



THE LOCAL GOVERNMENT POLICY STRATEGY IN TOURISM DEVELOPMENT IN NORTH GALESONG, TAKALAR REGENCY

STRATEGI KEBIJAKAN PEMERINTAH DAERAH DALAM PENGEMBANGAN PARIWISATA DI GALESONG UTARA KAB. TAKALAR

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DOI: <https://doi.org/10.62567/micjo.v2i4.1452>

Abstract

This study aims to identify the local government's policy strategy in developing tourism in North Galesong, Takalar Regency. The research uses a qualitative method, with data collected through observation, interviews, and documentation. The informants in this study consist of five individuals with different occupational backgrounds. The findings show that: (1) The local government's strategy for developing tourism in North Galesong focuses on infrastructure development, digital promotion, and community empowerment through Pokdarwis (Tourism Awareness Group) training. Although there are still challenges such as limited facilities, insufficient promotion, and uneven mentoring, this strategy demonstrates the government's commitment to achieving sustainable tourism. However, more systematic planning, technological support, and active community participation are needed to enhance tourism attractiveness. (2) The process of formulating the tourism development strategy begins with identifying obstacles such as limited funding and human resources, which are addressed through collaboration among the government, community, academics, and private sector. Strategic priorities are determined by considering economic factors, local culture, and environmental sustainability. Furthermore, the community is empowered through Pokdarwis and supported by village funds, culminating in the implementation of a pentahelix collaboration model to ensure that the strategy is well-directed, participatory, and sustainable.

Keywords : Policy, Local Government, Tourism

Abstrak

Penelitian ini bertujuan untuk mengetahui strategi kebijakan pemerintah daerah dalam pengembangan pariwisata di Galesong Utara Kab. Takalar. Penelitian ini menggunakan metode kualitatif dan data dikumpulkan melalui observasi, wawancara dan dokumentasi. Informan dalam penelitian ini sebanyak 5 orang yang mempunyai latar belakang pekerjaan yang berbeda-beda. Hasil penelitian menunjukkan bahwa: 1). Strategi pemerintah daerah



dalam mengembangkan pariwisata di Galesong Utara berfokus pada pembangunan infrastruktur, promosi digital, dan pemberdayaan masyarakat melalui pelatihan Pokdarwis. Meski masih terkendala sarana terbatas, promosi yang belum maksimal, dan pendampingan yang tidak merata, strategi ini menunjukkan komitmen pemerintah menuju pariwisata berkelanjutan. Namun, perlu perencanaan lebih sistematis, dukungan teknologi, dan partisipasi aktif masyarakat agar daya tarik wisata meningkat. 2). Langkah penyusunan strategi pengembangan pariwisata diawali dengan mengidentifikasi hambatan seperti keterbatasan dana dan SDM, lalu diatasi melalui kerja sama pemerintah, masyarakat, akademisi, dan swasta. Prioritas strategi ditetapkan dengan mempertimbangkan ekonomi, budaya lokal, dan kelestarian lingkungan. Selanjutnya, masyarakat diberdayakan lewat Pokdarwis serta dukungan dana desa, dan ditutup dengan penerapan kolaborasi pentahelix agar strategi berjalan terarah, partisipatif, dan berkelanjutan.

Kata Kunci : Kebijakan, Pemerintah Daerah, Pariwisata

1. INTRODUCTION

Tourism is one of the key sectors that significantly contributes to both national and regional economic development. This sector not only serves as a source of foreign exchange and increases Regional Original Income (PAD), but also creates new job opportunities, empowers local communities, and preserves culture and the environment when managed sustainably.

Tourism is considered a strategic sector with great potential to drive economic growth, create employment, and increase regional income. In the context of regional development, the tourism sector is seen as a driving force for inclusive and sustainable development, especially in areas rich in natural and cultural resources.

The local government, as an administrative entity within the Republic of Indonesia, has the authority to regulate and manage tourism affairs in accordance with existing laws and regulations. Tourism is one of the people-oriented sectors that needs to be developed to improve community welfare and regional development. The concept of tourism includes efforts related to empowerment, tourism businesses, tourist objects and attractions, as well as various types of tourism-related enterprises.

Takalar Regency, particularly North Galesong District, is a coastal area with promising potential for marine tourism. The beauty of its beaches, marine ecosystems, and coastal culture serve as attractions for both domestic and international tourists. However, this potential has not yet been fully optimized. There are still challenges such as limited supporting infrastructure, lack of destination promotion, and minimal community involvement in tourism management.

In Indonesia, tourism has become one of the national development priorities. According to data from Statistics Indonesia (BPS) in 2023, the number of international tourist arrivals reached 11.7 million, a significant increase compared to around 5.9 million visits in 2022 after the pandemic. Meanwhile, domestic tourist movements reached more than 700 million trips.



This growth indicates that Indonesia's tourism potential is vast if managed optimally, especially with its rich natural resources, cultural heritage, and biodiversity.

Based on data from the Takalar Regency Statistics Office (BPS Takalar) in *Takalar in Figures 2024*, the tourism sector continues to grow post-pandemic, with more than 50,000 visitors recorded at local destinations in 2022, including local, domestic, and international tourists. This figure reflects the potential for further development through proper planning and policy management (BPS Takalar, 2024). In addition, the National Tourism Information System (Sisparnas) of the Ministry of Tourism and Creative Economy (Kemenparekraf) lists Galesong Beach as one of the official destinations in the national database of tourist attractions, recognizing its appeal and development potential (Kemenparekraf, 2024).

Despite its great potential, tourism development in North Galesong still faces several challenges. Issues include limited access infrastructure, inadequate public facilities, weak environmental management (such as waste and coastal abrasion), low levels of digital-based promotion, and suboptimal coordination among stakeholders. Furthermore, the contribution of the tourism sector to Takalar Regency's PAD remains relatively low compared to its potential. This indicates the need for more targeted, integrated, and sustainable local government policies to develop the tourism sector in this area.

This study aims to identify and analyze the local government's policy strategies in tourism development in North Galesong. By understanding the strategies implemented, this research is expected to contribute policy recommendations that can enhance the effectiveness of tourism sector management in the region while promoting local economic growth and improving community welfare.

2. RESEARCH METHOD

The research method used in this study is a qualitative method, in accordance with the research problems and objectives, which are descriptive in nature. This study aims to describe and analyze in depth the role of women in supporting family economics in Panura Village, Pana District, Mamasa Regency. Based on the research context, this study employs a qualitative approach with various descriptive method designs (Sugiyono, 2020).

Qualitative research is research that aims to understand phenomena experienced by the researcher or participants, such as behavior, perceptions, motivations, and actions, in a holistic manner and described in words and language within a specific natural context, utilizing various natural methods (Moleong, 2020)

3. RESULTS AND DISCUSSION

The results show that the local government's tourism development strategy in North Galesong focuses on three main aspects: infrastructure development, tourism promotion, and community empowerment. In terms of infrastructure, the government prioritizes improving



road access, parking areas, and public facilities to enhance visitor comfort, although maintenance and cleanliness still require improvement.

Tourism promotion is carried out not only by the local government but also through community participation via *Pokdarwis* and social media. However, digital promotion remains inconsistent and needs structured support to reach a wider audience. Community empowerment is conducted through training and mentoring programs, enabling residents to manage *homestays*, local crafts, and culinary businesses.

The strategy formulation involves multi-stakeholder collaboration following the *pentahelix* approach—integrating government, community, academia, private sector, and media participation. Despite progress, several obstacles remain, including limited funding, inadequate infrastructure, low community awareness of environmental sustainability, and lack of comprehensive promotion.

Main challenges include: (1) poor road access to tourist destinations, (2) insufficient promotion from the local government, (3) low public participation in maintaining cleanliness and preserving culture, and (4) inadequate public facilities such as toilets, trash bins, and parking areas. These issues indicate that while tourism potential in North Galesong is high, its development requires integrated planning, stronger collaboration, and improved digital-based promotion to achieve sustainable growth.

4. CONSLUSION

1. The regional government's strategy for tourism development in Galesong Utara District focuses on developing supporting infrastructure, strengthening digital promotion, and empowering the community through assistance and training for tourism awareness groups (*Pokdarwis*). These efforts align with the vision of making Galesong Utara a marine- and culture-based tourism destination. However, challenges remain, such as limited infrastructure, unprofessional digital promotion, and uneven community assistance. Overall, the implemented strategies demonstrate the government's commitment to promoting sustainable tourism, but they require more systematic planning, optimal digital technology support, and active community participation to enhance the attractiveness and competitiveness of Galesong Utara as a tourism destination.

2. The steps in formulating tourism development strategies in Galesong Utara District begin with identifying key obstacles, such as limited funding and human resources. These challenges are addressed through cross-sector collaboration among the government, community, academics, and private stakeholders. The government then sets strategic priorities by considering community economic aspects, local cultural preservation, and environmental sustainability to ensure tourism development is not solely focused on short-term gains. Next, community empowerment is carried out through tourism awareness groups (*Pokdarwis*) and the utilization of village funds to support community-based programs. The final stage involves establishing sustainable collaboration through the *pentahelix* approach, ensuring that tourism development strategies are implemented in a structured, participatory, and sustainable manner.



3. The main obstacles in tourism development include: (1) limited accessibility to tourist sites, (2) insufficient tourism promotion by the local government, (3) low community participation in tourism management, and (4) inadequate public facilities at tourism locations

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