

SAMALONA ISLAND DEVELOPMENT STRATEGY IN INCREASING TOURIST VISIT IN MAKASSAR CITY**Muh Arifin⁽¹⁾, Sabran⁽²⁾, Jasman⁽³⁾**

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ABSTRACT

Samalona Island is an island located in the Makassar Strait which is one of the Spermonde archipelago in Makassar City. The Samalona Island Development Strategy involves tourism stakeholders and looks at the 4A aspects. This study aims to determine the aspects of attractions, accessibilities, amenities and ancillary), the role of stakeholders in the development of Samalona Island, and use SWOT analysis. The results of this study indicate that Samalona Island is an island that has marine potential that can be developed. The development of Samalona Island involves tourism stakeholders consisting of the government through the Makassar City Disparekraf, tourism business actors, and the local community of Samalona Island. The role of stakeholders in the development of Samalona Island is in the form of providing infrastructure, fostering human resources, empowering local communities, and promoting. A SWOT analysis was carried out to find out the opportunities and threats and to find out the strengths, weaknesses, opportunities and threats of the island of Samalona.

Keywords: Samalona Island Development, Aspect 4A, Role of Stakeholders, SWOT Analysis

BACKGROUND

Tourism is one of the development sectors that is currently being developed by the government. In this case, tourism has an important position in developing Indonesia, especially as the second largest foreign exchange earner after the oil and gas sector. The main goal in tourism development in Indonesia has been stated in Law (UU) Number 10 of 2009 concerning Tourism is to be able to increase foreign exchange income in particular and state income in general and income for the community. Provide opportunities and employment opportunities for the community for tourism and can encourage industrial activities that support and other side industries. can then introduce and utilize the natural beauty and culture of Indonesia, and increase friendship between one country and another due to the increase in tourism.

Another popular marine tourism object in Makassar City is Samalona Island. The potential it has in the form of a white sandy seafont that stretches on the north, northeast and west and northwest is a particular charm for tourism activities. There are 2 dive points (diving) in the south of Samalona Island with a depth of 15 meters to 20 meters. Various activities that tourists can try visiting Samalona Island are not only diving, namely sunbathing, snorkeling, sightseeing (enjoying the natural panorama by going around the island), seaside sports, and fishing. Based on existing skills, Samalona Island is very feasible to be developed as a leading marine tourism destination in Makassar City.

The specialty of Samalona Island in addition to its beach views and underwater

beauty that can attract tourists to visit. Apart from the underwater beauty, the presence of white sand is also an attraction to be able to attract tourists and this small island also has a history of relics of World War II ships. There are at least 7 ships that sank in this area, including the Japanese ship Maru which sank at a depth of 30 meters, the Lancaster Bomber, the Dutch-made Hakko Maru cargo ship, and others. The ship has turned into a habitat for hundreds of marine life and attracts visitors to swim among the wrecks (Surya K. 2009). The specialty of the island of Samalona is the main attraction to be visited by tourists, it can be seen from the table below that tourist visits are increasing day by day.

Years	Domestic tourists	increase per year
2014	15.713	0 %
2015	13.323	-18 %
2016	17.705	25 %
2017	18.335	3%
2018	14.126	-30 %
2019	17.771	21 %
2020	-	-
2021	-	-

Tabel 1 : Source Central Statistics Agency

Judging from the number of visits from year to year, it is necessary to have contributions and cooperation from tourism stakeholders. According to Hetifah (2003:3) stakeholders are defined as individuals, groups or organizations that have an interest, are involved, or are influenced (positively or negatively) by development activities or programs. Each stakeholder has a different role that needs to be understood in such a way that the development of tourism objects and attractions in an area can be realized and implemented properly. The development of tourist attractions is strongly supported in terms of external and internal environmental conditions that can affect tourism marketing strategies. The

method used in this research is SWOT analysis and data analysis using IFAS and EFAS matrices which aim to determine the factors that are strengths, weaknesses, opportunities, threats.

There are three tourism stakeholders who play a very important role in the development of a tourism object, including marine tourism, namely the government, the private sector, and the community (Rahim, 2012:1). The role of stakeholders in the development of Samalona Island is very important because Samalona Island is one of the marine tourism that is currently popular in Makassar City but has not been supported by good facilities and management and the quality of human resources (local communities) is still not professional. Therefore, a solution is needed so that the role of each stakeholder involved can be identified and existing problems can be resolved such as maximizing the performance of the stakeholders involved and establishing a good coordination and cooperation between stakeholders.

Tourism development on Samalona Island is currently still not optimal, it can be seen from the inadequate tourism facilities and infrastructure, such as the pier that needs to be repaired because of the unsuitable condition for use, as well as the individual transportation owners who are not well organized. Not only that, the state of the facilities or facilities to support tourism activities on Samalona Island is quite complete but in improvised conditions. Some of the facilities on Samalona Island are lodging, food stalls, rest areas (bale-bale), public toilets, and places of worship. Lack of coordination between the community and the government. So this study aims to find out how the role of the community, government and private sector in developing the island of Samalona and



how the actual conditions of the island of Samalona (attractions, accessibility, amenities, ancillary services).

LITERATURE REVIEW

Tourism Concept

According to Law No. 10 of 2009 that Tourism is a variety of tourism activities and is supported by various facilities and services provided by the community, entrepreneurs, the Government, and Local Governments. between tourists and local communities, fellow tourists, the Government, Regional Governments, and entrepreneurs.

According to Yoeti (1997: 63) tourism is a journey which is a temporary trip, from one place to another, with the intention of not trying (business) or making a living in the place he visited, but solely as a consumer. enjoy the trip to fulfill various desires. Based on this understanding, it can be explained that tourism is a trip carried out by individuals or groups from one place to another that is temporary in nature with the aim of not working.

DTW Components

Cooper et al (1997) explained that the components in a tourist attraction are attraction, accessibility, amenities and aciliary service.

Tourism is a tourism component that has several tourist attractions, where the tourist attractions include artificial, natural, cultural and special tourist attractions. The term tourism is a combination of all tourism activities carried out by visitors (tourists) with several facilities, infrastructure, lodging, homestays, hotels, amenities, and several other supports that have been provided by tourism managers, actors or stakeholders.

Stakeholder Role

Stakeholders according to Hetifah (2003) are defined as individuals, groups or organizations who have an interest or are influenced (positively or negatively) in an activity or a development program. Tourism development essentially links stakeholders who are interrelated with one another, namely the government, the private sector, and the community (Rahim, 2012: 1).

Each stakeholder has a different position and interest that needs to be understood so that tourism development in an area can be realized and carried out properly.

Nugroho explained (2015) that stakeholders in development programs are classified based on their respective roles, including:

- a. Policy creators are stakeholders who function as decision makers and policy makers.
- b. Coordinator is a stakeholder whose function is to coordinate other participating stakeholders.
- c. The facilitator is the stakeholder as a facilitator whose function is to facilitate and fulfill the needs of the target group.
- d. Implementers are stakeholders implementing policies in which the target group is listed.
- e. Accelerators are stakeholders who function as acceleration and distribute donations so that a program can run well and according to the target or faster than the specified time.

Tourism Development Concept

Big Indonesian Dictionary Third Edition (2005: 538) defines that development is a process, method, which is carried out by a person or group of people to improve something for the better, and provide benefits, so that Development is a process / activity to promote something that is

considered to be able to develop and can be arranged in such a way that it can provide benefits to the community and can attract the attention of tourists. For Suwanto (2002), development is a way to advance and improve or improve something that already exists in an area. Thus tourism development can be said that it is a process to improve a destination in an area, area so that tourism businesses can increase and provide full benefits to the region and especially to the community. Grady in Suwanto (2002) explains that a tourism development criterion must relate to local residents so that the development that is attempted can provide benefits to the economy and provide benefits to residents.

Tourist Satisfaction

Kotler explains (in Ranguti, 2006: 23) customer satisfaction is a feeling of happiness or disappointment to customers as a result of a comparison between the achievements or products experienced and what they expect. From this satisfaction can lead to a customer referrals. Customer referrals are the availability of customers to share the satisfaction they enjoy with others. This activity means free word of mouth promotion because the customer will be happy to recommend what he has felt to the closest people, including family or friends. Satisfied customers will come back who will even bring their friends back or bring their families (Ranguti, 2006: 6). The satisfaction that will be experienced by tourists is the responsibility of a tourist destination manager. Providing the right service will affect the satisfaction that will be obtained. Satisfaction of tourists or visitors can be broken down into three stages, namely:

1. Ensure the basic needs of the visitors for this need to prepare.

- a) Tourism Information Center (information for tourists)
- b) Adequate facilities
- c) Service

2) Second: Know what the real expectations of tourists are. For that, try to see:

- a) Tourist Habits
- b) Approach Tourists
- c) Asking the tourists

3) Third: meet all the expectations of tourists in a way

- a) Equip facilities at the destination
- b) forming an organization
- c) Follow and see and supervise the implementation

SWOT Analysis

Freddy Ranguti (2006), SWOT analysis is a systematic identification of various factors to formulate strategy within a company. Basic logic analysis that can optimize strengths (strengths) and opportunities (opportunities), but simultaneously can use weaknesses (weaknesses) and threats (threats).

According to Philip Kotler, SWOT analysis can be interpreted as an evaluation of strengths, weaknesses, opportunities, and threats. SWOT analysis is one of the most widely recognized internal and external environmental analysis instruments for companies. This analysis is based on a strategy that is very effective and will be weak and threats. If applied accurately, even simple assumptions have a huge impact on successful strategy design.

RESEARCH METHODS

The design of this research uses descriptive qualitative. Sugiyono Explains (2016: 8) qualitative research is natural research, because the research is carried out in situations that are directly experienced by a researcher by looking at natural conditions directly. In essence, qualitative descriptive research is a method of researching status of a group of people, an object with the aim of making a systematic, factual and accurate description, picture or painting of the facts or phenomena investigated by Moleong in the qualitative research model. the subject of a study. With the method of description in the form of words and language, in a special and natural context by utilizing various natural ways. The qualitative approach was chosen because with qualitative research this research wanted to see how to develop the island of Samalona so that it could increase the visits of visitors to the city of Makassar. using a qualitative descriptive method, which later is expected for researchers to be able to produce in-depth explanations based on data obtained from interviews, documentation, observations, and literature studies or direct observations to stakeholders (community, government, and business actors).

Data Analysis

The data analysis technique used is descriptive qualitative technique, which describes the phenomena and problems in a study. The purpose of carrying out this research is to include factual, accurate and systematic explanations, descriptions or pictures about the real thing, the characteristics and the relationship between the phenomena studied. The steps in data analysis are as follows:

1. Data Collection

The data in this research were obtained by using several techniques, for example:

observation, in-depth interviews and documentation.

2. Data Reduction

Data reduction is a process of selecting, concentrating and categorizing real data with a focus on research problems.

3. Data Presentation

The presentation of the data is carried out by describing the phenomenon or situation in accordance with the reduced data.

4. Conclusion

The conclusion is the result of thinking about the comparison of the real reality in the field by way of theory on the data that has been obtained.

For optimal results, it must be in accordance with the research objective, namely to see the development of this tourist attraction with the SWOT analysis method.

RESEARCH RESULT**Samalona Island Overview**

Samalona Island is a small island located in Ujung Pandang District, Makassar City, South Sulawesi Province. The distance is about 6.8 kilometers from the city of Makassar. Samalona Island is administratively included in the Makassar City area, South Sulawesi Province. Samalona Island is one of the islands in the Spermonde Archipelago so it has great potential in the development of tourism activities. Administratively, the area of Samalona Island is 2.34 Ha, with regional boundaries; To the north it is bordered by Kayangan Island, to the east by Lae-lae Island, to the south and west by the Makassar Strait.

One of the important factors in the development of a tourist destination is the availability of accessibility to that destination. Based on the results Direct observations made in the field, researchers found that access to Samalona Island can be reached through many crossing places such

as; Paotere harbor, bangkoa wooden pier, and popsa village pier.

The demographic aspect of Samalona Island was formerly a vacation spot by Dutch dignitaries or Makassar City Government Officials. Samalona Island consists of 17 families with a population of approximately 100. Samalona Island has a RT Chair who is in charge of administrative matters relating to activities on Samalona Island. The inhabitants of the island of Samalona are ethnic Makassarese and their religion is Islam. Some of the residents since birth have lived on Samalona Island, others are immigrants from the surrounding islands who have families with other islanders.

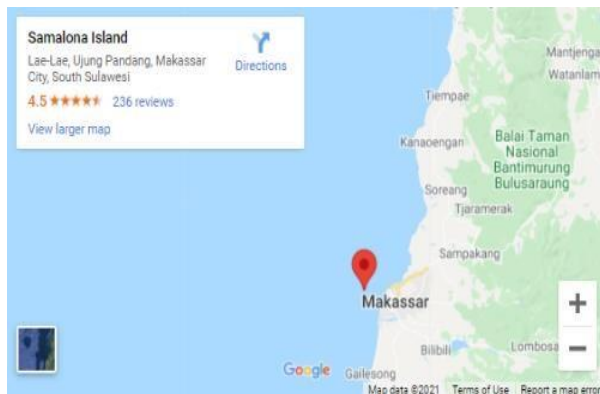


Figure 1. MAP of Samalona Island

Existing Condition of Samalona Island (4a) Cooper et al (1997) explained that the components in a tourist attraction are attraction, accessibility, amenities and aciliary service.

1. Attration (attractions) / Tourist Attractions on Samalona Island

a. Sunrise, One of the tourist attractions owned by Samalona Island is that visitors can see the sunrise (sunrise). This sunrise is highly awaited by tourists because the charm of this beauty only appears at certain times, the charm of the sunrise on the island of Samalona is often used as a moment for interesting photo objects for tourists.

b. Sunrise, a spot that is very popular with tourists, apart from snorkeling, tourists can

also enjoy the beautiful sunset in the evening. This is a very valuable moment for tourists who work all day long as a form of relieving fatigue and tiredness.

c. White Sand Samalona Island is very well known among the people of Makassar with its white sand so that this is the main attraction for tourists to come to Samalona Island.

d. Natural Panorama, The natural panorama on the island of Samalona is very enchanting because the sea water is very clear and has characteristics compared to the surrounding islands, so tourists want to visit this destination.

e. Tomb pilgrimage (pilgrim) the existence of an old grave on this island makes families or pilgrims to come visit the island.

2. Accessibility

Currently, the accessibility to go to the island of Samalona is fairly easy, especially when it is supported by several piers to get to the island of Samalona, namely Kayubangkoa Pier, Popsa Pier, and Potere Harbor. to go to the island of samalona it takes approximately 45 minutes from the pier by using a small boat. accompanying visitors and even boats for a capacity of 50 – 75 people are also available. Upon arrival at the pier, tourists are required to pay a levy of IDR 1,000 per person based on Makassar City Regional Regulation No. 13 of 2011 concerning Business Service Fees.



Figure 2. Kayubangkoa Pier

3. Amenities

The existence of a tourist attraction is expected to be able to provide supporting facilities for tourism activities carried out by tourists in order to provide a sense of security and comfort so as to meet the needs of tourists as long as they carry out tourism activities ranging from the availability of clean water, electricity and several other facilities and infrastructure. This is also explained by the community as the manager of tourist attractions on Samalona Island. "According to Kanaruddin dg Lollo as the head of the RT on the island of Samalona that the availability of facilities at the tourist attraction of Samalona Island is adequate because we as managers (local communities) here strongly support tourism activities carried out on the island of Samalona. For example, we are here to build small stalls to meet the needs of tourists who want to shop. The availability of facilities around and within the Samalona Island area can be described as follows:

- a. homestay
- b. Toilet
- c. Place of Worship (Musholla)
- d. Highway
- e. Roadside stall
- f. Gazebo
- g. Rubbish bin
- h. Electricity
- i. Souvenir Shop
- j. Signboard
- k. Snorkeling Equipment Rental
- l. Villa
- m. Swimming Boat Shoes
- n. Grilled
- o. Local Guide

4. Activities

When visiting the island of Samalona there are many activities that tourists can do to enjoy the island, including: fishing, diving, snorkeling, swimming, sunbathing, playing

jetsky, beach sports, exploring the island and much more.

5. Ancillary Service

Ancillary service is the availability of public facilities that can be used by tourists to support the implementation of a tourism activity such as ATMs, banks, hospitals, telecommunications, and others. However, on the island of Samalona itself, there are no such facilities so that the government or business actors can provide assistance to support tourism activities on the island.

Stakeholder Role

In developing a tourist attraction in Makassar, especially on the island of Samalona, it cannot be separated from the role of stakeholders, stakeholders in this case are individuals, community groups, business actors, entrepreneurs and government institutions who work together and coordinate to develop and realize .

1. Government

a. Tourism Planning, Based on the results of research to the Makassar City Tourism and Creative Economy Office, namely Mr. Syafruddin as the Head of the South Sulawesi Destination Development Sub Division, said that in developing a tourist attraction, especially Samalona Island, it is necessary to plan because by designing it will provide changes in a tourism industry. . By planning something in this case, tourism planning if done properly will certainly provide benefits and can minimize all the unfavorable effects. Therefore the importance of planning in the development of tourism as an industry so that the development of the tourism industry is in accordance with what has been formulated and succeeded in achieving the desired goals, both in terms of economic, socio-cultural, and environmental.

Unplanned tourism development can cause social and cultural problems, especially in areas or places where there are differences in social level between migrants and local

residents. As a result of the behavior of residents who like to imitate what foreign tourists do without knowing the cultural background of the foreign tourists they imitate. An unplanned development planning and growth will result in degradation or decrease in the attractiveness of a tourist attraction, it can even lead to environmental damage. Planning something if done well will certainly provide benefits and can also minimize all the unfavorable effects

b. Samalona Island Development, When conducting an interview with the Makassar City Government Service, there are several plans that will be carried out by the Makassar City Tourism Office in the development of existing facilities and infrastructure on Samalona Island, namely as follows.

No	Facility Type	Usefulness (utility)
1	Dock	The place to be the berth boat
2	Parking Boat (Boat)	The place where the owner boat stop the boat. Amount the boat that came to the island of samalona require community and government for make a parking alone so that tourists can enjoy tourist activities more comfortable.
3	Repair Mushollah	Communities on the island of Samalona

		completely adhere to Islam and local tourists who be in the area Makassar majority adhere to Islam so needed intervention from government for repair/rehabilitate the mosque as facilities for worship for tourists.
4	Addition Toilet	Number of public toilets there are only 2 units on the island of Samalona so the government required to make addition toilet. so that when during high season tourists don't
5	Embankment Construction	When the rainy season arrives, the water becomes high tide and has to erode a lot of sand which causes erosion so the government plans to build a dike to prevent further erosion.
6	Residential House Construction	The number of residential buildings that do not comply with standard operating procedures (SOPs) to be used as lodging or

		homestays, so the government plans to rehabilitate residents' homes to improve the quality of service for tourists.			Samalona is a form of city branding or image of a destination in the form of a building or a place that is easily recognizable, especially one that can be used to check where we are. A modern landmark can also be interpreted as a symbol made by humans, and can be a hallmark of a place.
7	Clean Water Shelters	The lack of clean water on the island of Samalona requires making and adding clean water reservoirs, in addition to this shelter being useful for the local community, tourists also cannot use it to rinse when finished doing beach activities.			
8	Add Genset	Referring to the explanation of Mr. Kamaruddin dg Lallo that electricity has not yet arrived on Samalona Island, people must use generators as an energy substitute for electricity. This generator is used from 18.00 to 23.59 due to limited energy, but not all people get the electricity, so the government wants to add several more generators to increase power when tourists come to Samalona Island at peak.			
9	Landmark Construction	The construction of landmarks on the island of			

Tabel 1.

Plans to be carried out by the Makassar City Tourism Office

c. Human Resources Development The development of a tourist attraction is not only supported by the presence of attractions, accessibility and amenities but also needs to be supported by reliable human resources. Training and coaching is very important in improving human resources because they will get more knowledge. With the training made by the government through workshops and training, it will provide a higher education capacity, with training, direction, development and cultivating the expertise of the community on the island of Samalona to be better as expected.

The coaching carried out by the government includes:

- 1) Tourism-based improvement and training
- 2) Skill-based knowledge improvement
- 3) Improved technology-based knowledge
- 4) Tourism Promotion Training
- 5) Micro, small and medium enterprises (MSME) training



making advertisements, websites, tourist attraction videos, Facebook, Instagram, Twitter, calendar of events, tourism promotion centers, and exhibitions. In addition, the government also created a regional tourism promotion agency (BP2M) to increase the tourism sector and increase tourist visits to the city of Makassar.

d. Making Samalona Island Development Policy, Policy related to land management rights. The government gives fully to the people of Samalona Island to make use of the existing land on the island of Samalona. The government does not restrict tourists from visiting the island of Samalona Protect local culture Directing environmentally friendly tourist behavior Restrictions on energy use

e. In this case, the government has coordinated with various private parties and tourism business actors, one of which is the owner of a villa in Samalona and the Association of The Indonesian Tours And Travel Agencies (ASITA) with the aim of promoting tourist attraction in the city of Makassar, especially the island of Samalona.

2. Business Actors

a. PT Comextra (Building Villa) Pt Comextra majora is a private company engaged in cocoa, Comextra's role is very much in developing the island of Samalona, one of which is to build a villa and then the villa is designated for tourists and provide benefits for the people who live there as the manager of the villa. In addition, PT Comextra provides financial assistance to the community to help build homestay improvements on the island of Samalona, not only that, many visitors who come to stay at PT Comextra's villas provide income for the local community.

b. Coral reef conservation PT. Kalla

c. Transportation Entrepreneur

d. Travel Bureau, directly the existence of this travel agency provides a form of contribution in promoting tourists to visit one of the tourist attractions of Samalona Island in Makassar.

3. Society

a. As managers, the community is the main actor in developing the island of Samalona and contributes the most as managers.

b. Opening a Business to Support Tourism Activities Apart from being a community manager there is also opening a business as a form of support for tourism development such as homestays (inns), stalls, canteens, rentals, snorkeling equipment, rest areas, gazebos, toilet rentals, and others.

c. Become a Guide

d. Community Participation in Island Planning and Utilization Activities.

SWOT ANALYSIS

1. Internal Factors (IFAS)

a. Strengths

1) The panorama around the tourist attraction is still natural so that it gives a sense of peace to the visiting tourists.

2) The atmosphere of a tourist attraction provides comfort to tourists.

3) Security on the island of Samalona can be said to be safe and under control because considering this area is an island and isolated so that unwanted outside disturbances will not occur. Another disturbance that can become a threat is the internal conflict of the community, the island can also be controlled because the people on Samalona Island still have very close kinship relations. So the people of the island of Samalona feel safe and comfortable and that way tourists will feel safe and comfortable traveling on the island of Samalona.

4) The sea water is very clear when we look towards the sea at a close distance it will be very clear that various types of marine life and coral reefs are visible.

5) White sand that stretches wide and thick and has very good sand and water.

6) Has a diversity of marine life and coral reefs. The underwater wealth of Samalona Island is the reason for tourists to visit Samalona Island, both domestic tourists and domestic tourists as a favorite place for snorkeling and diving.

7) The location of the tourist attraction is close to the center of Makassar City, so the location of Samalona Island is easy to access because it is an island close to the city center with a distance of 6.8 km from the city center to tourist attractions.

8) Having a diversity of tourist activities, thus tourists who come to visit not only swim but tourists can also enjoy tourist activities that utilize facilities including water sport facilities that are used by tourists to carry out tourist activities such as snorkeling and diving.

9) There is pilgrim tourism that makes tourists want to visit the island of Samalona.

10) HR that comes from the local community. The existence of a tourist attraction should be able to have a positive impact on the people living around the tourist attraction. As with the tourist attraction of Samalona Island, all local people take part in managing the tourist attraction of Samalona Island so that the local community also welcomes the existence of Samalona Island because it provides its own benefits with the existence of this tourist attraction.

b. Weaknesses

1) The unavailability of clean water on Samalona Island

2) Unavailability of health facilities based on observations made by researchers.

3) Trash from tourists

4) The number of tourists who are not aware of tourism, on the island of Samalona there is also a lot of garbage caused by tourists

visiting, especially in the gazebo and inn areas.

5) There are sea urchins that can interfere with swimming activities for tourists

6) Frequent abrasion during the rainy season or high sea breezes

7) There is no breakwater.

8) There is no special garbage transporter, so any garbage found in Samalona Island is burned or buried every week by the community.

9) Human resource capacity in the tourism sector is still lacking. In this case what is meant is the lack of understanding of the local community about tourism such as knowledge about tourism, ability to speak English. This is very influential on the development of the tourist attraction of Samalona Island for the future in dealing with new situations, especially when this attraction has been ogled by foreign tourists. And according to interviews that the author has done that almost every day there are foreign tourists visiting the tourist attraction of Samalona Island and the dominant foreign tourists visiting from Germany.

There are not enough toilets on the island of Samalona

2. External Factors (EFAS)

a. Opportunities

1) Opening job opportunities for the community around Samalona Island. Apart from being a place to absorb labor, Samalona Island also provides considerable opportunities for local people who want to open a dining business in tourist attractions and provide opportunities for the surrounding community to use community homes that are used as lodging for visiting tourists so that they can increase their income. local community.

2) The number of diving and snorkeling spots on Samalona Island motivates tourists to visit and enjoy the underwater life of Samalona Island

3) There is an opportunity to attract tourist visits to visit the city of Makassar because in terms of accessibility which is not far from the center of Makassar City and in terms of facilities it can also be said to be quite complete.

4) Tourists can also directly see turtles laying eggs. This data is taken from Mr. Kamaruddin's interview.

5) The existence of an international airport in Makassar so that it is easier for foreign tourists to go to Samalona Island.

6) Samalona Island is a spermonde island so that it can open and develop target markets to foreign countries.

7) There is a hotel that is close to the island of Samalona

b. Threats

1) Competition between tourist attractions and other tourist attractions. Islands in Makassar City which have the same potential as Samalona Island such as Khayangan Island, Lae-lae, Kodingareng, Barrang Caddi, Lanjuk and other islands that are close to Samalona Island. This situation causes a lack of tourists who will visit Samalona Island and choose to visit other islands.

2) The environmental impact of tourist attractions caused by dumping waste directly into the sea can result in pollution of the marine environment and damage existing marine biota and there is concern about coastal abrasion.

3) The absence of first aid health facilities in the tourist attraction of Samalona Island is something that needs to be considered by the manager to anticipate unwanted events for tourists and the entire community on Samalona Island.

4) The impact of foreign cultural influences on local culture. The number of foreign tourists to Samalona Island will indirectly affect people's lifestyles such as how to talk, dress and so on.

5) Environmental damage caused by tourist activities while in a tourist attraction.

6) The decline in the level of the tourism economy.

CONCLUSION

The government through the Disparekraf has implemented development programs and activities on Samalona Island in the form of developing facilities and infrastructure, developing human resources, and promoting tourism on the basis of the Strategic Plan of the Makassar City Tourism Office.

The development activities that have been realized are the rehabilitation of the Samalona Island pier, rehabilitation of community-owned lodging, construction of a wave retaining embankment, procurement of supporting facilities for electrical installations, fostering local communities through workshops, and conducting promotions through exhibitions and tourism events.

The involvement of the private sector in the development of Samalona Island, namely helping accessibility, empowering local communities and utilizing local facilities, promoting Samalona Island, conducting CSR by building infrastructure needed by the community and carrying out environmental care activities, namely coral reef cultivation. Samalona as the manager of the island and opened a tourism business. The role of the community is to be able to develop various economic activities on Samalona Island such as providing food and beverages, lodging, guide services and rental of marine tourism equipment.

The tourist attraction of the island of Samalona is very stunning so that many tourists visit the island, there are many activities that tourists can do

SUGGESTION

Based on the results of research found in the field, the suggestions that can be given by researchers are:

Government tourism office

1. Maximize the performance of the Makassar City Disparekraf by making policies related to the development of Samalona Island
2. Improving the competence and quality of local communities regarding tourism
3. Create a Special Policy for Samalona Island in increasing tourist visits
4. Doing promotions at home and abroad by utilizing Information Technology, Influencers, and Creating Youtube Channels about tourist attractions in Makassar, especially on the island of Samalona
5. Socialization regarding the tourism awareness movement as well as campaigns on cleanliness and environmental sustainability, this is intended as an effort to increase public awareness to care more about the importance of maintaining cleanliness and environmental sustainability
6. Monitoring and evaluating the development of Samalona Island in terms of community services, number of visits, tourist satisfaction, and environmental conditions (SDA)

Private

1. Provide excellent service standards for the community, especially those employed at Samalona Resort
2. Cooperating with the government to provide guidance to the community to increase community creativity in creating businesses
3. Travel agencies need to cooperate with local communities, namely the use of local facilities in making tour packages.

Public

1. The need for public awareness and responsibility in preserving Samalona Island as a marine tourism destination
2. Create a community institution or tourism awareness group with a clear

organizational structure and divided into several working groups

3. It is necessary to develop community-based tourism on Samalona Island. By increasing human resources, especially in the tourism sector, both in quality and quantity. This really needs to be done to improve service quality and support good and efficient management of tourism destinations

4. A tourism awareness movement is needed to increase public understanding of tourism so that the Sapta Pesona and CHSE programs by the Ministry of Tourism and the Creative Economy can be implemented properly on Samalona Island.

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