



## Building Coastal Community Economy Through Maritime Tourism in Tamanroya Village, Jenepono Sub-District

Amiruddin Hamzah<sup>1\*</sup>, Ansar Arifin<sup>2</sup>,

<sup>1</sup>Sociology, Faculty of Social and Political Sciences, Hasanuddin University, Indonesia

<sup>2</sup>Anthropology, Faculty of Social and Political Sciences, Hasanuddin University, Indonesia

\*Corresponding Author, Email: [amier19@ymail.com](mailto:amier19@ymail.com)

### Abstract

The purpose of this study is to understand the local economy and the Utilization of Coastal Potentials owned by Tamanroya Village to develop Maritime Tourism, thus serving as an indicator of community economic development through Maritime Tourism, especially in the coastal areas of Tamanroya Village, Jenepono District. The method used in this research is qualitative. The data is analyzed by describing the level of community economy and categorizing all potentials utilized to build the economy of the community in Tamanroya Village, Jenepono District. From the research results, it is known that: 1) The economic condition of the community in Tamanroya Village is still below the poverty line because besides the marginalized access to the area, the majority of the population still work as fishermen, laborers, and seaweed farmers, accounting for 90%, with income levels only sufficient to meet daily needs, as well as the inability to manage and own land independently with limited fleets and resources; 2) The maritime potential of Tamanroya Village has attractiveness and can be developed through activities based on its natural beauty, coastal activities, and activities at sea; 3) The economic development of the community in Tamanroya Village can be influenced by two factors: economic and non-economic.

**Keywords:** Coastal Potentials, Maritime Tourism, Tamanroya Village.

### INTRODUCTION

Indonesia, the world's largest archipelago with 80,000 km of coastline, has significant potential for marine and coastal-based economic development (Dahuri et al., 2001; Lembaga Ilmu Pengetahuan Indonesia [LIPI], 2006). This vast coastline offers opportunities for various sectors, including fisheries, aquaculture, tourism, and renewable energy (Kusumastanto, 2003). However, paradoxically, coastal communities continue to face a range of economic challenges, such as poverty, limited access to resources, and vulnerability to environmental changes (Siry, 2011; Ferrol-Schulte et al., 2015).

South Sulawesi, with a coastline measuring 1,979.97 km and encompassing an area of approximately 48,000 km<sup>2</sup> of marine waters, is among the provinces with considerable potential for coastal economic development (Departemen Kelautan dan Perikanan [DKP], 2007; Anonymous, 2008; Badan Pusat Statistik Sulawesi Selatan [BPS Sulawesi Selatan], 2020). The province's strategic location in the Wallacea region contributes to its rich marine biodiversity and ecosystem services (Whitten et al., 2002). Despite this potential, South Sulawesi's coastal communities still grapple with issues such as overfishing, habitat degradation, and limited economic

diversification (Glaser et al., 2015; Nurdin et al., 2019). Notwithstanding, the contribution of the marine sector to the national economy remains relatively modest. This is a matter of particular concern in light of its vast potential. A study by Ramli et al. (2020) indicates that the advancement of sustainable marine tourism may serve as a means to enhance the well-being of coastal communities. The researchers observed that the integration of marine tourism with the local economy can engender a substantial multiplier effect on the economy of coastal communities.

The Jenepono district in South Sulawesi, with its extensive coastline, is confronted with significant economic challenges. Data from the Central Statistics Agency (BPS) (2022) indicates that Jenepono has a poverty rate of 52.35 thousand individuals, which is among the highest in South Sulawesi. This situation was further exacerbated by the global spread of the SARS-CoV-2 virus, which disrupted supply chains and caused economic disruptions in coastal communities.

Despite these challenges, there are opportunities to develop marine tourism as an economic alternative. Research by Putra et al. (2021) indicates that the development of marine tourism integrated with local wisdom can enhance the economic resilience of coastal communities, particularly in the wake of the pandemic.



They underscored the significance of a community-based approach in the advancement of marine tourism.

A study conducted by Hidayat et al. (2019) underscores the significance of economic diversification for coastal communities. The study revealed that coastal communities with diverse sources of income, including from the tourism sector, exhibit superior economic resilience compared to those reliant on the traditional fishing sector.

In Tamanroya Village, Jenepono Regency, the potential of marine tourism has not been fully realized. Indeed, research by Arifin et al. (2023) indicates that the development of community-based marine tourism can be a catalyst for the economic empowerment of coastal communities. Their findings suggest that the active involvement of local communities in marine tourism management not only increases income but also strengthens social cohesion and environmental preservation.

This study aims to explore the feasibility and potential impacts of developing maritime tourism in Tamanroya Village as a means to bolster the local economy. By examining successful models from other regions and considering the unique characteristics of Tamanroya, this research seeks to provide a roadmap for sustainable tourism development that benefits the coastal community while preserving its natural and cultural assets (Kinseng et al., 2018).

The findings of this study will contribute to the growing body of knowledge on community-based tourism in coastal areas and offer practical insights for policymakers, local authorities, and community leaders involved in rural development and maritime tourism initiatives.

The objective of this research is to investigate the potential of marine tourism development as a strategy for economic growth in coastal communities in Tamanroya Village, Jenepono Regency. By examining the current economic context, identifying the existing marine potential, and formulating appropriate development strategies, it is hoped that this research will make a significant contribution to efforts to improve the welfare of coastal communities.

## **METHODS**

This research employs a qualitative approach with a descriptive research type. This approach was selected to gain a comprehensive understanding of the

socioeconomic phenomena of coastal communities, by the recommendations of Creswell and Poth (2018) in their book, "Qualitative Inquiry and Research Design: Choosing Among Five Approaches."

The research design employed is a case study, as delineated by Yin (2018) in "Case Study Research and Applications: Design and Methods." A case study was selected to investigate in depth the phenomenon of economic development of coastal communities through marine tourism in Tamanroya Village

The data collection techniques were gathered through three primary methods: a) participant observation, following the guidelines set forth by Spradley (2016) in "Participant Observation"; b) semi-structured in-depth interviews, employing techniques outlined by Brinkmann and Kvale (2020) in "Interviews: Learning the Craft of Qualitative Research Interviewing"; and c) document analysis, utilizing the approach proposed by Bowen (2019) in Document Analysis as a Qualitative Research Method.

The informants were selected using purposive sampling and snowball sampling techniques, as recommended by Patton (2020) in "Qualitative Research and Evaluation Methods." The data were analyzed using the interactive model of Miles, Huberman, and Saldana (2020), which includes data condensation, data presentation, and conclusion drawing. The coding process was informed by Saldaña (2021) in "The Coding Manual for Qualitative Researchers".

The veracity of the data was guaranteed through the triangulation of sources, methods, and theories, by the recommendations set forth by Denzin (2017) in "The Research Act: A Theoretical Introduction to Sociological Methods." Additionally, the research was conducted by the ethical standards outlined by Israel (2020) in "Research Ethics and Integrity for Social Scientists: Beyond Regulatory Compliance".

## **RESULTS AND DISCUSSION**

Jenepono Regency is one of the regencies located in South Sulawesi Province, Indonesia. The district's capital city is Bontosunggu, and it encompasses an area of 749.79 km<sup>2</sup> with a population of 359,787, according to data from 2017. Jenepono's history is rooted in the small kingdoms of South Sulawesi, with several notable events occurring throughout its history. These include the separation of Bangkala, Binamu, and



Laikang in November 1863, the appointment of the King of Binamu as the customary institution "Todo" on May 29, 1929, and the formation of the Level II Region in South Sulawesi on May 1, 1959. Furthermore, resistance to Dutch colonialism is also documented in the history of this district, as evidenced by the event of the King of Binamu relinquishing his authority on May 20, 1946.

Geographically, the Regency of Jeneponto is situated between 5°16'13" and 5°39'34" longitude south and 12°40'19" and 12°7'31" east of the Greenwich meridian. The regency is bordered by Gowa, Takalar, Bantaeng, and the Flores Sea. The Flores Sea. The region is home to several significant rivers, including Kelara, Tino, and Poko Bulu, which have been utilized as dams. Additionally, Jeneponto has 114 km of coastline facing the Flores Sea. Geographically, the Regency of Jeneponto is situated The area is situated between 5°16'13" and 5°39'34" longitude south and 12°40'19" and 12°7'31" east of the Greenwich meridian.

The Jeneponto Regency is divided into 11 sub-districts and 114 villages. The Bangkala sub-district is the largest, comprising 152.96 km<sup>2</sup> (approximately 20.4% of the total district area). Jeneponto is situated approximately 91 km from the city of Makassar, the capital of South Sulawesi Province.

The Jeneponto Regency is divided into 11 sub-districts and 114 villages. The Bangkala sub-district is the largest, comprising 152.96 km<sup>2</sup> (approximately 20.4% of the total district area). Jeneponto is situated approximately 91 km from the city of Makassar, the capital of South Sulawesi Province.

### **Economy of the people of Tamanroya Village**

The economic landscape of Tamanroya Village presents a complex tapestry of challenges and potential, reflective of many coastal communities in Indonesia. This section delves into the intricate socio-economic fabric of Tamanroya Village, examining the diverse economic activities, income levels, and developmental disparities across its five distinct neighborhoods. Tamanroya Village, like many rural coastal areas in Indonesia, grapples with persistent poverty and economic vulnerability. The village's economy is primarily anchored in traditional sectors such as fishing, agriculture, and salt production, which, while historically significant, are increasingly susceptible to environmental and market fluctuations. This economic

profile is further complicated by infrastructural limitations and varying degrees of access to essential services across different parts of the village.

The village of Taman Roya is divided into five distinct neighborhoods, each with its economic profile. The primary sources of income in the village are trading, fishing, agriculture, civil service employment, and farm labor. The village is still categorized as a disadvantaged community overall. Two of the five neighborhoods are classified as experiencing extreme poverty. The average income of the community remains below the national minimum standard.

The majority of the population is dependent on fishing, agriculture, and salt production, which results in a high degree of income volatility due to seasonal and natural conditions. Additionally, the lack of infrastructure and limited access to social services, such as health, education, and security, further exacerbate the challenges faced by this population.

The lack of transportation infrastructure in some areas of the city limits economic mobility. This results in disparities between neighborhoods, with the Tamanroya Kota neighborhood being relatively more developed with trading activities, the Tamanroya Timur neighborhood having better education and economic levels, and the South Tamanroya and Ujung Tanah neighborhoods facing extreme poverty. The Tamanroya Alluka neighborhood faces agricultural challenges due to geographical conditions.

The primary obstacles confronting the majority of the community are a high reliance on sectors susceptible to the effects of climate change, a lack of diversification in livelihoods, limited access to capital and modern technology, and a low value-added local production. These challenges persist despite the community's efforts to address them.

The potential exists for the development of a people's market and local business center in the Tamanroya Kota neighborhood. The fisheries, agriculture, and salt production sectors could be enhanced through the application of improved technology. Furthermore, there is an opportunity to enhance the quality of human resources through education.

Despite its considerable economic potential, Taman Roya Village continues to confront significant challenges in alleviating poverty and enhancing community welfare. An integrated development



strategy is imperative, encompassing infrastructure enhancement, economic diversification, enhanced access to fundamental services, and community empowerment to elevate the general standard of living for the population.

### **Utilization of the Maritime Potential of Taman Roya Village**

The following overview presents an analysis of the maritime potential and its benefits in Taman Roya Village. The salt pond has the potential to be one of the salt-producing centers in Jenepono Regency, situated at the end of the coastal area. The utilization of the salt pond as an educational tourism destination allows visitors to observe the production of salt firsthand, thereby increasing their understanding of the quality and quantity of salt produced. This, in turn, has the potential to enhance the economic situation of salt pond farmers. The cultivation of seaweed represents a potential source of revenue for local communities, particularly in areas where the seaweed is harvested along the coast. The unique view of seaweed farming activities offers an opportunity for marine tourism.

The potential benefits of marine tourism to observe the process of seaweed cultivation include the possibility of increasing community income through tourism development. The potential for mangrove areas is an important consideration. The mangrove forest is situated at the confluence of a river and the sea. By 2022, the planting of mangrove trees along the shoreline is planned.

The utilization of the aforementioned resources is as follows: The development of mangrove forest tourism, the designation of promising fishing spots, the maintenance of marine life preservation, and the protection of the shoreline area are all promising avenues for future development. The coastal area has considerable potential for further development.

The natural beauty of the coastline, as well as the activities of fishermen and coastal communities, are worthy of preservation. The utilization of the area is as follows: Visitors may enjoy the scenery and sea breeze at any time of day or night. They may also observe traditional fishing activities and boats, as well as participate in culinary tourism, which involves buying and selling fresh fish.

Beach sports activities, such as soccer and fishing, are also available. One can enjoy the panoramic sunset.

The potential for wind, wave, and climate conditions to be favorable for various activities is a significant factor to consider. The area experiences strong and calm winds, as well as favorable weather conditions, including good waves and a climate that is conducive to outdoor activities.

In terms of expediency, the area is well-suited for the development of water sports such as paragliding, jet skiing, surfing, sunbathing tourism, and other activities. The development of water sports such as paragliding, jet skiing, and surfing, as well as sunbathing tourism,

The waters are suitable for a variety of water activities. In terms of expediency, the following activities are recommended: The development of swimming, snorkeling, surfing, and diving tours is still limited due to conflicts with seaweed cultivation areas. The potential for development of the Layan-layan area is significant. A community tradition that is observed during the long dry season, with performances taking place at night.

The development of cultural tourism is based on local traditions. Taman Roya Village boasts a diverse and intriguing marine environment. However, the development of this potential remains constrained and has not garnered sufficient attention from relevant stakeholders. With effective management and support from the government and the community, Taman Roya Village can fully harness its marine tourism potential.

### **Building the Economy of Coastal Communities in the Taman Roya Village Area through Maritime Potential**

This analysis delves into the intricate interplay of economic and non-economic factors that shape the village's development trajectory. We will examine how natural resources, human capital, financial accessibility, and entrepreneurial institutions can be leveraged to create a robust and diversified local economy. Additionally, we'll explore the crucial role of socio-cultural conditions and government policies in facilitating this transition.

The discussion will outline a comprehensive strategy for economic development, emphasizing the importance of balancing resource utilization with conservation. This approach not only aims to improve the community's economic well-being but also positions Taman Roya Village as a potential contributor to the broader regional economy.



The marine potential of Tamanroya Village can be developed into a variety of marine tourism activities, including recreation, health, sea adventure, diving, wind or wave surfing, water skiing, boat racing, cruise ship business operations, and fishing. If all of the potential is managed properly and professionally, it can benefit the marine community, especially residents who live in coastal areas, and increase local revenue. The optimization of marine and fisheries potential is a process that benefits not only coastal communities but also has the potential to contribute to the growth of land-based economies.

The economic growth and development of the Tamanroya Village community, particularly the Tamanroya Neighborhood 5 area, is influenced by two distinct factors: economic and non-economic factors. The following section will examine the economic factors that have an impact on the subject matter.

a) Natural Resources:

- It would be prudent to optimize agricultural land through the implementation of irrigation projects and soil fertilization techniques. Furthermore, the climate and weather patterns should be leveraged for the development of marine tourism.
- It is recommended that mangrove forests be developed as tourist attractions and fishing areas.
- It would be beneficial to construct an auction facility for the sale of fish and other marine products.
- It is recommended that the quality of seaweed cultivation be improved.
- The coastline should be developed as a tourist and sporting facility.
- The establishment of salt ponds as an educational tourism area.

b) Human Resources:

- It is recommended that the education and skills of the population be improved to reduce dependence on labor work.
- It is recommended that educational programs be developed to provide individuals with the knowledge and skills necessary to effectively manage natural resources.

c) Capital Resources:

- It is essential to facilitate access to capital for communities to enable the development of businesses.

d) Entrepreneurial Institutions:

- It is recommended that cooperative institutions be established to provide capital loans.
- It is recommended that conservation and aquaculture organizations be established to provide educational resources to the community.
- Attract investors in the tourism and fisheries sectors.

Non-economic factors include:

a) Socio-Cultural Conditions:

It would be prudent to capitalize on the distinctive cultural heritage of fishing and farming communities as a potential source of tourism revenue.

b) Government Role:

It is recommended that the government increase its attention to regional development.

It is recommended that policies be created which will support the development and expansion of the area in question.

The development strategy is as follows:

- It is necessary to conduct an inventory of the potential of beaches, coasts, and oceans.
- It is necessary to clearly define the green areas for each sector.
- It is recommended that steps be taken to facilitate investors in establishing tourism businesses.
- It is of the utmost importance to strike a balance between the utilization and preservation of marine resources in the development of marine tourism.

The anticipated benefits of this project include:

- Enhance the community's economic well-being.
- Become a foreign exchange contributor to Jenepono Regency and South Sulawesi.
- The project will provide economic, social, and cultural benefits.

A comprehensive approach, involving various stakeholders, can facilitate the sustainable economic development of coastal communities in Tamanroya Village. This approach can improve the welfare of the



community and make the area an attractive marine tourism destination.

Based on the research findings and discussion presented in the document, here are the research implications. The study highlights the need for economic diversification in Tamanroya Village. Policymakers and local authorities should focus on developing alternative income sources beyond traditional fishing and agriculture, with a particular emphasis on sustainable marine tourism. There is a clear need for capacity-building programs to enhance the skills and knowledge of local communities. These programs should focus on tourism management, sustainable resource utilization, and entrepreneurship to enable residents to effectively participate in and benefit from marine tourism development. These implications provide a foundation for future research, policy formulation, and practical interventions aimed at sustainable marine tourism development and economic empowerment of coastal communities in Tamanroya Village and similar contexts.

## CONCLUSION

Tamanroya Village boasts a diverse array of marine resources, including salt ponds, seaweed cultivation, mangrove areas, and a coastline that is both aesthetically pleasing and conducive to the development of tourism and water sports. The economic challenges facing the region are significant and multifaceted. Despite the considerable potential for economic growth, the coastal communities of Tamanroya continue to face significant challenges. These include high levels of poverty in some neighborhoods, reliance on a primary sector that is vulnerable to the effects of climate change, and a lack of diversification in the local economy.

A comprehensive strategy is required to develop the economy of coastal communities. Such a strategy should include the following elements:

- a. The development of community-based marine tourism
- b. Enhancing the quality of human resources through education and training.
- c. Diversification of the economy and enhancement of the value added by local production.
- d. Improved infrastructure and access to basic services

- e. Strengthening entrepreneurial institutions and access to capital

The government's role is to provide guidance and support to facilitate the growth and development of the region. To facilitate regional development, investment facilitation, and the provision of basic infrastructure, the government must implement policies that provide support in these areas.

A sustainable approach to economic development necessitates the integration of environmental considerations into the planning and implementation of economic development initiatives. It is imperative that economic development strategies strike a balance between the utilization and preservation of natural resources, and that local communities be engaged at every stage of the planning and implementation process.

The potential impact of this development is as follows:

If managed effectively, the development of marine potential can result in increased community income, the creation of new jobs, and a contribution to the wider regional economy. In conclusion, the potential for the development of a maritime-based economy in Kelurahan Tamanroya is considerable. However, to realize this potential and achieve real prosperity for coastal communities, an integrated approach involving various stakeholders, community capacity building, and supportive policies is required.

## REFERENCES

- Arifin, T., Bengen, D. G., Pariwono, J. I., & Hanifa, R. (2023). Community-based marine ecotourism as a tool for sustainable coastal development: Lessons from Indonesia. *Marine Policy*, 147, 105378.
- Bowen, G. A. (2019). Document analysis as a qualitative research method. *Qualitative Research Journal*, 9(2), 27-40.
- Brinkmann, S., & Kvale, S. (2020). *Interviews: Learning the craft of qualitative research interviewing* (3rd ed.). Sage Publications.
- Creswell, J. W., & Poth, C. N. (2018). *Qualitative inquiry and research design: Choosing among five approaches* (4th ed.). Sage Publications.
- Dahuri, R., Rais, J., Ginting, S. P., & Sitepu, M. J. (2001). *Pengelolaan sumber daya wilayah*



- pesisir dan lautan secara terpadu*. PT. Pradnya Paramita.
- Denzin, N. K. (2017). *The research act: A theoretical introduction to sociological methods*. Routledge.
- Ferrol-Schulte, D., Gorris, P., Baitoningsih, W., Adhuri, D. S., & Ferse, S. C. A. (2015). Coastal livelihood vulnerability to marine resource degradation: A review of the Indonesian national coastal and marine policy framework. *Marine Policy*, 52, 163-171.
- Glaser, M., Baitoningsih, W., Ferse, S. C. A., Neil, M., & Deswandi, R. (2015). Whose sustainability? Top-down participation and emergent rules in marine protected area management in Indonesia. *Marine Policy*, 54, 46-55.
- Hidayat, N. K., Glasbergen, P., & Offermans, A. (2019). Tourism and livelihood sustainability of coastal communities: A case study in Indonesia. *Journal of Coastal Conservation*, 23(3), 739-749.
- Israel, M. (2020). *Research ethics and integrity for social scientists: Beyond regulatory compliance* (2nd ed.). Sage Publications.
- Kinseng, R. A., Nasdian, F. T., Fatchiya, A., Mahmud, A., & Stanford, R. J. (2018). Marine-tourism development on a small island in Indonesia: Blessing or curse? *Asia Pacific Journal of Tourism Research*, 23(11), 1062-1072.
- Kusumastanto, T. (2003). *Ocean policy dalam membangun negeri bahari di era otonomi daerah*. PT. Gramedia Pustaka Utama.
- Miles, M. B., Huberman, A. M., & Saldana, J. (2020). *Qualitative data analysis: A methods sourcebook* (4th ed.). Sage Publications.
- Nurdin, N., Komatsu, T., Rani, C., Supriadi, Fakhriyah, S., & Agus. (2019). Coral reef destruction of Small island in 44 years and destructive fishing in Spermonde Archipelago, Indonesia. *IOP Conference Series: Earth and Environmental Science*, 246, 012008.
- Patton, M. Q. (2020). *Qualitative research and evaluation methods* (4th ed.). Sage Publications.
- Putra, I. N. D., Syah, A. F., & Aditya, T. W. (2021). Community-based marine tourism in the post-pandemic era: Challenges and prospects for coastal economic recovery. *Ocean & Coastal Management*, 208, 105597.
- Ramli, M., Sari, D. P., & Oesman, T. I. (2020). Sustainable marine tourism development: The perspective of the local community. *Management Science Letters*, 10(5), 1011-1018.
- Saldaña, J. (2021). *The coding manual for qualitative researchers* (4th ed.). Sage Publications.
- Spradley, J. P. (2016). *Participant observation*. Waveland Press.
- Siry, H. Y. (2011). In search of appropriate approaches to coastal zone management in Indonesia. *Ocean & Coastal Management*, 54(6), 469-477.
- Yin, R. K. (2018). *Case study research and applications: Design and methods* (6th ed.). Sage Publications.
- Whitten, T., Henderson, G. S., & Mustafa, M. (2002). *The ecology of Sulawesi*. Periplus Editions.