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The Untia Coastal Tourism Village: The Driving Force Behind the Development of Makassar's New Port

Mia Rahayu¹, Buntu Marannu Eppang¹, Renold¹, Andry Machmury¹, Farah Fajriaty Muchlis¹, Masri Ridwan¹, Ni Wayan Pastini², Panca Oktawirani³

¹Makassar Tourism Polytechnic, Indonesia

²Bali Tourism Polytechnic, Indonesia

³Tourism and Travel Business Program, University of Jember, Indonesia

Corresponding Author: Renold; Email: obuscuslan@gmail.com

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ABSTRACT

The development of the sea highway through the Makassar New Port project is a threat to the management of the Untia Fishermen's Village tourism area, Makassar City. So far, the potential of mangroves in Untia Fishermen Village has become a tourist attraction. The resilience of coastal communities is needed to deal with changes in the coastline caused by Makassar New Port. This research aims to discover the socio-cultural potential in the Untia Fishermen Village so that it can be developed into a creative economic business to adapt to changes in the environment around the area. The research was conducted qualitatively by interviewing and observing four informants who have played a role in the governance of Untia Fishermen Village. Data analysis was performed using SWOT. The results showed that the strengths in the study location are social capital in the form of creativity, compliance with rules, and awareness of managing plastic waste. In comparison, the existing obstacle is the inability to use digital marketing, which still needs to be improved. Collaboration of all parties is required through community empowerment activities and establishing strategic government programs for fishing communities threatened with losing their livelihoods as fishermen.

INTRODUCTION

The construction of sea toll roads in tourist areas impacts tourism activities around the construction site. Sea toll road is a marine logistics transport concept initiated by the President of the Republic of Indonesia, Joko Widodo (Lestari, 2021). This program connects essential ports on the five islands of Sumatra, Kalimantan, Sulawesi, Papua, and Java. The sea highway is a route for large ships connecting important ports in Indonesia; one is Makassar City, which is directed at east and west transport connectivity. (Mastari & Suryawan, 2020) Argued that the construction of the sea highway hurt ecotourism areas from the construction process to the time the project was completed. However, it cannot be denied that transport infrastructure is a measure of inter-regional connectivity in accelerating development

in an archipelagic country like Indonesia (Kurniawan, 2022).

Makassar New Port has an impact on the economic conditions of coastal communities. (Niken Hardyanti Putri Harsono et al., 2020) stated that the construction of docks, road networks, and port offices significantly impacted the economic level of the community in Kaluku Bodoa Village and Buloa Village, Tallo District, Makassar City. For example, fishermen have to increase their expenses (cost) to go to sea, which was only seven hours before the construction, but now it can be up to seven to twelve hours.

Untia fishing village on the southwest coast of Makassar City has the potential to be an ecotourism area. (Ardiansyah et al., 2020) Suggested that the potential for ecotourism in the mangrove ecosystem of the Untia VAT area is a mangrove area that is

included in the category worthy of being an ecotourism area. The existence of mangroves and rice fields in the United Areas is used as a tourist facility (Hair, 2017). However, the existence of Makassar New Port indeed threatens the existence of the United Fishing Village. (Ayilu, 2023) mentioned that the blue economy project through coastline engineering has eliminated the main occupation of residents as fishermen.

Resilience is needed in the community of Untia fishing village in the onslaught of the Makassar New Port project. (Prayag, 2023; Yu et al., 2023) Tourism resilience is a process of innovation for new products or services facing various challenges and problems. (Putra & Sujawoto, 2023) Resilience is carried out through creative economic development for tourism object managers who experience external disturbances. Thus, developing the creative economy of the community in Untia fishing village is a resilience effort and an alternative solution if they lose ecotourism visitors.

A creative economy is an activity that increases income through activities based on creativity. (Ausat et al., 2023) said that the essential capital of creative economy development is human resources and social, cultural, and government support. Specifically, developing a creative economy for coastal communities such as Kampung Untia requires private and government assistance. (Mayarni et al., 2023) Stated that improving the creative economy of coastal communities by increasing self-help partners from various sectors, conducting training on the use of social media to promote processed products, training on how to overcome coastal abrasion, training on skills and knowledge, and training on financial management of community members.

The creative economy of coastal communities is oriented towards the strength of their resources. (Ridwan et al., 2020; Zebracki, 2018) stated that the coast of Weston, Mare in England, was directed as an art city. (Yasin & Haeril, 2023) Developed fishing and aquaculture businesses, processed fishery products, and assisted in empowering people's salt businesses in communities in Bima Regency. On the coast of North Sumatra, Kuala Langsa Beach (Arico & Jayanthi, 2018) stated that the community processed plastic waste into creative products used in industry. The opinion (Sabarguna,

2022) reveals that Fisherman's Village, Colourful Village, Cilincing Village, Cilincing District, North Jakarta, develops an International Class Fisherman Tourism Village based on Smart City Technology. The management of the fishing village has succeeded in managing socio-cultural potential through coastal environmental cleanliness, waste recycling, arts, culture, and crafts studios, as well as strengthening organizations, management, and information systems.

Creative economic development of coastal communities faces social challenges. (Ojakorotu & Olajide, 2018) Revealed that climate change and coastal erosion caused fishermen to lose their livelihoods, forcing women to become the backbone and impacting child nutrition quality. Collaboration is needed to address the problems of coastal communities. A general conclusion is that engaging civil society, government, the private sector, and other key stakeholders is critical to the successful implementation and possible expansion of blue economy projects (Chen et al., 2020; Morrissey, 2023; Vasseur, 2021).

Efforts are needed to develop the creative economy in Untia Fishermen Village, Makassar City, South Sulawesi Province. This research aims to identify the social and cultural potential of Untia as a capital to strengthen the creative economy. Resilience in coastal communities to all developments is only achieved if adaptive capacity is strengthened. (Supriadi et al., 2020) Suggested that resilience and flexibility in maintaining environmental sustainability in coastal communities is a form of adaptive capacity carried out continuously.

METHODS

This research uses a qualitative approach to understand the problems in the object of study (Asaka & Awarun, 2020; Ningi, 2022). The research objective was to identify India's social and cultural conditions as a potential creative economy. Data were collected through observation and direct observation of events and activities in Untia Fishermen Village. Data sources consist of primary data obtained directly from the field through observation and interviews with managers and local communities and secondary data derived from references such as books, articles, and journals related to the potential of the Urantia fishing

village. The research location is in Untia fishing village in Untia urban village, Biringkanaya sub-district, Makassar city in December 2023-February 2024.

The informants in this study were 4 people. The informants interviewed were the managers of the Community Empowerment Organisation (LPM) of the United Fishermen Village tourism attraction, as many as two informants, one female figure and one youth figure.

Data collection techniques involved direct observation, interviews with open-ended questions, and documentation from activity reports and photographs of research activities. Data Analysis Technique using SWOT analysis (Strengths, Weaknesses, Opportunities, Threats: Strength (S). SWOT analysis can be used in developing strategic management (Bahrami et al., 2016; Faruq & Usman, 2016; Prusak, 2016). Analyze the social and cultural strengths of the Untia fishing village for creative economic development. Weakness (W): Analyse the shortcomings of the innovative economic development of Untia fishing village. Opportunity (O): Analysis of external opportunities that can support the development of the Untia fishing village. Threat (T): Analysis of external threats that may hinder the growth of the creative economy in Untia fishing village.

RESULTS AND DISCUSSION

Untia fishing village in Untia Urban Village, Biringkanaya Sub-district, Makassar City, is a tourist attraction with a residential area of 18 ha/m2 and a rice field area of 1.15 ha/m2. Access to Kampuang Nelayan Untia is via the Ir. Sutami Reform Highway is under construction. Although it is 45 minutes away from Makassar City, it can be accessed by various modes of transport.

Fishermen Village was initially planned as a fishermen's relocation area for fishermen from Lae-Lae Island. The houses are placed regularly in a linear pattern in the arrangement plan. Each house stands on a plot as a single building with free space for the neighboring buildings. Regarding the regularity of building placement, the total existing buildings are still in the initial design. The availability of clean water and green open space (RTH) is also a concern in the arrangement of Untia Village. For clean water, there is a 150 m² utility house, six water towers, and a 44-point clean water distribution system. Green open space (RTH) development is also placed at several points, such as on the side of the canal covering an area of 133.81 m², RTH parking pockets covering an area of 966.8 m², RTH buffer zone surrounding an area of 3,480 m², as well as planting 49 trees in the RTH dock.

Based on interviews and observations with four key informants. Information was obtained about the strengths, weaknesses, opportunities, and challenges of developing a creative economy in the Untia fishing village. The following is the result of the SWOT analysis in Table 1.

Table 1. SWOT table Developing the socio-cultural potential of Untia village Makassar City as a creative economic capital

STRENGTH (S)	WEAKNESS (W)
1. Attraction to beautiful natural scenery, especially sunset	1. There needs to be more activity at the community craft center.
2. There is an Archipelago Fishing Port that will be developed into a national trade center in South Sulawesi	2. Lack of tourism promotion
3. Attraction of traditional boats	3. The area is temporarily under construction, so air and noise pollution is relatively high
4. Attraction and available handicraft center from used goods.	4. The travel distance of the Untia Fishing Village tourist attraction is quite long, approximately 45 minutes from the city center of Makassar.
5. Activities to process used goods into souvenirs that have a high selling value	5. Untia Fishing Village is relatively isolated from the hustle and bustle of the city because of its location at the eastern end of Makassar City.
6. Available lake and fishing pier	
7. No retribution fee is required to enter Untia Fishermen Village.	

8. Various modes of transport can reach access.	
9. The tourism awareness of the local community is quite good	
OPPORTUNITIES (O)	THREATS (T)
1. Has the opportunity to become a mainstay tourist attraction in Makassar City	1. The existence of tourist attractions that also have potential
2. The only Fishing Village Area that has the Nusantara Fishing Port as a national trade center	2. Uncontrolled number of visits from tourists because there is no retribution for the existence of tourist attractions.
3. Opportunity to increase the number of tourist visits in Makassar City	3. Free visits risk disturbing the safety and comfort of the local population.
4. Opportunity to increase the income of the local community	
5. Opportunity for entrepreneurship in the local community.	
6. Handicrafts can compete with products from other regions.	

Source: Processed data, 2024

Based on Table 1 on Developing the socio-cultural potential of Untia village Makassar City as a creative economic capital, an overview of the alignment and implementation of appropriate strategies to achieve the research objectives is obtained. According to (Puyt et al., 2023), the SOFT/SWOT approach limits top-down strategy-making for strategy alignment and implementation, introduces a participatory planning process and shows meaningful implications to help improve the strategic decisions of managers (Benzaghta et al., 2021).

The steps of a creative economic development strategy based on SWOT analysis for the Untia fishing village are as follows:

- a. Strength - Opportunities (SO) strategy:
 1. Increase the promotion of sunset attractions and the uniqueness of the Perikanan Nusantara Harbour through social media.
 2. Utilize the processing of used goods as an attraction and create high-value products.
 3. Focus on promoting the attractions of traditional boats and handicrafts from used goods to attract tourists.
- b. Weakness - Opportunities (WO) Strategy:
 1. Increase the activity of the community craft center by presenting activities that attract visitors.
 2. Intensify tourism promotion to overcome the lack of visits.

- 3. Build guest houses or lodging facilities to overcome the extended distance from Makassar city center.
- c. Weakness - Threats (WT) strategy:
 1. Improve tourist facilities and security to reduce the risk of security disturbances from tourist visits.
 2. Strengthen monitoring of tourist visits and collect data to control and reduce potential disturbances.
- d. Strength - Threats (ST) strategy:
 1. Focus on the uniqueness of nature and diversity of activities as the main attraction to overcome potential competition from other tourist attractions.
 2. Improve security with visit data collection and security posts to maintain the image of Untia Fishing Village and minimize external threats.
 3. Increase positive promotion and information about the tourist attraction of Untia Fishing Village to overcome potential lousy details.

Existence of Traditional Fishing Ports

The presence of traditional fishermen in Untia Fishermen Village is evident through the boats, nets, equipment, and fishermen's huts. This is in line with the trend of tourists who appreciate and value local fishermen's attributes, making it a significant reason to visit a fishing port or attraction (Waldo et al., 2023). Previous studies have used respondent preference methods to estimate the non-market

economic value of attributes associated with local fishermen. (Durán et al., 2015) found that developing maritime cultural heritage, such as fishermen's knowledge and traditional fishing architecture, increased income by \$70 per household (both coastal and inland) per year in Galicia, Spain. The study by (Ropars-Collet et al., 2017) estimated the value of visitors who observe fishing boats during a day trip to coastal sites at EUR 5.8, 4.5, and 7.7 per trip in France, Belgium, and the UK. The language has been made more objective and formal, and the sentence structure has been simplified for better comprehension. Technical term abbreviations have been explained. The original text was already grammatically correct and did not require any changes. (Albaum et al., 2007) Research between (1998-2015) analyzed tourist preferences in 74 cities in Sweden and found that fishing attractions were the main factor attracting tourists. The study used panel data on the number of lodgings and found that cities with more fishing infrastructure, such as boats, ports, and landings, also had more tourists. Therefore, it is important to consider the presence of local fishermen in Untia Village during the development of sea toll infrastructure. This is because the phenomenon of Untia Village contributes to the attraction of more tourists to Makassar City in the future, making it one of the destinations that realize Makassar's potential. This also pertains to the movement of visitors and tourists who are solely concentrated on the Losari Beach platform (Wasilah & Andi Hildayanti, 2019). The distance between Losari Beach and Untia Village is only 10 km, which is a 30-minute journey. If Untia Village is supported, it could serve as an alternative destination for travel agents to take their guests to observe the activities of local fishermen in Untia, Makassar City.

The Allure of Untia's Local Fishermen

Traditional fishing is recognized as fisheries cultural heritage (Mulazzani et al., 2019). The activities of traditional fishers provide non-market benefits to the tourism sector as they can enhance the attractiveness of coastal areas (Jiménez de Madariaga & García del Hoyo, 2019). The elements of fisheries tourism observed in Untia Fishermen Village, Makassar City, can still be identified, as shown in Table 1. These include the attraction of beautiful natural scenery, particularly the sunset, and the presence of a Perikanan Nusantara Port,

which is set to become a national trade center in South Sulawesi. Additionally, traditional boats are also a popular attraction. The handicraft centers that utilize used goods are attractive and readily available. Additionally, some activities process the use of goods into souvenirs with high selling value. The presence of lakes and fishing piers is also noteworthy. Furthermore, there is no retribution fee required to enter Untia Fishermen Village, and various modes of transportation can be used to access it. The local community has a good level of awareness regarding tourism. (Brookfield et al., 2005) identified intangible elements closely related to the tourism-based fisheries industry. These include the image of fisheries, the shape of buildings and old ships that can attract tourists.

Resilience Strategies of Small and Medium-Sized Tourism Enterprises (MSMEs)

Amid the construction of the Sea Toll Road as external threats such as air pollution, land changes and relocation of areas. In the midst of sea toll road development as an external threat such as air pollution, land change and relocation, comprehensive strategic measures are needed to ensure the sustainability of creative business activities in Untia Fishermen Village and its positive impact on the local economy. The strategic measures obtained from the interviews in this study are as follows:

1. Collaboration with tourism stakeholders

SMEs rely heavily on tourists to visit Untia Fishing Village because visitors will buy the SMEs' products. The more visitors that come the greater the opportunity for SMEs to showcase their products. Therefore, it is imperative to collaborate with all stakeholders in providing tourism products that can attract tourists to the destination, allowing them to stay and spend time there, ultimately leading to the purchase of SME products. In addition, effective promotion of the destination will also attract tourists to visit. Collaboration with all stakeholders within the destination is essential for the Untia Fishing Village area in order to increase the number of visitors, length of stay, and expenditure of tourists. Non-financial support that is expected to strengthen MSMEs includes technical guidance through training and mentoring. This non-financial support aims to improve product quality, management, and human resources. Training and mentoring cover various aspects, such as creating

better quality products, product marketing, financial management, service provision, and improving the skills of product makers. In addition, assistance in the provision of equipment is also provided to the community in Untia Fishermen Village.

2. Implementation of Digital Marketing

One of the desires of micro, small, and medium enterprises (MSMEs) in tourist destinations is to achieve high sales of their products and services. Sales of products and services are closely related to marketing efforts both online and offline. The presence of technology (Muminovna et al, 2021; Upe, 2023) provides opportunities for digital marketing of goods and services from MSMEs, and digital marketing is one of the strategies to massively inform tourist attractions and community creativity in Untia Fisherman Village. SMEs need high-quality products, which requires production processes supported by adequate equipment and quality product packaging. Currently, the quality of existing products requires diversification to provide customers with a wide choice of products offered by SMEs and hence product development is required. Travelers have diverse preferences for the products offered and require innovation in the creation of quality goods to appeal to their preferences. A fundamental aspect of product enhancement also lies in the consideration of specific hygiene aspects, especially proper food packaging.

In the development of a creative economy based on the socio-cultural strength of the Untia fishing village, the significant capital owned by the community is the high participation of the community in supporting government efforts. In addition, the community's creativity in making souvenirs from sea coral is an excellent opportunity to develop a creative economy in the Untia fishing village.

Based on the Weakness - Threats (WT) Strategy analysis in Table 1, developing a diversity of tourism products in the Untia village area is necessary. (Sipatau et al., 2020) State the diversity of tourism products in coastal areas through the development of local attractions and products, such as ecotourism and agro-tourism, as well as the culture and cultural heritage of the local community.

Information on the existence of Unti Dalam Fishing Village is important for the development of coastal tourism destinations in Makassar City, and

results from similar analyses such as ours can be used to shape policies, Sea Toll, Fisheries policy and tourism policy. To formulate a more general policy, it is important to conduct further research on which attributes are important and which are not important in Unti Fishermen Village for development, especially on creative economy businesses. In addition, several locations on the coast of Makassar City are the path of the sea toll road, which also needs to be deepened regarding their existence as tourist attractions.

This research is limited to the fishing village of Untia, Makassar City. The Makassar New Port development route crosses several tourist attractions, especially in the Western Region of Makassar City and Maros Regency, such as Lantebung Ecotourism. A study involving a wider scope of areas is needed to produce a broader research. In addition, in-depth research of Makassar New Port is also required because in some places, such as Benoa Bay, the construction of sea toll roads has a positive impact on creating marine biota ecosystems and producing unique panoramas through the toll bridge structure (Mastari & Suryawan, 2020).

CONCLUSION

Untia fishing village in Makassar City has diverse and interesting natural tourism potential, supported by natural beauty, local community activities such as farming and fish cultivation, and creativity in handicrafts from used goods. The Production House, as a center for processing fish into typical snacks, is also an attraction that tourists can witness.

Tourism development in the Untia Fishing Village area continues to increase and is expected to increase tourist visits. The recommended strategy to realize these expectations involves using social media, especially Facebook, as an effective promotional tool. Constraints in terms of limited funds for promotion can be overcome by utilizing the benefits of promotional pages such as Facebook fan pages. With the implementation of this strategy, it is expected that Untia fishing village will be increasingly recognized and will increase its attractiveness for tourists in Makassar City. The development of community assistance, such as digitalization training, is needed to improve community skills in promoting creative businesses.

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