



Received: September 17, 2024

Revised: November 02, 2024

Accepted: November 30, 2024

*Corresponding author: Risda Dahlan,
Department of Management, Faculty of
Economics and Business, Universitas
Muhammadiyah Mamuju, Indonesia.

E-mail: risdaaadahlan@gmail.com

SOCIAL SCIENCE AND EDUCATION | RESEARCH ARTICLE

The Development Potential of Lombang-Lombang Beach Tourism in Increasing Community Income

Risda Dahlan¹, Yati Heryati², Muhammad Arsyad³

^{1,2,3}Department of Management, Faculty of Economics and Business, Universitas Muhammadiyah Mamuju, Indonesia. Email: risdaaadahlan@gmail.com¹, heryati17@gmail.com², arsyadstie@gmail.com³

Abstract: Indonesia is a country rich in natural beauty, diverse flora and fauna, and a wide range of cultures, all of which have the potential to generate substantial foreign exchange through tourism. In general, tourism is seen as a sector that can drive economic growth by increasing both community income and local revenue when managed and developed optimally. Lombang-Lombang Beach is one such natural attraction that is frequently visited by both locals and tourists, especially during holidays and regular days. The purpose of this research is to explore the efforts made by the local community to develop Lombang-Lombang Beach as a tourist destination and how it contributes to increasing community income. This study uses qualitative methods, with data sourced from both primary and secondary sources. Data collection techniques include observation, interviews, and documentation. The collected data will then be processed through data reduction, data presentation, and finally, drawing conclusions.

Keywords: Economic Resilience, Fiscal Policy, Monetary Policy, Structural Reforms, Institutional Quality.

1. INTRODUCTION

Every place has its own potential, depending on how the local community manages it to transform into a tourism sector that benefits everyone, including the local community, the private sector, the government, and tourists. It is not only important to manage existing potential but also to continue developing the tourism sector to ensure the convenience of visiting tourists. Indonesia, as a country rich in natural beauty and cultural diversity, possesses great tourism potential. The country is known for its high biodiversity, abundant natural resources, unique and authentic traditional cultures, beautiful landscapes, natural phenomena, and historical/cultural heritage, which make it famous among neighboring countries. Given its uniqueness, developing the tourism industry is a crucial step in improving the economy for both local and global communities. Currently, the tourism industry is growing rapidly compared to other economic sectors. The increasing demand for labor in the tourism industry, including accommodation services, souvenir businesses, culinary services, and other tourist-related services, plays a significant role in helping the government reduce the unemployment rate. Additionally, the positive impacts of this growth are also felt by the state treasury, as it continues to benefit from the ongoing flow of revenue.

Mamuju Regency has several prominent attractions that are interesting and worth visiting by tourists. One of the natural beach attractions in Mamuju Regency is located in Kalukku Sub-district, Sinyonyoi Village, namely Lombang-Lombang Beach. Lombang-Lombang Beach is a popular natural beach destination frequently visited by the people of Kalukku, with visitors coming almost every day. Around 2017, Lombang Beach saw significant development, including the construction of a hall,



gazebo, and bridge. However, by 2020, the beach experienced a decline in development, as evidenced by the partial damage to the gazebo, the deterioration of several small bridges, and the closure of some businesses. During initial observations in 2023, Lombang-Lombang Beach began to experience renewed development, though it is still not optimal. This is due to the uneven development of the tourist area, caused by the lack of an organizational structure and the fact that vendors in the area operate on their own land, which has hindered the consistent development of facilities in the Lombang-Lombang Beach tourism area.

Several important factors need to be considered when developing tourism to attract more visitors and increase the income of the local community. These factors include meeting the needs of tourists, such as ensuring good access to the tourist destination, availability of hotels or other accommodations around the beach, and ensuring the safety of the tourism sites. However, based on initial observations, Lombang-Lombang Beach has not yet met the ideal standards of a developed tourism sector. This may be due to the lack of knowledge among the local community on how to develop tourism or the absence of involvement from several stakeholders, including the government and investors. According to the 2023 Regional Fiscal Study, as shown in Table 1, one of the priorities for regional development in West Sulawesi Province is to increase regional economic independence, with the strategic target of developing tourism and the creative economy. However, in reality, Lombang-Lombang Beach tourism has not yet become a strategic target. Based on this, the author is interested in conducting a study titled, "Potential Development of Lombang-Lombang Beach Tourism in Increasing Community Income in Sinyonyoi Village, Kalukku Subdistrict."

2. LITERATURE REVIEW

2.1. Tourism Overview

In general, tourism refers to a journey undertaken by an individual for a short period, organized from one place to another, with the intention of leaving their original location without the aim of settling in the destination. The primary purpose is to enjoy sightseeing or recreational activities to fulfill various desires. The tourism sector has been rapidly developing, and its growth is considered profitable, benefiting many parties, including the government, private sector, and especially the local communities around tourist destinations. This sector's continuous development brings positive impacts. However, there are still many who do not fully understand the true meaning of tourism. According to Wahid Abdul (2015), tourism is a journey from one place to another, temporary in nature, carried out by individuals or groups, with the aim of finding balance, harmony, and happiness with the environment in the social, cultural, natural, and scientific dimensions. Prayogo & Febrianita (2018) define tourism as the travel of an individual or group from one place to another within a certain period of time, primarily for recreation and entertainment. From these explanations, it can be concluded that tourism is a conscious human activity, involving travel from one place to another, whether undertaken individually or in groups.

2.2. Tourism Components

According to Cooper et al. (1995: 81 in Setiawan, 2015), there are four components that must be present in a tourist attraction, namely: attraction, accessibility, amenity, and ancillary.

- Attraction is a key component in attracting tourists. An area can become a tourist destination if the conditions are suitable for developing it into a tourist attraction. What is developed into a tourist attraction is referred to as tourism capital or a resource. To identify the tourism potential of an area, one must consider what tourists are seeking. There are three types of tourism capital that attract tourists: 1) Natural Resources, 2) Cultural Tourism Attractions, and 3) Man-made Attractions. Tourism capital can be developed into tourist attractions in the location where it is found. Some tourism capital can be developed in such a way that it can hold tourists for days and be enjoyed repeatedly, with visitors returning on different occasions. The existence of these

attractions serves as the primary reason and motivation for tourists to visit a tourist destination (DTW).

- Amenity refers to all the facilities and infrastructure needed by tourists while at a tourist destination. These facilities and infrastructure include accommodations, restaurants, transportation, and travel agents. Suitable infrastructure is essential for the construction of tourism facilities such as hotels, tourist attractions, marinas, performance venues, and more. The infrastructure needed for the development of tourism facilities includes roads, water supply, electricity, waste management systems, airports, ports, telecommunication services, and others. Given the interrelationship between facilities and infrastructure, it is clear that infrastructure development must generally come before the development of facilities. However, there are situations where both infrastructure and facilities are built simultaneously as part of the development of tourist amenities. A place or area can develop as a tourist destination if accessibility is well-established. The relationship between facilities and infrastructure is reciprocal while infrastructure is necessary for facilities, the development of facilities can also drive improvements in infrastructure.
- Accessibility is a crucial aspect of tourism activities. Transportation services play a vital role in providing access to tourist destinations. Accessibility is closely linked to transferability, which refers to the ease of moving from one area to another. If an area lacks good accessibility, such as airports, ports, and roads, it will struggle to attract tourists, hindering the development of the area. Therefore, if an area has tourism potential, adequate accessibility must be provided to ensure it can be visited by tourists.
- Ancillary (Additional Services) services must be provided by the local government of a tourist destination, both for tourists and tourism stakeholders. These services include marketing, physical development (such as roads, railways, drinking water, electricity, telecommunication), and coordinating various activities in accordance with laws and regulations, both on the roads and at tourist attractions. Ancillary services also encompass support functions for tourism, such as management institutions, tourist information centers, travel agents, and other stakeholders involved in the tourism industry.

2.3. *Sapta Pesona*

According to Indonesian Law Number 10 of 2009, *Sapta Pesona* is a condition that must be realized in every tourism product in order to attract tourists to visit an area. According to Rafi et al. in Hamzah & Utomo (2016), *Sapta Pesona* is a condition that is created to attract tourists to visit a specific area or region in Indonesia, consisting of elements such as safety, orderliness, cleanliness, coolness, beauty, friendliness, and memorability. The implementation of *Sapta Pesona* is an effort to provide excellent service to tourists, especially in areas with tourist attractions, such as tourist villages. *Sapta Pesona* consists of seven elements, namely:

- Safe
A situation where tourists feel safe, free from threats, disturbances, violence, criminal activities, theft, extortion, arrest, fraud, and other forms of harm. This also includes disruptions caused by the community, such as coercion from street vendors, inappropriate behavior, words, and actions, as well as unpleasant conduct. Additionally, it involves preventing the spread of infectious diseases, dangerous illnesses, and accidents caused by inadequate equipment and facilities. The creation of a secure environment ensures that both the physical and emotional safety of tourists, as well as the safety of tourist attractions, are guaranteed.
- Orderly
Conditions that reflect an atmosphere of order and discipline in all aspects of community life, including the movement of vehicles, the use of facilities, and various other forms of community behavior.

- **Clean**
Conditions that are clean and hygienic, including the environment, tourist facilities, service facilities, and the individuals providing these services. This creates an atmosphere where tourists feel at ease and comfortable in a clean and healthy environment.
- **Cool**
Creating a fresh, cool, and comfortable atmosphere through well-organized and beautiful greenery, such as parks and green spaces, in every area of the attraction.
- **Beautiful**
In terms of order, organization, and harmony, this includes infrastructure, space utilization, the application of harmonious color schemes, and alignment with the environment, reflecting the nation's character. Beauty is always in accordance with cleanliness and order, and is inseparable from the environment, both in terms of nature's creations and human work. Therefore, we have a responsibility to preserve the environment so that it remains sustainable and can be enjoyed by humanity. The attitude and behavior of local people, who communicate in a friendly and polite manner with tourists, such as offering services and selflessly assisting them, reflect the hospitality that is inherent in Indonesian culture. Warmth and respect for guests are key cultural values that make Indonesians excellent hosts. This welcoming attitude is one of the main attractions for tourists, and it must be preserved.
- **Memories**
It refers to the pleasant and lasting impression left after visiting a tourist attraction. Memories can be beautiful and enjoyable, but they can also be uncomfortable. The memories that tourists wish to create during their travels in Indonesia are those that are pleasant. The concept of Sapta Pesona and its implementation go beyond just tourism. The socialization and application of Sapta Pesona in everyday life serve a much broader purpose, namely to strengthen national discipline and identity, while also enhancing the positive image of the nation and the state.

2.4. *The Effect of Tourism on Economic Growth*

Currently, tourism is considered one of the sectors that can support economic growth and contribute to achieving economic development. The following is an explanation of the positive impact of tourism on the economy:

- **Economic growth:** Tourism can be a key economic sector for a country, contributing to national income and generating employment opportunities. This leads to positive economic growth.
- **Job creation:** The tourism industry generates numerous employment opportunities for local communities, both directly and indirectly. These opportunities include jobs in hotels, restaurants, transportation, tour guiding, souvenir shops, and other related sectors.
- **Foreign exchange earnings:** Tourists visiting a country spend money on accommodation, food, shopping, and other activities, resulting in a flow of foreign exchange into the country. This revenue can be used to finance infrastructure development and other investments.
- **Stimulation of related sectors:** Tourism also stimulates the growth of related sectors such as agriculture, creative industries, handicrafts, transportation, and other services. This generates new business opportunities and boosts the income of local communities.
- **Infrastructure development:** To support the tourism industry, it is often necessary to invest in infrastructure development such as roads, airports, ports, and other means of transportation. These developments are not only beneficial for tourism, but also for other sectors and the general public.

2.5. *The Impact of Tourism on the Community Economic*

The tourism sector is a potential area for development as a source of regional income. Efforts to increase local revenue through programs and the utilization of regional tourism resources and potential are expected to contribute to economic development. Tourism is viewed as an activity with multidimensional aspects in the development process, involving socio-cultural, economic, and

political factors. This aligns with the provisions of Law Number 10 of 2009 concerning tourism, which states that the purpose of tourism is to increase national income, improve the welfare and prosperity of the people, expand and equalize business opportunities and employment, encourage regional development, promote and utilize tourist attractions in Indonesia, foster a sense of national pride, and strengthen international friendships (Ridwan Widagdo, 2017:). The development of the tourism sector is currently progressing rapidly, making tourism one of the leading sectors in the national economy. With the emergence of new tourist destinations and the growth in accommodation options, it is evident that tourism has the potential to boost a country's economy. Tourism can generate significant income for regions that recognize and leverage their potential in the tourism sector (Abdillah, 2016: 75).

3. Research Method and Materials

This research was conducted in sinyonyoi village, Kalukku sub-district, mamuju district. The types of data used in this study are qualitative data and quantitative data: Qualitative data, according to Sugiyono (2018), refers to research methods based on philosophy that are used to study scientific conditions (experiments), where the researcher acts as the instrument. Data collection techniques and qualitative analysis place more emphasis on meaning. According to Ghozali (2018), "quantitative data is data represented in the form of numbers, which can be entered into a statistical measurement scale." In this study, the quantitative data includes the population, research samples, and the results of the research questionnaire.

In this study, there are two data sources used, namely primary data and secondary data. Primary data; According to Sugiyono (2019), "Primary data is data obtained through interviews or the completion of questionnaires, meaning that the data source directly provides data to the researchers." In this study, primary data refers to data collected from observations and interviews with several parties involved in the development of Lombang-lombang beach tourism. Secondary Data; According to Sugiyono (2019), secondary data is a source that does not directly provide data for data collection. Secondary data is obtained from sources that can support the research, including documentation and literature. In this case, secondary data sources may include books, journals, and the results of previous studies, which further strengthen the data relevant to the research.

4. RESULTS AND DISCUSSION

4.1. Analysis Result

- **Overview of the Research Location**
Lombang-Lombang Beach is located approximately 35 km from Mamuju city center. By car or motorcycle, the journey takes around 45 minutes, and it is just 1 km from Tampapadang Airport. The tourist destination offers several facilities, including prayer rooms, gazebos, public restrooms, buoy rentals, and typical Sulawesi culinary offerings. Every week, Lombang-Lombang Beach attracts many visitors, not only during holidays but also on regular days, although it is more crowded during peak periods. In addition to sightseeing and enjoying the scenery, some tourists also engage in beach sports.
- **Population Conditions**
Based on the results of research conducted at the Sinyonyoi Village Office, it was found that the population density in the tourist area of Sinyonyoi Village in 2024 was 15 people, consisting of 4 families (heads of households). The total population includes 7 male residents and 8 female residents. For more details, the author presents the information in Table 1 as follows:

Table 1. Residents of Sinyonyoi Village Who Are Settled Within the Tourism Area by 2024

No.	Group Age (Years)	People Amount		People
		Male	Female	
1.	0-14	2	1	3
2.	15-59	5	7	12
3.	> 60	0	0	0

Table 1 shows the number of people living in the tourist area by age group. Those classified as unproductive are individuals in the 0-14 age group, totaling 3 people. Meanwhile, those who are considered not productive are individuals who are physically unable to perform heavy work or are aged 60 and above, with a total of 0 people. On the other hand, residents classified as productive are those who are of working age, between 15-59 years, and there are 12 such individuals out of the 15 residents of Sinyonyoi Village living in the tourist area.

- Development of Beach Tourism Objects

In previous years, the government has carried out various developments in tourist areas. The development of Lombang-lombang Beach is part of the Mamuju District government's plan, specifically the Tourism Office, to provide a tourist destination in Kalukku Sub-district, Lombang-lombang Village, that is easily accessible to both domestic and foreign tourists. The developments in the tourism area include the construction of a road leading to Lombang-lombang Beach, as well as the building of an entrance gate equipped with a guard post for collecting tourist fees. Based on the research conducted in 2024, one of the respondents, Mr. Alyas, shared the following: "In the past, the government did set up a guard post at the entrance, and visitors were required to pay to enter the tourist area. However, that was a long time ago, and it is no longer the case. The beach has been quieter since the coronavirus pandemic. If visitors still have to pay an entrance fee, the number of visitors will decrease even further, as some are reluctant to pay." Mr. Alyas believes that the beach has become quieter both before and during the pandemic. Visitors now come mainly to enjoy the beach's beauty, and if an entrance fee is required, it may discourage more people from visiting. In addition to the government's efforts, local business owners in the area have also made improvements, such as building parking lots, prayer rooms, gazebos for relaxation, toilets, rinse rooms, and offering various merchandise.

- Respondents' Economic Condition Before the Development of Tourism Objects

Before the development of the beach tourism attraction, the main source of livelihood for the respondents was primarily from the head of the family. Prior to selling drinks and food in the Lombang-lombang tourism sector, the informants mainly engaged in household activities and relied on the income from the head of the family. To provide a clearer picture of the types of economic activities of the respondents in Sinyonyoi Village before the development of the beach tourism area, the author presents the data in Table 2 below:

Table 2. Type of Economic Activity of Respondents Before Development of Beach Tourism Objects, Year 2024

No	Economic Activity	KK Respondent	Income/month
1	Employee	2	Rp.3,000,000
2	fish traders	1	Rp.750,000
3	Fisherman	2	Rp.1,000.00

Table 2 shows that most of the respondents' income came from the work of the head of the family, with 2 respondents working as office employees, 1 respondent working as a fresh fish trader, and 2 respondents working as fishermen. From this, it can be concluded that the economic condition of the respondents, based on their economic activities, is still relatively poor. The income of fishermen, for

instance, is not optimal due to the lack of adequate fishing facilities, with many still relying on traditional fishing gear. As a result, their income is generally only sufficient to meet basic needs. Additionally, fishing is heavily dependent on seasonal conditions. Faced with uncertain income, some respondents decided to engage in selling goods in the tourist area to supplement their livelihoods.

- The impact of beach tourism development on the community's economy

The development of coastal tourism has led to an economic impact that can be seen in the activities of the community, showing positive changes. Before the development of the coastal tourism attractions, most respondents were farmers, fishermen, or unemployed, with some working as traders or in honorary positions. However, with the development of beach tourism, respondents have gained additional side jobs, helping to increase their income. The recapitulation of the respondents' activities and income before and after the development of beach tourism attractions is presented in Table 3.

Table 3. Comparison of Respondents' Economic Activities Before and After Development of Beach Tourism Objects, 2024

No.	Economic activity before development Nan	Revenue (Rp)	Economic activity after development	Revenue for holidays and weekdays (Rp)
1.	Not working	0	Merchants and services (tire rental, rinsing room)	4.300.000
2.	Not working	0	Merchant	2.300.000
3.	Employee	3.000.000	Employee and Merchant	4.500.000
4.	Fisherman	300.000	Fishermen and traders	2.300.000
5.	Fish and coconut seller	2.750.000	Fish, coconut and merchant sellers	3.550.000
6.	Employee	4.000.000	Employees and merchants	9.500.000
7.	Labo	2.000.000	Laborers and traders	4.000.000
8.	Selling gasoline	500.000	Selling gasoline and traders	5.000.000
9.	Carpenter	1.000.000	Fishermen and traders	1.700.000

Table 3 shows the comparison of the respondents' activities and income before and after the development of the beach tourism attractions. Before the development of the tourist area, the community mainly relied on the income of the head of the family. However, after the development of coastal tourism, the community's activities have increased, with many individuals taking on additional work. Respondent 1, who had been unemployed after retiring as a fisherman, now helps by trading in tourist areas. Respondent 2, previously without a job, now supports their income through trading in the tourist area. Respondent 3, who previously received income solely from the head of the family, an office employee, has also increased their income by trading in the tourist area. Respondent 4, whose income came from a fisherman head of the family, now supplements their earnings by trading in the tourist area. Respondent 5, who previously worked as a fish and coconut seller, now increases their income by trading in the tourism area. Respondent 6, who used to rely on her husband's income, now supplements her income through trading. Similarly, Respondent 7, previously dependent on her husband's income, now adds to her income by trading. Respondent 8, who only sold gasoline before, now increases her earnings by trading, and Respondent 9, who once relied on the head of the family's income, now supplements their earnings through trading.

5. CONCLUSION

This research explores the potential development of Lombang-lombang Beach as a tourist attraction and its impact on increasing community income in Sinyonyoi Village, Kalukku Sub-district, Mamuju District. The study concludes that the development of Lombang-lombang Beach

tourism has had a positive effect on the local economy. Before the tourism development, the majority of respondents relied solely on the income of the head of the family. However, after the development, community members saw an increase in economic activities. Many were able to earn additional income through food and beverage sales and by offering services such as renting out facilities like gazebos, rinse rooms, life jackets, and banana boats. Furthermore, the development has created new income-generating opportunities for those who were previously unemployed, while some respondents increased their earnings by selling goods at the tourism site.

The findings of this study contribute to the body of knowledge on the economic impact of tourism development in rural communities, supporting the idea that tourism can act as a catalyst for local economic growth by diversifying income sources and promoting small-scale entrepreneurship. This research emphasizes the importance of integrating tourism development into rural economic strategies, highlighting the broader potential of tourism in stimulating economic growth and improving the livelihoods of local populations. From a managerial perspective, the study identifies key areas for improving the success of Lombang-lombang Beach as a tourist destination. It is recommended that the local government, particularly the Tourism Office, focus on enhancing tourism education and training programs, while improving infrastructure and recreational facilities at the beach. These efforts will help the community expand their business activities and increase their income. Furthermore, collaboration among business actors in the tourism area is vital for ensuring balanced development and enhancing the site's attractiveness. By fostering a more cooperative environment and ensuring well-distributed tourism development, the potential for sustainable growth and greater community benefits can be maximized.

REFERENCES

- Abdillah, A. B. (2016). Dampak Pengembangan Pariwisata Terhadap Kehidupan Masyarakat Lokal Di Kawasan Wisata (Studi Pada Masyarakat Sekitar Wisata Wendit, Kabupaten Malang) . *Jurnal Administrasi Bisnis* , 75.
- Hamzah, F., & Utomo, E. T. (2016). Sapta pesona pada Museum Mandala Wangsit Siliwangi Kota Bandung. *Jurnal Pariwisata*, III(2), 118–128.
- Kanwil Ditjen Perbendaharaan Provinsi Sulawesi Barat (2024). Kajian Fiskal Regional Tahun 2023. Mamuju. Kanwil Ditjen Perbendaharaan Provinsi Sulawesi Barat Hal 5. Diakses dari : 2023_Q4_KFR_Provinsi_Sulawesi_Barat.pdf - Google Drive
- Prayogo, R. R., & Febrianita, R. (2018). Literature Review : Pengembangan Strategi Pemasaran Pariwisata Dalam Meningkatkan Niat Berkunjung Wisatawan Di Indonesia. *Jurnal Administrasi Bisnis*, 16(2), 1–7.
- Setiawan, I. B. D. (2015) Identifikasi Potensi Wisata Beserta 4a (Attraction, Amenity, Accessibility, Ancillary) Di Dusun Sumber Wangi, Desa Pemuteran, Kecamatan Gerokgak, Kabupaten Buleleng, Bali. Laporan Penelitian. Fakultas Pariwisata Universitas Udayana Denpasar repository.unud.ac.id/protected/storage/upload/penelitianSimdos/
- Sugiyono. (2019). *Metodologi Penelitian Kuantitatif dan Kualitatif Dan R&D*. Bandung: ALFABETA.
- Sugiyono. 2018. *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*, penerbit Alfabeta, Bandung
- Undang – undang RI nomor 10 tahun 2009. *Kepariwisataan*.
- Wahid, Abdul. 2015. *Strategi Pengembangan Wisata Nusa Tenggara Barat Menuju Destinasi Utama Wisata Islami*. Skripsi.
- Widagdo, R., & Rokhlinasari, S. (2017). Dampak Keberadaan Pariwisata Religi terhadap Perkembangan Ekonomi Masyarakat Cirebon. *Al-Amwal: Jurnal Ekonomi dan Perbankan Syariah*, 9 (1), 59-74.