourism management, it is necessary to unite existing problems to support success that has a positive impact on the community and the region. There are five factors that encourage the development of tourism management: human resources are regeneration to continue the wealth of regional potential and are not limited only in the economic context. Human capital is defined as an aspect that involves knowledge, skills, abilities, personality, emotions, maturity, experience and education (Rasoolimanesh et al., 2023).

Collaboration between the government, local communities, and the private sector is very important in environmentally friendly coastal management. Policies that support sustainability, such as strict regulations on development in coastal areas, need to be implemented to protect the existing ecosystem. In addition, incentives for businesses that implement environmentally friendly practices can encourage more industry players to contribute to maintaining coastal sustainability.

3. (RESEARCH METHODOLOGY

In this study, the approach used is a qualitative approach. According to Bogdan and Taylor in (Andriyanti, 2020) qualitative research is a research procedure that produces descriptive data in the form of written or spoken words from people and observed behavior. This approach is directed at the background and the individual holistically (whole). Based on the description above, the researcher conducted this research using a qualitative method so that data was obtained naturally and comprehensively in accordance with the data obtained from the field and was not the result of manipulation or engineering because there were variables or controlling elements.

Qualitative research in this study allows researchers to understand the phenomenon in depth through direct interaction with research subjects in their natural environment. This approach was chosen because it is able to reveal the meaning behind the behavior, perceptions, and experiences of informants related to the management of the Anging Mammiri Beach tourist

attraction. By focusing on the natural context, the data collected reflects the complete reality without intervention from the researcher, so that the results of the study can provide an authentic picture of the dynamics of tourism on the beach.

In the context of coastal tourism, a qualitative approach is applied through participatory observation of visitor activities, in-depth interviews with tourism managers, and analysis of beach promotion social media content. This data collection technique allows researchers to capture the nuances of tourist experiences, promotional strategies, and challenges in destination development comprehensively. The holisticity of this approach is also evident from the researcher's efforts to integrate various perspectives, including the perspectives of local communities and tourists.

The validity of the data in this study is maintained through source triangulation, namely by comparing the results of interviews, field observations, and document analysis related to the management of Anginng Mammiri Beach. This process ensures that the research findings are not merely researcher constructions, but rather a representation of field facts that can be accounted for. Thus, this qualitative approach is not only relevant to answering research questions, but also provides a strong foundation for the development of sustainable coastal tourism destination management strategies.

4. RESULTS AND DISCUSSION

4.1. General description

Pantai Anging Mammiri, also known as Tanjung Anging Mammiri, is a tourist destination located in the Tanjung Bunga area of Makassar City. This beach offers natural charm with brown sand and clear seawater, making it one of the most popular tourist spots in the area. Its strategic location, close to downtown Makassar, makes it easily accessible to visitors. Additionally, its breathtaking natural scenery, especially during sunset, serves as a major attraction for tourists. The beach is also equipped with various supporting facilities, such as gazebos and villas for rent, as well as exciting activities like banana boat rides, jet skiing, and boat trips.

To reach Pantai Anging Mammiri from Sultan Hasanuddin International Airport in Makassar, it takes approximately one hour by car or motorcycle (around 30 km). The entrance fee varies depending on the type of vehicle, with a charge of Rp 5,000 for motorcycles and Rp 10,000 for cars. Visitors are also required to pay a parking fee of Rp 5,000 for motorcycles and Rp 10,000 for cars. Gazebos along the beach can be rented for around Rp 20,000, while villas are available for rent at prices ranging from Rp 100,000 to Rp 300,000 per day. With its complete facilities and activities, many visitors choose to stay until sunset to enjoy the breathtaking view of the beach.

Pantai Anging Mammiri is easily accessible from Makassar City, located approximately 5 kilometers to the west. The wide and paved roads make it convenient for visitors to reach the

beach. At Pantai Anging Mammiri, visitors can enjoy a variety of activities such as watching the sunset, sampling local beachside cuisine, or playing in the water. However, it is important to note that the facilities at the beach are still quite basic, and waste management remains a challenge that needs to be addressed.

The beach is one of the popular marine tourism destinations, especially on weekends, which often leads to increased traffic around the area. Despite this, Pantai Anging Mammiri remains an appealing option for many people who want to enjoy the beach atmosphere within Makassar City. In addition to enjoying the sea view and the lively beach ambiance, visitors can also find a wide selection of local snacks sold by street vendors along the beach area. These vendors offer a range of food and drinks, allowing visitors to dine while taking in the seaside scenery.

Pantai Anging Mammiri is also a popular spot for photography, particularly during sunset. The sunset views here are stunning and have become a favorite photo subject for many visitors. Although there are still several shortcomings, the beach continues to be an attractive tourist destination in Makassar. Its beautiful sea views, vibrant beach atmosphere, and the variety of activities available make it a compelling choice for travelers.

With some improvements in facilities and better waste management, Pantai Anging Mammiri has the potential to become a more appealing and comfortable marine tourism destination for all visitors. The local community also plays a vital role in maintaining the cleanliness and beauty of the beach. Pantai Anging Mammiri stands as an example of how a marine tourism destination can be developed and managed by the local community, turning it into a source of income as well as an inviting place for tourists.

4.2. Environmental Conditions of Anging Mammiri Beach

According to (Widianto & Nasution, 2023) the condition of the coastal environment is the coastal area that is most often found is the beach. The beach is a waterline that is connected to the meeting points between high tides and land. The coastline will form the configuration of the coastal land/land itself. The rapid development of coastal tourism causes various problems, especially environmental pollution and waste problems. The low level of knowledge and awareness of residents regarding coastal area maintenance policies is due to the low level of education of the population. The theory of environmental problems that have occurred so far is mostly caused by irresponsible human actions (Sembiring & Baihaqie, 2020).

Anging Mammiri Beach is one of the beach tourist attractions located in Makassar, South Sulawesi. The environmental conditions at Anging Mammiri Beach can vary depending on the season and the number of visitors who come. Anging Mammiri Beach is usually quite clean, especially those that are frequently visited. However, cleanliness can be disturbed by garbage left

by visitors. The carrying capacity of the area still needs to be improved to support a larger number of visitors.

The ecological footprint of tourists also shows the impact on the environment, especially related to garbage and other waste. One of the main problems is the presence of garbage scattered in the beach area such as plastic, drink bottles, and food scraps are often found on the coast and surrounding areas. The lack of supervision and enforcement of the rules at Anging Mammiri Beach makes many visitors not comply with the rules on cleanliness. For example, tourists who litter. On the beach there is organic and non-organic waste scattered everywhere and the community has not been able to distinguish between organic and non-organic waste so that the waste is mixed.

This is in line with the results of research interviews with informants in April 2025. The results of research conducted by research using interview techniques, related to the environment in Anging Mammiri Beach regarding the waste environment. "The existence of waste in the Anging Mammiri Beach area often faces the problem of waste carried by sea currents and left by visitors, there is also in the area around the stalls and gazebos where the waste is scattered". Based on the interview, the problem of waste from the sea, especially plastic and other materials, is carried by the current and accumulates in the beach area. Waste in the area around the stalls and gazebos has problems such as the activities of traders and consumption around the stalls and gazebos producing large amounts of waste, such as food and beverage packaging. The lack of good waste management in this area often causes waste to be scattered.

The water quality at Anging Mammiri Beach is still not clean enough, it can be influenced by several factors, sources of domestic waste disposal, industry, industry around the beach can affect water quality, unpleasant odors and turbidity. "The water quality in the Anging Mammiri Beach area has several challenges, such as smelly water indicating that there is rotting organic material or chemical pollution". Based on the interview, it shows that the quality of clean water at Anging Mammiri Beach seems to have an effect, indicating that there is an odor that can cover several aspects to identify the causes and sources of human health pollution, the health risks for people who use water for daily needs or for swimming.

4.3. Management Efforts in Implementing Environmentally Friendly Principles

Environmentally friendly coastal management is becoming increasingly important, given the rapid human activities that have the potential to damage coastal ecosystems. One of the management efforts that need to be implemented is the prevention of plastic pollution. Plastic waste that is disposed of carelessly often ends up in the sea and beaches, endangering marine life and water quality. Reducing waste on beaches can improve the quality of coastal ecosystems and improve the sustainability of marine life (Jambeck et al., 2015). Better waste management, such

as increasing recycling facilities and implementing plastic-free policies in coastal areas, can help reduce the impact of pollution.

Sustainable development in coastal areas must be implemented to avoid negative impacts on the coastal environment. Development of environmentally friendly infrastructure, such as the construction of tourism facilities that do not damage the ecosystem and the implementation of coastal conservation zones, can help protect vulnerable coastal habitats. Policies that support the sustainability of coastal ecosystems need to be implemented consistently and involve local communities in every stage of coastal area management (Leenhardt et al., 2015). By involving various parties, environmentally friendly coastal management can be realized effectively.

Anging Mammiri Beach is a popular beach tourist attraction in Makassar, South Sulawesi. This beach is known as one of the best places to enjoy the sunset in Makassar, with colorful skies in the afternoon. "At Anging Mammiri Beach, there are not many facilities such as trash bins in the beach area, they must be added to each gazebo so that visitors do not litter and trash is not scattered everywhere". Based on interviews, it was shown that Anging Mammiri Beach still lacks supporting facilities such as trash bins, which causes visitors to tend to litter. This can reduce the beauty and cleanliness of the beach, and has the potential to pollute the environment and disturb the comfort of visitors.

Community involvement in program planning is needed to provide suggestions, responses and change the community's view that they are only implementers. Based on the interview results, the local community has not been optimal in carrying out mutual cooperation activities to clean the beach area, they must encourage local environmental organization groups to perhaps hold regular beach clean-up activities. Based on the analysis results, community involvement in beach cleaning program planning is very important to ensure that their views and needs are taken into account. This involvement not only provides suggestions and responses, but also changes the community's view from being just implementers to being an integral part of the planning and implementation process. At Anging Mammiri Beach, local community participation in mutual cooperation activities to clean the beach area is still not optimal. This low level of participation can be caused by several factors, including a lack of awareness of the importance of beach cleanliness, a lack of support and facilities for mutual cooperation activities, and perhaps the view that beach cleanliness is the responsibility of certain parties only, such as the government or beach managers.

4.4. Strategy for Implementing Environmental Principles in Achieving Tourism

A very important strategy in implementing environmental principles in tourism is the implementation of sustainable tourism which emphasizes the wise management of natural and social resources. Sustainable tourism aims to minimize negative impacts on the environment and

local communities, and provide long-term benefits to the local economy. Managing tourist areas with sustainable principles can improve the quality of tourist destinations, improve the sustainability of local ecosystems, and create a more immersive tourism experience for visitors, thereby helping to reduce the impact of mass tourism (Victoriia, 2020). One of the main strategies that must be implemented is effective waste management in coastal areas. Plastic waste is one of the biggest pollutants that threatens Indonesia's coastal and marine ecosystems. With efforts to reduce the use of single-use plastics, as well as increasing waste recycling facilities in coastal tourist areas.

In addition, coral reef conservation and restoration are also very important strategies in maintaining the sustainability of coastal tourism. Coral reefs are one of the main attractions that attract tourists, but they are also very vulnerable to damage due to climate change and human activities. Coral reef restoration programs involving local communities and the tourism sector can increase the resilience of coastal ecosystems, reduce coastal erosion, and improve the quality of marine biodiversity in coastal tourist destinations (Widhiatmoko et al., 2020). This restoration program can also increase the attractiveness of natural tourism and support the sustainability of ecotourism based on marine biodiversity. With successful restoration, the quality of marine biodiversity can increase, which in turn supports the sustainability of nature-based ecotourism in coastal tourist destinations.

5. CONCLUSION

Anging Mammiri Beach is one of the mainstay tourist destinations in Makassar City which has great potential in supporting the development of environmentally-based tourism. However, this potential has not been fully utilized optimally due to the still weak environmental awareness of both the management, the surrounding community, and tourists. This study shows that the environmental conditions of Anging Mammiri Beach still face serious challenges, especially related to waste pollution, declining water quality, and damage to coastal ecosystems. Based on the results of observations and interviews with various parties, it was found that plastic waste and domestic waste are the main problems that pollute the coastal area. This is exacerbated by the lack of supporting facilities such as trash bins in tourist areas and the absence of an adequate waste management system.

The lack of education and information boards reminding the importance of maintaining the cleanliness of the beach also contributes to the low awareness of visitors towards the importance of protecting the environment. Not only visitors, small business actors and street vendors around the beach are also considered to have not fully

implemented environmentally friendly business practices. However, several positive efforts have been made by managers and the community in implementing environmentally friendly principles. These efforts include the provision of limited cleaning facilities, community involvement in beach clean-up activities, and discourse on reducing the use of single-use plastics.

The proposed long-term strategy also includes conservation and restoration of damaged coral reefs, as well as active involvement of local communities in sustainability programs. However, the level of community participation still needs to be improved through a participatory approach that can change the mindset of the community from being merely an object to a subject in tourism management. This study emphasizes the importance of cross-sector collaboration between the government, community, business actors, and tourists to achieve sustainable coastal management. The government has a strategic role in forming policies and providing supporting infrastructure, while local communities must be involved in every stage of planning and implementing environmental management. On the other hand, tourists must also be encouraged to be part of the solution by increasing their awareness and responsibility for the impacts of tourism activities.

By integrating environmentally friendly principles into the overall management system of Anging Mammiri Beach, this destination will not only be able to maintain the beauty and sustainability of its ecosystem, but also provide equitable economic benefits to the surrounding community. Therefore, sustainable, consistent efforts are needed, and involve various parties to make Anging Mammiri Beach an ideal model for environmentally-based marine tourism management in Makassar City and other coastal areas in Indonesia.

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