



TOURISM DEVELOPMENT POTENTIAL OF LOSARI BEACH THROUGH REVISIT INTENTION APPROACH IN MAKASSAR CITY

Muh. Rizal Syahdan¹, Rohana², & Hamkah³

^{1,2}Universitas Muhammadiyah Makassar

³Politeknik Negeri Ambon

Correspondence Email: muh.rizalsyahdan@unismuh.ac.id

ABSTRACT

The Losari Beach area is one of the tourist attractions in South Sulawesi, located in Makassar City. Tourism industry destinations can provide Regional Original Income (PAD) for Makassar City. Losari Beach has much potential as a marine tourism destination, water sports, ports, seafood, shopping places, etc. This research aims to develop the potential of Makassar as a tourist city, especially the Losari beach area, to review it. This study used a descriptive approach with qualitative descriptive data analysis techniques. Hierarchically, the discussion's findings—specifically, the existing elements of the Losari Beach area's development—indicate that this place has the potential to be developed, particularly in terms of spatial patterns, to become a world city. For both domestic and foreign visitors to enjoy nature and cultural tourism, efforts are currently being made to integrate other forms of cultural tourism, such as Fort Rotterdam with Losari Beach, by expanding pedestrian paths. This is also true of efforts to integrate the Somba Opu road with Losari beach. A temporary anticipating is being conducted in this area by some tourism-related supporting organizations in the Integrated Business Center area. The improvement of various related facilities and infrastructure, such as the provision of inter-city public transportation with direct access to Losari Beach, parking areas around Losari Beach, and cultural reorganization must support this achievement. Regional regulations and regional regulations and associations have contributed to efforts to develop Losari beach tourism through Revisit Intention. The results of the summary of the researcher's notes were obtained from secondary data, namely the city government's efforts to evaluate the improvement of Losari beach as a landmark of Makassar city.

Keywords: Tourism; revisit intention; Losari beach

1. INTRODUCTION

The increasing physical development of Makassar city will undoubtedly cause various changes in city problems. Various forms of reclamation that occur, bring changes in the structure of the city

to be increasingly under control, especially related to tourism problems. Improvements are still being made by developing various areas as a marine tourism sector. According to Anwar et al. (2011), marine tourism in Makassar City is very promising, considering that Makassar City is located on the south coast of Sulawesi Island and is directly adjacent to the Makassar Strait so it has a wealth of marine and artificial biological resources, which include: coastal 35.22 km and has 11 small islands with a total area of 178.5 ha with panoramic views of the beach and stunning underwater scenery, several beaches exist and are quite famous such as Losari Beach.

Losari Beach is one of the beach attractions in South Sulawesi in Makassar City. Objects in tourism can provide local income (PAD) for the city of Makassar. Losari Beach has much potential to be utilized as a marine tourist attraction, water sports, ports, marine products, trade areas, and so on (Perikanan and Ilmu 2008). The management and utilization of the Losari beach environment are faced with several problems, namely the potential for beach management to become a tourist attraction and low public awareness of the environment, resources, and regional integration. Therefore, good strategic planning of beach tourism is needed by paying attention to the internal conditions of Losari Beach and its external environmental conditions.

People with local knowledge and policies will better understand the tourism products developed and the impacts caused, compared to people from outside tourism destinations. Local communities also contribute to promoting tourism destination products because local communities are the main component that shapes the image of tourism destinations (Adikampana 2017).

Several tourist destinations integrated with Losari Beach, such as architecture, culinary centers, souvenir centers, nightlife, Rotterdam cultural heritage, and various other destinations, have the potential to be developed into the Losari Beach area as a Tourist Area. According to (Ab et al. 1979), The functional image of the destination leads to a combination of physical evidence and tangible components of the destination. While the symbolic image of the destination leads to intangible aspects of the destination, such as the atmosphere of the place and personal stereotypes of the destination.

Based on data from the Central Statistics Agency (BPS) related to tourist visits to South Sulawesi in 2018-2021:

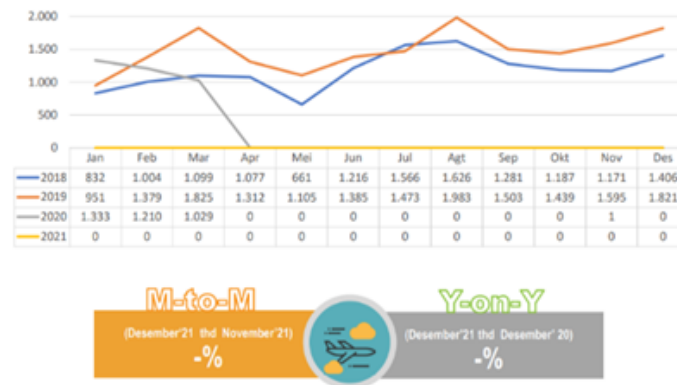


Figure 1. Graph of the Development of the Number of Tourist Visits in South Sulawesi 2018-2021.
Source: (Bandung 2022)

From the data obtained from BPS, it can be seen that the number of tourist visits in the last few years, namely 2020-2021, has decreased significantly due to the pandemic that has hit all cities in Indonesia, even in some countries experiencing similar things. Therefore, this study aims to develop the potential of Makassar as a tourist city, especially the Losari Beach area, based on revisit intention.

2) METHODS

In proposing the arrangement of the Losari Beach area as urban tourism in Makassar City, the following research methods used in this study are divided into research methods, data collection techniques, and data analysis techniques. The method of research used is the method of descriptive research (descriptive research). Descriptive research aims to systematically, factually, and accurately describe a social or natural phenomenon (Darjosanjoto, 2012) in (Jordan and Ulimaz 2019). This research was conducted by describing the potential for the development of each tourist spot and the integration of the Losari Beach area through revisit intention.

The data analysis technique used is descriptive qualitative to determine its development potential. And this research will be directed as a follow-up to the stage of collecting and presenting data to obtain the expected output or study results. For data collection techniques in research, using qualitative data collection techniques. There are several ways to obtain the data needed, including, 1) the primary data: observation, interviews, questionnaires, and data grouping, and 2) secondary data: literature studies, print media information, and organization.

Table 1. Respondent population

Population	Sum	Percent
-Age		
>30 years	31	44%
20-30 years	22	31,5%
<20 years	17	24,5%
-Gender		
Man	32	45,7%
Woman	38	54,3
- Origin of visitors		
Outside South Sulawesi	30	44%
South Selawesi Region	17	24,3%
Makassar City	18	24,7%
Foreign Nationals	5	6%
- When to visit		
Morning	22	31,5%
Wound	48	68,5
Total population	70	100%

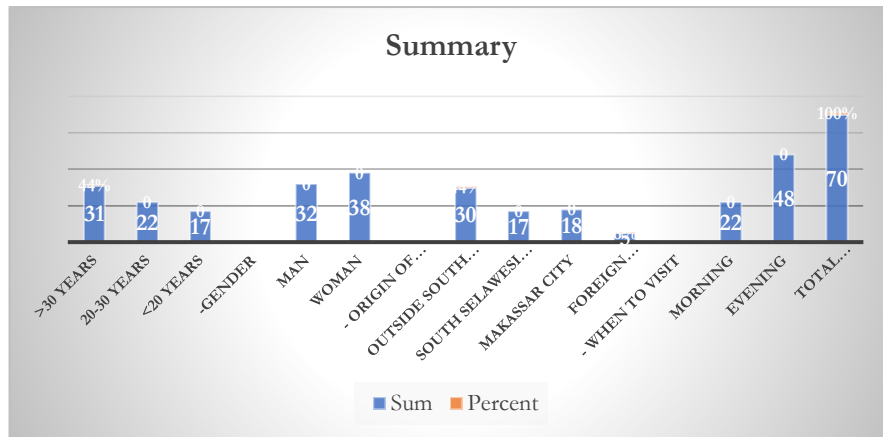


Figure 2. Graph of the respondent population

3) RESULTS AND DISCUSSION

Tourism is an activity where a person seeks pleasure by enjoying various entertainment that can unwind. Seeing that humans will always need tourism, the tourism industry will always be a thing that will never die. Therefore, as one of the components of tourism, tourism destinations should be able to meet psychological needs in accordance with the wishes of humans (Rohana and Sri Wahyuni 2019). The selection of tourist destinations is the result of the travel decision process. Travel decisions are an action taken by tourists when going on a tourist trip. In choosing a tourist

destination, several travel decision processes and factors can influence including personality, attitudes, socioeconomic conditions, destination image, destination facilities, and destination health risks (Universitas Pelita Harapan, 2022).

Losari Beach is a beach located in the west of Makassar city. This beach is a place for Makassar residents to spend time in the morning, and evening enjoying the beautiful sunset. Before it was known as Losari, the people of Makassar called it the Fish Market. At that time, many indigenous merchants were selling. In the morning, it is used as a fish market. At the same time, in the afternoon, other vendors sell nuts, *pisang epe* (traditional cake from banana), various snacks typical of Makassar, and seafood (seafood) and grilled fish at night. The jams were once touted as the longest stalls in the world (as tent stalls lined up along the beach that was approximately one kilometer long (Dwi Hapsari, 2016).

Based on the analysis of regional potential and development, when viewed from the aspect of development and infrastructure, Makassar is one of Indonesia's most important cities after Medan, the largest city outside Java. Demographically, the city belongs to a multi-ethnic or multicultural type, with several ethnic groups, most of which are Bugis, Toraja, Mandar, Buton, Javanese, and Chinese.

Of the several multiethnic and multicultural types, all of them can be found in the Losari coastal area, which has been reclaimed and divided into several segments, based on the cultural picture in South Sulawesi. And in the area, Losari Beach provides a variety of social and cultural attraction spaces, to enjoy the tourist area of Losari Beach. The segments found in the tourist area of Losari Beach include:

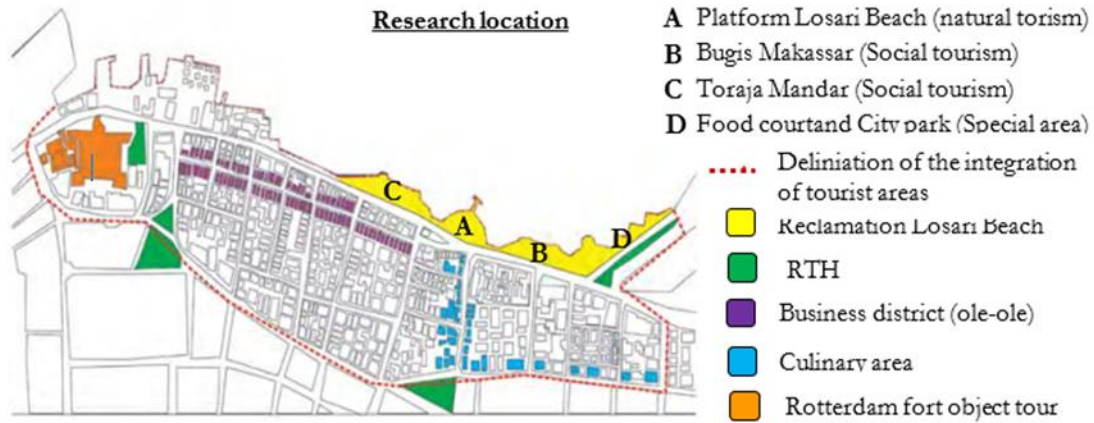


Figure 3. Research location

Some of the attraction spaces provided by the city government for the development of Makassar city tourism in the Losari beach area, are quite attractive in attracting outside tourists, especially foreign tourists. The display of cultural ornaments typical of south Sulawesi, becomes an attraction in making the city of Makassar a tourist city and a world city. However, in some reclamation areas of Losari Beach, the arrangement of corridors or plazas of attraction rooms does not yet have an information/media reading room for visitors about the cultural history of South Sulawesi which is educational. The provision of cultural heritage buildings such as museums, miniature buildings typical of the region, has not been found in the area Losari Beach.



Figure 3. Attraction places in Losari Beach

Among the tourist attractions offered on the platform, there are cultural miniatures and statues of heroes scattered in several segments providing cultural and historical education to tourists, as well as sunset/sunrise on Losari beach that can be enjoyed on the platform. There are icons BUGIS, MAKASSAR, MANDAR, TORAJ, and MAKASSAR CITY provide a special place for tourists to take pictures and visit the platform. There is also a floating mosque, the Amirul Mukminin Mosque, located in the south in a special tourism segment, which was built in 2012, presenting religious tourism for Muslims who want to worship in a floating mosque that is one of the most beautiful spot around the Losari Beach.

Based on the policy regulation of the Minister of Culture of Tourism, that is one of the criteria for the development of cultural tourism areas, adjusted to the choice of activities. As for the core area's development is intended for local tourist attractions in residences, museums, churches, pedestrians, meeting places for human activities and leading buildings (Kebudayaan and Pariwisata 2011). When viewed from the spatial aspect of the area, the facilities and infrastructure of each area have their own functions. The core area (Losari beach platform) is an area arranged based on indicators of the attractiveness of tourist attractions such as the availability of historical statues; venues of festivals and performances; another supporting attraction, in this case, the availability of tourist piers as a place to lean on phinisi ships; as an attraction of the waterfront area, which is included in segment as natural tourism.



Figure 5. View the tourist pier area in the core area

Another potential tourist attraction of Losari beach is that it is integrated with other tourist areas such as the existence of Rotterdam fortress and business district, which provides various forms

of souvenirs or souvenirs typical of South Sulawesi, in this case the gold sales center, which is quite famous for the uniqueness and diversity of models found in the area.

For connectivity connecting the fortress of Rotterdam with Losari beach, while revamping the provision of pedestrian paths, so that tourist activities of domestic tourists and foreign tourists, feel comfortable in natural tourism activities and cultural tourism. Like wise with integrsasi the area that connects the SombaOpu road with Losari beach. The area is temporarily improving various supporting facilities related to tourist activities in the Integrated Business Center area.

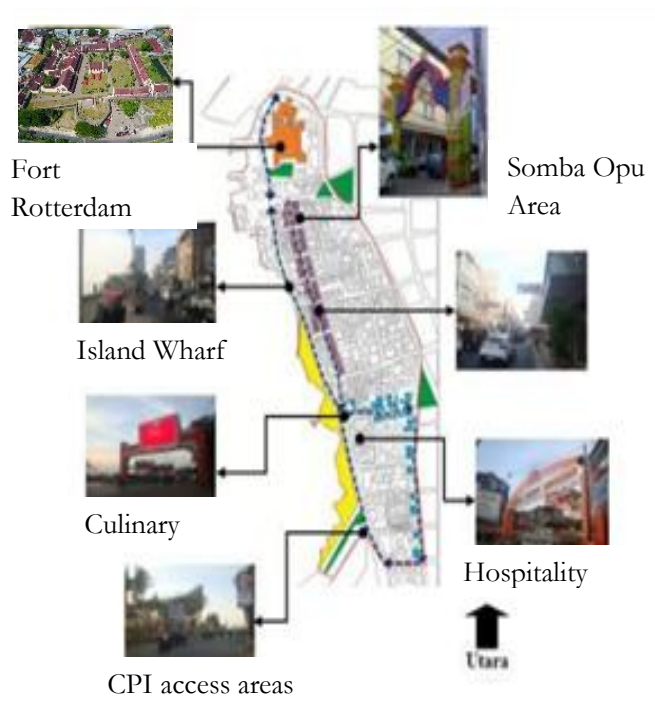


Figure 6. Regional integration into several tourist destinations

The determination of tourist visitors is still fairly massive, regarding the aspect of revisit intention. Revisit Intention is a behavior (behavioral intention) or the customer's desire to return, give a positive word of mouth, stay longer than expected, or spend more than expected. With so many consumers coming to buy products or services, so it will achieve the expected profit (Anugraini and Ihsannudin 2021).

Tourists' revisit intentions can arise due to several factors. Azman and Elsandra (2020) in (Purba, Suhud, and Aditya 2016) for tourists to revisit an attraction are the desire to play, the natural

environment, and the attractiveness of the weather. Meanwhile, (Arlen.J.L.Makelew, Mananeke, and Debry.Ch.A.Lintong 2019) physical evidence are only promotional factors. In addition, word of mouth (WOM) information factors, tourist attractions, tourist facilities, and destination imagery also determine revisit intention.

From the results of the researcher's interview discussion with visitors regarding the satisfaction of Losari beach tourism, basically gave a fairly positive, but not in-depth response. The specifics of the form of the question, in general, are only limited to travel recommendations and revisit in the following moments.

Table 2. Revisit intention assessment

Not.	Response	Score	Information
1.	Recommend to family	26%	Agree
2.	Recommend to a friend	29%	Agree
3.	Telling positivity	27%	Very
4.	Come back	18%	Nervous

Notes: 1. Strongly agree, 2. Agree, 3. Hesitate, 4. Disagree

Based on the table obtained regarding revisit intention, doubts about coming back are the focus of the problem, why doubts can arise, when the Makassar city government is quite aggressive in promoting Makassar tourism with the slogan Makassar world city. There are various reasons summarized in the researcher's note, including:

1. Unavailable intercity buses
2. Quite diverse park management
3. The beauty of the culinary arrangement around Losari beach has not been arranged neatly
4. Media and reading board information, still incomplete which is educational in nature
5. Various area ornament facilities, not maintained (damaged)
6. Accessibility of the area, still not well organized (pedestrian paths)
7. Hand washing container facilities.

From some of the reasons mentioned, it must be a concern for the government and the community, especially visitors and users of the area that the government has provided as municipal assets and income. This attention, too, should require cooperation between the city government and the people who make Losari beach a place to find income.

This achievement, of course, must be supported by the completeness of various facilities and infrastructure that are quite adequate, such as the procurement of intercity bus transportation, which is directly accessible to Losari beach, parking pockets around the Losari beach grounds, cultural-based realignment of the area as well as regional regulations and connectivity.

Of course, this rule is fairly new for handwashing facilities because, recently, almost all countries have experienced COVID-19. Based on the results of the discussion, the study sums up as follows:

1. From the aspect of developing the existing Losari beach area, hierarchically, the area has enough potential to be further developed, especially from the aspect of spatial patterns, so that it can realize the city of Makassar as a world city, can be achieved.
2. Some several conditions and situations need to be of concern to the city government regarding the standard rules of the Ministry of Tourism regarding criminal penalties, for visitors and users who damage and do not maintain the tourist assets that have been provided.
3. The government is concerned about several factors related to the intention to return so that prior tourism will have a strong WOM (Word Of Mouth) influence in the future. The condensed version of some researchers' notes became crucial, allowing for further development in several areas, increasing tourism in Makassar.

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