

## **Analysis the Malino Beautiful Festival on Management Strategy of Tourist Visits in Gowa Regency**

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### **ABSTRACT**

This research is to answer the management strategy for visits tourists as well as f -factors which required for increasing the implementation of the Beautiful Malino Festival as a Tourist Attraction a. Surveys and documentation were carried out before and during the Beautiful Malino festival which took place in September in Malino, Tinggimincong District, Gowa Regency, South Sulawesi. The research approach uses descriptive qualitative , data collection through the distribution of questionnaires, interviews and literature study. The implementation of *the Beautiful Malino Festival* was able to attract an increase in the number of tourist visits to Malino since 2017 the number of tourists reached 20,000 people, in 2018 it reached 20,000 people. 50,000 people and in 2019 up 300% or reaching 80,000 people . The results of the study revealed that the strategy adopted in increasing tourist visits was due to the development of tourist destinations through offering affordable tour packages , collaboration with relevant agencies through funding and sponsorship assistance and promotions carried out regularly by the Gowa district government through social media, attracting influencers, banners, billboards, and print media. This study recommends improving the accessibility of tourist movements in Malino destinations and providing accommodation facilities that can accommodate large numbers of tourists.

**Keywords :** Strategy; Beautiful Malino Festival; Tourism

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### **INTRODUCTION**

The strategy for the management of Beautiful Malino is an effort by the local government to increase the potential of Gowa Regency's regional income. In its implementation, it is necessary to have a good planning and development strategy and introspection to strategic issues, so that with a good strategy in the development of the tourism sector, it will know the prospects for the development of the regional tourism sector in the future. (J. David, 2011)revealed that as indicated in the strategic management model, clear vision and mission statements are needed before alternative strategies can be formulated and implemented. Management of planned tourism activities in order to keep tourists from staying longer in tourist destinations and how tourists spend as much money as possible during their tour (Chatamallah, 2008). With the length of time tourists stay in Malino City, it will increase their spending, so that it will generate transportation and entertainment service companies in the tourist area of Malino.

(Cudai Nur et al., 2019; Kesuma et al., 2021; Nur et al., n.d., 2019) in the development of tourism potential requires a brand as the identity of the destination. A brand attached to a city as an image that becomes the main capital in selling tourism products. (Moilanen, 2009) A city brand is an image management of a destination through strategic innovation and coordination of economic, commercial, social, cultural and government regulations. City brands have a role to create positioning and differentiation to introduce the potential (Abbasi et al., 2019; Kholis et al., 2017; Ngoc & Tien, 2021) of the region to tourists and can grow industries, as well as increase job opportunities. In line with that, (Ahmad, 2018) revealing that cognitive image has a direct and positive effect on the intention of tourists to revisit, in other words, if the indicators or attributes that exist in the cognitive image can be optimized to be very high, it is certain that tourists will consider visiting again or not. make repeated visits to existing tourism destinations. With the existing brand and image in the end local income can also increase and the quality of life of residents in the area can also be improved.

Utilization of tourism (Samad et al., 2018) resources through the use of brands and image optimization in the frame of tourism events. (Higgins, 2017) defines tourism events as systematic planning, in marketing an attraction that is useful in marketing, image building, and developing a destination. This is in line with the mandate of Law No. 10 of 2009 concerning tourist attraction is everything that has uniqueness, beauty and value in the form of a diversity of natural wealth, culture and man-made products that are the target or destination of tourist visits. Regional attractions can be in the form of natural phenomena such as (geography, fauna and flora) and events that contain cultural, religious, sportsmanship and other festival values.

Beautiful Malino is one of the strengths of the (Padatu & Akib, 2018) of Gowa Regency and the community to attract tourists to visit Gowa Regency. Tourism development in Gowa Regency using a sustainable concept can be seen in the renewal of Beautiful Malino in an annual event organized by the Gowa Regency Government. (Andi Atrianingsi, 2019) The government has carried out its role as a motivator, facilitator, and dynamist. Beautiful Malino was first discussed by the Gowa Regency Government through the Gowa Regency Tourism and Culture Office in early 2017. Head of the Gowa Tourism Office, Sophian Hamdi, said the number of visits had even increased to 100 percent after the tourism event was held centered in Malino, Tinggimoncong District, Gowa. The event is also considered to have an impact on the income of the surrounding community who open a typical regional souvenir business (interview results, 2020). The items for the beautiful Malino activity are Development Exhibition, Summer Camp, Music Artfest, Mountain Bike, Culinary Festival, Cross Country Running, Cultural Carnival, Nature Gowa, and Trail Adventure (Archive, Tourism and Culture Office of Gowa Regency).

The development (Akib et al., 2019; Asry et al., 2015; Saggaf & Akib, 2014) and contribution of Beautiful Malino managed to record the number of transactions in the Malino tourist area reaching IDR 28 billion in 2019 (Arsul Sarif, Mei 2021). However, this growth is not in line with accessibility in tourist areas which are encouraged to become brands to change the face of Gowa. Inadequate road infrastructure is one of the reasons. This is because the land route access to Malino, which is reached from the Parangloe sub-district, was partially damaged with potholes and bumpy roads. Although some of the paths are paved, there are still some damaged spots, this is due to the traffic of trucks transporting type C mining sand along the Jeneberang river and the construction of the Pattalassang-Parangloe area which has resulted in the dense activity of cars transporting building materials. This condition becomes a dilemma in optimizing the potential of Malino as a tourist destination while the existence of the Jeneberang sand mining potential and the Pattalassang-Parangloe satellite city area which has the potential for economic growth of the community.

Availability of accommodation is also a problem in Malino. The results of the interview revealed that not a few tourists were disappointed because they did not get lodging facilities in

the City of Malino, this is the development of tourism in Malino itself has increased significantly . The government through the tourism and culture office of Gowa Regency in 2019 only targeted 60 thousand tourists, but it was recorded that 70 thousand tourists came to the beautiful malino event, an increase of 10 thousand people from the estimate . So there are 10 thousand tourists who do not get access to lodging in Malino.

The topic of the Beautiful Malino Festival Management Strategy in Gowa Regency, South Sulawesi Province to be able to provide benefits to the entire community of the Regency. Gowa and can also be widely used by both domestic and foreign tourists and especially the surrounding community. A well-thought-out strategy is needed that will have great potential to succeed and bring about better changes in various fields. This is where the importance of regulations and awareness of local governments that carry out development in the tourism sector. The tourism sector requires a strategy with a planned or structured pattern of tourism development so that its potential can be developed optimally. Based on the above background, it can be understood that tourism activities are one of the business fields that are considered to be able to provide benefits and advantages for the community, entrepreneurs, and the government in increasing their original regional income. This is what makes the writer interested in analyzing "The Management Strategy of the Beautiful Malino Festival on Tourist Visits in Gowa Regency".

## **METHOD**

The research approach uses descriptive qualitative, data collection through the distribution of questionnaires, interviews and literature study (Hunter, 2019). The focus of this research is only focused on the Beautiful Malino Festival to answer management strategies for tourist visits and the factors needed to improve the implementation of the Beautiful Malino Festival as a Tourist Attraction. Research informants are people who can provide information related to this research, namely: tourists, the organizing committee for the Beautiful Malino festival, the tourism community and the government of the tourism and culture department of the Gowa district. Qualitative research has the main data source from words and actions, the rest is additional data from documents and others. Primary data sources are data obtained by researchers directly from the research location through observation and interviews. In this study, interviews were conducted with parties who understand the Beautiful Malino Festival . Data collection techniques were carried out through direct interviews with informants. Secondary data sources are data obtained by researchers indirectly, both obtained from the research location and outside the research location in the form of documentation. Secondary data sources are obtained from previous research studies and other relevant library materials, as well as journal/internet searches.

## **RESULTS AND DISCUSSION**

### **Result**

The tourism sector in Gowa Regency in recent years has increased in terms of tourist visits, both foreign tourists and domestic tourists. The considerable potential in the tourism sector makes Gowa Regency one of the leading destinations visited by many tourists. The number of tourist visits to Gowa Regency has increased every year. Based on the data, the 2019 Beautiful Malino Festival has experienced a fairly large increase compared to the implementation in previous years. At the initial target, his party only counted as many as 60 thousand visitors or like last year. However, according to data and reports from officers in the field, it turns out that the number of visitors (tourists) who have attended so far has reached around 70 thousand.

The government derives revenue from the tourism sector in several ways. The largest revenue contribution from tourism comes from the imposition of taxes and levies. These taxes and levies can be taxes or levies that are collected directly, for example restaurant taxes. The

restaurant business developed by the community in the Malino tourist area is one of the important elements needed both at the destination and as a stopover from a tourist trip. In general, the number of visits to Malino is as follows:

**Table 1**  
**Number of Foreign and Domestic Tourist Visits in the Malino Tourist Area as of 2018-2019**

Traveler	2018											
	Jan	Feb	Mar	April	May	Jun	Jul	Aug	Sep	Oct	Nov	Des
Archipelago	1500	900	800	1300	1550	1600	1850	1650	1425	1370	1289	1388
overseas	45	37	28	43	57	41	38	49	32	35	28	47
<b>Total</b>	1545	937	828	1343	1607	1641	1888	1699	1457	1405	1317	1435
<b>17102</b>												
Traveler	2019											
	Jan	Feb	Mar	April	May	Jun	Jul	Aug	Sep	Oct	Nov	Des
Archipelago	1600	1900	1500	1500	1770	1696	1820	1600	1550	1550	1470	2020
overseas	42	39	25	28	52	41	56	129	74	10	18	60
<b>Total</b>	1642	1939	1525	1528	1822	1737	1876	1729	1624	1560	1488	2080
<b>20550</b>												

Source: Processed data, 2020

The strategic steps taken in attracting tourists include the following:

## Discussion

### 1. Tourism Development

#### a. Promotion

The supporting factors of this promotional activity are the mass media which plays a significant role, and also the cooperation with the Gowa Regency Tourism Office in promoting, so as to increase tourist visits, as well as staff who play an active role during promotional activities are supporting factors in disseminating information to the public about all tourism activities. While the inhibiting factor is the lack of a network around the Beautiful Malino Festival tourist area, precisely in Gowa Regency, causing the limited publication media used, such as the use of the organization's web which cannot be fully managed by the Beautiful Malino Festival. The Gowa Regency Tourism Office in marketing tourism uses marketing digitalization including official website facilities in Indonesian-English designed to make it easier for foreign tourists and use social media such as Facebook, Twitter and Instagram. The use of digitization in marketing tourism products is fairly effective, research (Aris Baharuddin, 2022) suggests that one of the indicators in marketing performance is the use of digitalization in marketing products. Festivals and events are also one of the activities to market tourism in Gowa Regency, besides coming to enjoy the event, tourists also visit tourism objects where the event is held. Facebook, Twitter, or blogs are part of the power of technology that can provide a stimulus for consumers by becoming a driving factor for them to travel. Thus, judging from the overall explanation above, it can be concluded that the development of tourism marketing that has been carried out by the Tourism Office has been going well, the Tourism Office has carried out several tourism marketing programs by touching national and international tourists through social media or through the official website of the Tourism Office and through festivals and cultural events organized by the Department of Tourism to attract tourists. So that the use of social media has made it easier for tourists to obtain information about tourist objects (Interview with the head of the service on September 12, 2020). It can be concluded that the Tourism Office is exploring cooperation with

various parties such as involving community participation in tourism development, empowering and providing training to the community and facilitating the formation of tourism awareness groups, collaborating with the private sector or investors in the construction of tourism supporting facilities and involving several communities in and cooperate with communities in tourism development and try to facilitate the activities to be carried out. This is in line with the definition of partnership according to (Sumarto, 2009) that partnership is a relationship that occurs between the government and/or the private sector in order to achieve a goal based on the principles of trust, equality, and independence.

### **b. Partnership Development**

The Tourism Office has collaborated with various parties such as involving the community directly in a tourism object development such as the development of *the Beautiful Malino Festival* .(Junaid, 2019) The collective awareness of the community is the key to success in event performances. The Tourism Office empowers and provides training to the community and facilitates the formation of tourism awareness groups. The Tourism Office is exploring cooperation with the private sector in the construction of tourism supporting facilities, as well as collaborating with communities in tourism development and trying to facilitate the activities to be carried out. There is still no institution from the private sector that plays an active role specifically in the development of the Beautiful Malino Festival. However, the involvement of private institutions such as travel agencies, the Indonesian Tour Guides Association (HPI), the Indonesian Hotel and Restaurant Association (PHRI), the Association of Indonesia Travel Agencies (ASITA), and others who play an active role in tourism development in Gowa Regency. take part in the implementation of the event. One of the private institutions formed by the Gowa Regency Tourism Office is the Gowa Regency Regional Tourism Promotion Board (BPPD) which is in charge of promoting all tourist attractions in Gowa Regency.

## **2. What factors are needed to improve the implementation of the Beautiful Malino Festival as a Tourist Attraction**

Supporting factors are very important factors in carrying out an activity, of course, in terms of organizing the Beautiful Malino Festival. The results of the study identified factors that support the Beautiful Malino Festival, namely the involvement of stakeholders (related parties) both the private sector and the government as well as the community in order to accommodate the needs according to the designation of the condition of the object in an integrated manner in a plan that leads to the realization of mutual interests in other words that each -Each party is required according to their roles and responsibilities.

Based on the results of the interview with Wasita as the Head of Documentation and Information said that;

"The main supporting factor is that 80% of the FBM locations determined by the Gowa Regency Culture and Tourism Office are very spacious, comfortable, and cool which makes this festival very beautiful when the arrangement and placement of the lanterns are very neat." ( interview : Gowa District Office staff, 22 August 2020).

The existence of sponsors from various parties such as Sosro bottled tea and Sampoerna cigarettes is a very supportive factor in terms of funds to complement the existing facilities and infrastructure at the 2019 Beautiful Malino Festival. However, there are also inhibiting factors in organizing the Beautiful Malino Festival. The results of the interview with Wasita, as the Head of Documentation and Information said that;

"The main inhibiting factor is the lack of community cooperation with the organizers in terms of parking lots. In terms of percentage, I think 65% lacks cooperation. Because when tourists are crowded, it becomes difficult between tourists who want to enter and those who leave.

Then during the day and the weather from December to February is the rainy season, the other inhibiting factor is the unfavorable weather, weather factors can also hinder the implementation of this event. by the Gowa Regency Government as much as 60%. Then from our funds we were also assisted by sponsors of Sosro bottled tea and also from Sampoerna cigarettes (interview: Gowa District Office staff, August 22, 2020).

The supporting factors for the optimization of the Beautiful Malino Festival include;

a) Beautiful Natural Panorama

The natural potential of the Malino Indah area strongly supports the existence of the Beautiful Malino Festival as one of the tourist attractions in Gowa Regency. The natural beauty is reflected in the abundant water sources and the shady trees around the tourism objects are the main attraction for tourists.

b) Good Safety Condition

Good security conditions at tourist sites are an important factor in their development. The security of the Beautiful Malino Festival is quite good because it involves local residents and the nearest police station to guard the object. Security is needed to protect the belongings of visitors who are left playing or walking around the pine trees from theft by irresponsible persons. With good security conditions make it comfortable for visitors who want to have recreation in these attractions.

c) Atmosphere Objects That Provide Comfort

The Beautiful Malino Festival which is held in the Malino pine forest is a tourist spot that provides comfort and coolness. When we enter the tourist area, we will be given beautiful views such as a beautiful view with the background of Mount Bawakaraeng, a green atmosphere, shady with trees that make the eye not bored to look at it from Malino at the tourist attraction location. There are also provided horses around the pine forest which can be used by visitors to tourist attractions to surround the pine forest by horse or on foot. The tourism object development program is very important in order to increase the quality of tourism objects and increase the number of visitors visiting these attractions. However, the development of the Beautiful Malino Festival is still simple. The short-term program implemented by the Gowa Regency Tourism Office is the construction of entrance gates, installation of billboards, banners at tourist attractions, travel agencies, hotels, and restaurants around the Malino Tourism Object in order to increase the number of visitors who come to tourism objects.

d) Accommodation

In addition to improvements in the transportation sector, several hotels have also begun to improve the quality and quantity of their services, several hotels and supporting facilities. This is to support and prepare the best facilities for tourists. Because to create an ideal tourist area, the number of accommodations such as hotels, shops and restaurants must be balanced and adequate. If not, this will become an obstacle and obstacle in efforts to increase tourism. It is proven that in 2019, various hotels in Gowa Regency have increased due to the increasing number of tourists visiting Gowa Regency. Therefore, the hotel management organizes various interesting events and facilities to attract foreign tourists and encourage an increase in the number of foreign tourists who come.

e) Local wisdom mix

Advances in information and communication technology greatly support the promotion of tourism destinations. It is a fact that the most popular and effective method of promotion is through websites or blogs. Therefore, along with the growth of tourism, the development of tourism websites as the main source for reviewing information about potential destinations. Optimization of marketing through a mix of local wisdom in an area. Websites that depict diverse cultures, destinations, and architecture are effective in marketing wizard products

(Muhammad Salim, 2014). So that language and visual elements are needed to describe the diversity of Malino in an effort to attract potential tourists.

f) Professional Development

Professional staff is needed in an effort to serve tourists. Professional staff here include entrepreneurs and their employees who have interests in the tourism sector such as hotel and restaurant businesses, souvenir shops, travel agencies and so on. The tourism office through the coaching section, tourism schools, conducts coaching and training in order to create a professional workforce in the tourism sector. With the creation of a professional workforce, satisfying tourism conditions will be created for visiting tourists. To maximize the quality of human resources, it is necessary to collaborate with the tourism and culture office of the Gowa district with institutions that produce professional tourism resources, such as universities in South-Sulawesi which have a similar mission, for example the Makassar Tourism Polytechnic, Hasanuddin University, Makassar State University and universities. other.

## CONCLUSION

Based on the results of research conducted on the observation of the beautiful Malino festival in Gowa Regency, the strategy taken in increasing tourist visits is first by developing tourist destinations that offer many tour packages, secondly, collaboration with related agencies and sponsors and the last promotion is carried out regularly by the government. Gowa district through social media, banners, billboards, and print media, while the factors that determine the success of the Beautiful Malino Festival include beautiful natural panoramas, good security conditions, an atmosphere of objects that provide comfort, adequate accommodation and professional staff. qualified. This study recommends improving accessibility to tourist attractions so as to facilitate the mobility of tourists in moving from one tourist attraction to another, increasing cooperation with tourism agencies or stakeholders so that the implementation of the Malino festival is even more successful and providing accommodation facilities that can accommodate large numbers of tourists.

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