

Promotion Strategy in the Development of Local Tourism at Mandala Ria Beach in Dra Village, Bontobahari District, Bulukumba Regency

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1. Introduction

Indonesia as the largest archipelagic country in the world has a wealth of natural resources that are very potential. Indonesia's coral reefs contribute 21% of the world's coral reef wealth and 75% of the world's coral species can be found in Indonesia.

One of the marine environmental services that is very prospective in supporting the national economy is the development of marine tourism. The national scale shows that economic growth originating from marine tourism has a positive impact on the country's financial balance, both in terms of domestic and national income or *Gross National Product* (GNP). The development of marine natural tourism has a very important role economically and ecologically. Economically, the development of marine tourism plays a role in increasing the country's foreign exchange earnings and improving the economy of communities around the area. Ecologically, the use of this area for marine tourism can result in damage to the marine ecosystem if it is not managed properly. The development of marine tourism needs to be managed with the concept of ecotourism, namely a sustainable approach whose characteristics are that landscape management is directed at resource conservation, community cultural management is directed at community welfare, and conservation activities are directed at efforts to maintain the continuity of resource use for the present and future. (Yustinaningrum, 2017)

Gumelar, 2010:1 in (Desiati, 2013) National development is a reflection of the desire to continuously improve the welfare and prosperity of the Indonesian people in a fair and equitable manner, as well as to develop community life and the administration of an advanced and democratic state based on Pancasila. The implementation of national development is carried out jointly by the community

and the government. The community is the main actor in development and the government is obliged to direct, guide and create a supportive atmosphere. So that cooperation between society and government is created to achieve national development goals.

Human Resources (HR) are the basic capital of national development, therefore the quality of human resources must always be developed and directed so that they can achieve the expected goals. HR can be seen from 2 aspects, namely the quality aspect and the quantity aspect. The quantity aspect includes the number of available human resources/population, while the quality aspect includes the ability of human resources, both physical and non-physical/intelligence and mental, to carry out development. So in the development process, human resource development is very necessary because the quantity of human resources is large without sustainable development (*sustainable development paradigm*).

From the reviews above, it can be concluded that community-based tourism is tourism where local communities or residents play an important and major role in decision making that influences and provides benefits to their lives and the environment.

There are several reasons why it is important to carry out research on tourism development, because activities in the tourism sector have many impacts on areas that are tourism centers, the biggest impact of tourism development is on the community's economy. With tourism activities in an area, economic activities will run smoothly, a small sample of communities around tourist attractions will be able to buy and sell tourism needs, in this way the poverty rate will be reduced. Another impact of tourism development for the government is that by having tourism activities in its territory, the region will be better known internationally if there is support and encouragement from the government in terms of tourism development. And there are many more impacts that are influenced when tourism development can run well.

Bulukumba Regency is one of the districts in South Sulawesi Province which is located ±165 km southeast of Makassar city. Astronomically, Bulukumba Regency is located between 05°20'–05°40' South Latitude and 119°58'–120°28' East Longitude. Geographically, Bulukumba Regency has a coastline of approximately 164 km so this area is often referred to as a maritime area.

Judging from the tourism potential of Bulukumba Regency, it has local uniqueness and advantages, including the existence of the Bugis ethnic

community group which has the expertise to make pinisi boats and the Kajang culture which has a unique culture that maintains the traditional era to this day.

There are 12 marine tourism spots spread across several sub-districts in the 77th Bulukumba Regency area, namely Tanjung Bira Beach, Apparalang Beach, Bara Beach, Liukang Loe Beach, Mandala Ria Beach, Marumasa Beach, Kambing Island, Samboang Beach, Caseo Beach, Ujung Tiro Beach, Beach Lemo-Lemo, Panrang Luhu Beach is an extraordinary natural phenomenon and can be developed as a tourist attraction so that it can attract tourists in greater numbers. Thus, professional management is needed. (Riska et al., 2020). Bontobahari District has several tourist destinations that are most visited by tourists, including Tanjung Bira Beach, Bara Beach, Marumasa Beach, and Caseo Beach which are located in Bira Village as well as the Apparalang Cliff Tour and Mandala Ria Beach which are located in Ara Village and the pinisi boat cultural tourism in Ara Village. Ara tourist village is one of the tourist villages in Bulukumba Regency, located in Ara Village, Bontobahari District, Bulukumba Regency, which is approximately 37.8 kilometers from the center of Bulukumba City. Ara Village is one of the villages directed by the Bulukumba Regency government to become a tourist village because Ara Village has natural, cultural and artistic potential (Aulia et al., nd)

Mandala Ria Beach really offers amazing views, it has fine white sand and very clear sea water. Apart from the beauty of the beach, Mandala Ria also has historical value that is worth preserving because previously it was on this beach that Commander Mandala ordered dozens of ships in the context of liberating West Irian from Dutch Colonialism, therefore this beach was called Mandala Ria Beach. Before it was called Mandala Ria, this white sandy beach was called Turungan Ara or Tamparang Ara. However, apart from the beauty that can be seen from Mandala Ria Beach, there are also several phenomena or problems faced by the community in Ara village related to the development of Mandala Ria Beach tourism, such as road access, lack of various infrastructure and facilities, tourism souvenirs, lack of attention to environmental preservation. Community behavior or actions. local, the professional skills of service providers in the Mandala Ria tourist area are still weak.

2. Method Study

Methodology study Which used in study This is approach qualitative with research design case study. A qualitative approach is used for explore And understand phenomenon *Tourism Governance* in the development of Mandala

Rian beach tourism, Ara Village, Bulukumba Regency. Procedure study covers determining informants using purposive sampling technique, data collection through observation, interviews, *Focus-Group Discussion* (FGD) and Documentation Review. Data analysis using Reduction, *Display techniques*, and finally drawing conclusions. Meanwhile, for the validity and reliability of *tourism governance data* in the development of Mandala Rian beach tourism, Ara Village, Bulukumba Regency, we use Trigulation, Member *Checking*, *Auditing*, *Reliability*, *interview*, *truth value* , as well as interview material.

3. Results Beginning

With exists strategy Approach, of course, can be a target in achieving success implementation as expected, adaptable. The initial approach that has been taken is:

1. Governance

Approach The governance approach, in this case *Governance* , shows that there are important differences between management, policy making and governance. These differences are not direct and unequivocal, and may vary depending on culture and language.

2. Tourism

Development Concept There are 3 important aspects that are the basis for planning tourism development, abbreviated as 3A (attractions, amenities, accessibility). Aspect 3A is a minimum requirement for the development of a tourist destination. Each tourist destination certainly has its own uniqueness and characteristics that make many people interested in visiting that tourist location. On the other hand, amenities and accessibility factors will be the key to tourists continuing to enjoy their travel experience. These three factors have an important role in building a comfortable and enjoyable travel experience for tourists.

3. Good

Tourism

Governance

Related to *Good Tourism Governance* , in this case it is related to governance in the tourism sector, in this case the tourism sector, the *public sector* and the residents who live around tourist destinations, apart from that it is related to the concept of *good tourism* such as stakeholder involvement, sustainable resource use, training in the community, promotion and advocacy of surrounding cultural values. From the above, there has been a slight increase in the number of tourists who come after promoting on social media, but it is not in accordance

with what is targeted because the way of promotion or editing is less attractive in the sense that the resources require training in special fields.

4. Conclusion

Results beginning study show that strategy Training in the Community, Promotion and Advocacy of Cultural Values, in this case promotion via social media, has really attracted tourists to come to visit Mandala Ria Beach in Ara Village, Bontobahari District, Bulukumba Regency. With thus, the strategy becomes key in managing and introducing the tour.

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