



## Developing Bontomarannu as a Tourism Village at Selayar Islands Regency, South Sulawesi

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Received on 25 October 2023	Revised on 7 November 2022	Accepted on 20 November 2022
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### Abstract:

**Purpose:** The purpose of this study is to identify the development of tourist destinations in Bontomarannu Village, Selayar Islands Regency, South Sulawesi through the study of the 4A tourism components namely attraction, accessibility, amenity and ancillary tourism area life cycle (TALC) and growth strategy matrix for tourism villages.

**Research methods:** This research uses a qualitative approach using interview techniques, participatory observation, documentation and focus group discussion. Data analysis techniques include data reduction, data presentation, and drawing conclusions. All data collected was analyzed using Nvivo 12 plus software.

**Findings:** The potential of Bontomarannu Tourism Village is in two stages, namely the exploration stage and the involvement stage because the conditions of the potential of each tourist attraction are different. Bontomarannu Village has tourist destinations such as natural tourism, historical tourism and religious tourism. The village as a destination makes the local community and BUMDES (Village-Owned Enterprises) synergize and work hard to develop their village into a tourist village that is different from other villages.

**Implication:** Development efforts are needed so that Bontomarannu Tourism Village can continue to grow and its tourist attractions continue to increase with aspects focused on development consisting of attraction, accessibility, amenities and ancillary.

**Keywords:** tourism village, tourism component 4A, tourism area life cycle

## INTRODUCTION

Indonesia has natural resources and human resources which are quite large as the development of basic capital for the development and development of tourism. These basic capitals, if properly managed and planned and directed, will have a major role in supporting national achievements, namely increasing people's welfare and prosperity, expanding and equalizing business and employment opportunities, encouraging regional development, introducing and

utilizing tourist attractions. Regional policies in the form of Selayar Islands Regency Regional Regulation Number 7 of 2011 concerning the Selayar Islands Regency Tourism Development Master Plan and Selayar Islands Regency Regional Regulation Number 6 of 2019 concerning the 2019-2034 Tourism Development Master Plan as a legal basis and basis for consideration in preparing long-term development plans medium term tourism sector and strategic plans for regional apparatuses that handle government affairs in the regional tourism sector as well as the basis for planning, managing and controlling regional tourism development (Perda Selayar, 2019).

One of the potential tourist destinations in the Selayar Islands Regency is Bontomarannu Tourism Village, Bontomanai District, which has been designated as a tourist village based on the Decree of the Regent of the Selayar Islands No.128/111/2018 concerning Designation of Tourism Village Areas in the Selayar Islands Regency. Bontomarannu Village has tourism potential such as natural tourism, historical tourism, and religious tourism, but based on the Decree of the Head of District which has been determined to designate Bontomarannu Village as a natural and historical tourism village. Bontomarannu Village is a nature and history-based tourism village located in Bontomanai District, Selayar Islands Regency, South Sulawesi Province. Some of the natural potentials in this village include Puncak Tanadoang (Tanadoang Peak), Gantarang Lalang Bata, Tanah Tappu, and Tanah Toa. In its management, the Village Government cooperates with BUMDes in order to improve the village economy. However, there are several obstacles, namely the lack of promotion and publication of tourist attractions and the synergy between the local community and the Regional Government of the Selayar Islands Regency. So that the level of tourist visits to Bontomarannu Tourism Village is still very low. Besides that, there are contradictions in understanding the direction and policies for developing and managing tourism involving the Regional Government and BUMDes with the local community that are currently occurring which greatly affect the sustainability aspects of the tourism village. Nature tourism and historical tourism which are currently launched by the Selayar Regional Government at Bontomarannu Tourism Village are expected to change and improve the economy of the local community. In this case Gantarang Lalang Bata Hamlet also has potential as a religious tourism with

the presence of an old mosque that has existed since the XVI century and other tourism potentials that can be developed. However, the synergy between the Regional Government and some of the people who live in the gantarang lalang bata hamlet is not well established. So that the tourism potential that can be developed in Bontomarannu Tourism Village is slow and only highlights one potential, namely Puncak Tanadoang natural tourism which is managed by BUMDes. The ideal condition is expected that the development of tourism in the village can be realized if all related elements such as local government, village government, tourism sector organizations and the local village community as well as all village potential are synergized so that tourism can have a high economic impact on the people in the village. Of course, it is hoped that with the existence of a tourist village, the economic impact will not only be felt by the village community but can be wider up to the national level (Budiyah, 2020). For this reason, research on developing the potential of a tourist village really needs to be carried out as an evaluation step and a preventive step in determining further development because the development of a tourist village has the character of a multisectoral activity.

Implementation of tourism development must be planned in an integrated manner with considerations of tourism development components namely attraction, accessibility, amenity and ancillary. At each stage of this development, tourism actors should be able to minimize as much as possible the negative impacts that will arise and are closely related to the development of the village and the socio-culture of the local community. In addition, this research is also one of the efforts to control tourism-based village development. Even though Bontomarannu Village has potential, the reality is that this tourism village has not yet developed all of its destinations. Tourism supporting components are components that must exist in tourist destinations, which are known as 4A components namely tourist attractions, accessibility systems, tourism supporting facilities (amenities), and additional services (ancillaries). Based on Cooper in Murdyastuti (2018), the operational definition of component 4A is as follows: Attractions, are anything that can attract tourists to visit a tourist destination, which can be in the form of attractive nature, regional culture, etc. Accessibility, is the facilities and infrastructure needed by tourists to go to tourist destinations, including roads, local transportation, etc. Amenities, are various

supporting facilities needed by tourists in tourist attractions, including accommodation/lodging, restaurants, souvenir shops/souvenirs. Ancillary, additional services must be provided by the Regional Government from a tourist destination both for tourists and for tourism actors. Services provided include marketing, physical development (roads, railroads, drinking water, electricity, telephone, etc.) (Suranny, 2020).

The theory used in this study is based on Butler's Theory (1980), known as the Tourism Area Life Cycle (TALC). This theory explains the stages of a tourist destination, which are equipped with the characteristics of each stage. This theory has 7 stages and has different characteristics for each stage (Suryaningsih & Suryawan, 2016). To assess a destination product, it is important to determine its position in the 7 (seven) Tourism Area Life Cycle (TALC)-Butler (1980). The exploration phase is characterized by very minimal number of tourist visits, limited infrastructure. The stage of embracing the local community in providing facilities for tourists. Visitors increased and some tourism investment from within (local). In the development stage, the host begins to develop and advertise the tourist area so that it is known as a tourism destination. Tourist visits are growing rapidly. Many attractions are made. Some investment from outside. In the consolidation stage, tourist areas that are already attracting tourists are not as fast as before. It is necessary to arrange rules between hosts and tourists as guests. Tourist visits are growing slowly and new markets are developing. Focused on seasonal tourists. The stagnation stage, after experiencing the peak of tourist visits, the facilities for tourists have decreased because they are too saturated, marked by a decrease in the number of tourist visits. Limited carrying capacity. Hotel room occupancy rates are declining. There has been a change in the business portfolio, for example switching from tourism events (Events) to the MICE business. Rejuvenation stage, it needs investment and modernization by improving and will increase the number of tourist visits. Attractions and facilities are updated, developed, or improved. New natural resources are developed. The decline stage, if the rejuvenation stage is not carried out, there will be a decrease in tourists, many workers will lose their jobs in the tourism business, the destination's image will decline.

Ansoff's Growth Strategy Matrix provides a model for product development. Market penetration is a growth strategy in which the company focuses on selling existing products in pre-existing markets. Market development is a strategy used when a company targets a new market with an existing product. Product development refers to a company that has a good market share in its existing market and therefore may need to introduce new products for expansion. Diversification is the strategy used in the Ansoff matrix when the product is completely new and is being introduced in a new market.

For this reason, research on the potential development of tourist villages really needs to be carried out as an evaluation step and a preventive step in determining further development because the development of a tourist village has the character of a multisectoral activity. Implementation of tourism development must be planned in an integrated manner with considerations of tourism development components namely attraction, accessibility, amenities and ancillary. At each stage of this development, tourism actors should be able to minimize as much as possible the negative impacts that will arise and are closely related to the development of the village and the socio-culture of the local community. In addition, this research is also one of the efforts to control tourism-based village development. This research was conducted to identify and find a model for developing tourist destinations in Bontomarannu Village, Selayar Islands Regency, South Sulawesi, which in the future can become a reference and model for tourism development for other tourist villages in Selayar Islands Regency.

## RESEARCH METHODS

This applied research was conducted in Bontomarannu Village, Bontomanai District, Selayar Islands Regency, South Sulawesi, with the locations used as observation sites, namely Gantarang Lalang Bata Hamlet and Bontomarannu Hamlet.

This applied research uses qualitative research, namely to explore and understand the meaning of individuals or groups associated with social or human problems (Ulfatin, 2021). The research approach chosen in this research is descriptive qualitative research. Qualitative research is based on efforts to build views that are examined in detail, formed by words and not data

limited to numbers. The use of a qualitative descriptive research design in this study is intended to explain in depth the development of destinations through Bontomarannu Tourism Village, Selayar Islands Regency. The object of this applied research is the development of a tourist destination in Bontomarannu Village, Bontomanai District, Selayar Islands Regency, South Sulawesi which is analyzed based on the 4A tourism component theory, the Tourism Area Life Cycle (TALC) and the Ansoff growth matrix. This type of applied research data includes descriptive qualitative research because the main data source in this research is in the form of words and actions of people who were observed during the observations and interviewed to describe the conditions that occur in the potential of Bontomarannu Tourism Village so that it has not yet developed. Data collection techniques used in this study were interviews, observation, documentation, and focus discussion groups (FGD).

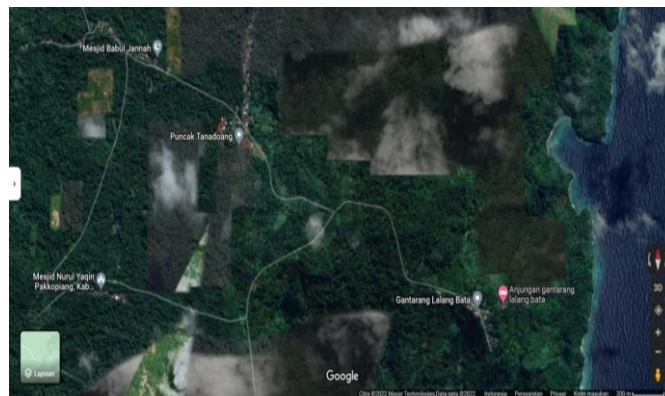


Figure 1. Location of Desa Bontomarannu Village.  
(Source: Google Maps, 2022)

## FINDINGS

In order to design the potential development of Bontomarannu Tourism Village in the discussion and results of this study an analysis was carried out to answer the formulation of the problem regarding the development of village tourist destinations and development outputs that will be used in Bontomarannu Tourism Village. The analysis in this study is supported by using qualitative data to identify the potential to be developed in Bontomarannu Tourism Village using the Nvivo 12 Plus data analysis tool. Based on the results of an analysis of the potential of Bontomarannu Village, especially regarding the development of natural tourism, historical tourism and religious tourism, researchers will

discuss the tourism components which will be indicators of this development and then find out the conditions of the tourism village.

To support the results of the analysis that will be explained in the discussion, qualitative data is needed to support this applied research. Collecting data in this study using interviews, observation, documentation studies, and focus group discussion (FGD) techniques. The results of data collection in the form of interviews and observations were made based on questions and statements that were developed according to the 4A component (attraction, accessibility, amenity and ancillary) using informants who fit the needs of this study. Likewise for documentation studies and focus group discussions used in this study to collect the required data with the Nvivo 12 Plus analysis tool. All data in the field were obtained through observations using data collection techniques. The data is then reduced and selected according to the need to focus more on research objectives using data analysis tools using the NVivo 12 Plus software. The components of developing tourism potential through 4A, namely attractions, access, facilities and additional services are used as a benchmark for developing potential in Bontomarannu Village.

First, attraction. As a tourist spot, of course, a destination must have attractions that can be enjoyed by tourists. According to Yoeti (1996), attractions or tourist attractions are related to the concepts of something to see, something to do, and something to buy.



Figure 2. Puncak Tanadoang (Tanadoang Peak) at Bontomarannu Village. (Source: Afiah, 2022)

Table 1. Attraction at Bontomarannu Village

Concepts	Attractions	Description
Something To See	1. Puncak Tana Doang	Wisata Alam
	2. Puncak Pusera	Wisata Alam
	3. Pantai Baba Ere	Wisata Alam
	4. Masjid Tua Gantarang	Wisata Religi

	5. Perkampungan Tua Gantarang	Wisata Sejarah
	6. Pakkojokang	
	7. Benda Pusaka Kerajaan Gantarang	Wisata Sejarah Milik Pribadi
	8. Hutan Kenari / Kebun Raya Gojang	Tahap Perencanaan
Something To Do	1. Camping Ground	Disewakan
	2. Outbound	Dikelola oleh BUMDes
	3. Event Ulang Tahun dan Arisan	Dikelola oleh BUMDes
	4. Tradisi Jumatan ala Dato' Ri Bandang	Dilakukan oleh warga lokal sebagai khatib dan imam
	5. Tradisi Pattabek	Dilakukan bagi orang yang pertama kali mengunjungi Dusun Gantarang
	6. Snorkeling	
	7. Memancing	
Something To Buy	1. Makanan khas Kepulauan Selayar	
	2. Souvenir	

Second, accessibility. Access to Bontomarannu Village is quite difficult because of its location in the highlands of the Selayar Islands but not too far from Benteng City and takes about 20 minutes. To get to Bontomarannu Village, only four-wheeled and two-wheeled vehicles can be used because public transportation is not yet available. The trip to Bontomarannu Village is easy to find using the Google Maps application by simply typing "Bontomarannu Selayar Village" in the search keyword, the main and alternative travel routes will be displayed as access to that location. Based on the results of researchers' observations, visitors can park their vehicles in the space provided, visitors who use public transportation can immediately get off in front by looking at the sign that has been installed, specifically for visitors to Puncak Tanadoang nature tour and will be charged a parking fee. for 4-wheeled vehicles Rp. 5000, - per vehicle and two-wheeled Rp. 2000,- per vehicle. The entrance fees are Rp. 2000,- per person. For visitors to historical tourism and religious tourism in Gantarang Lalang Bata Hamlet, the road to the destination is not very good and the street lights are not yet available so it is not recommended to travel at night to get to that destination.

Third, amenities (facilities). On the natural attractions of Puncak Tanadoang there are accommodations, namely homestays and cafes. Even though the homestays on the tour are still few and the buildings are still with makeshift facilities, visitors who want to stay can also rent tents provided by the



manager. For cafes, food and drink are available, the menu is still lacking because the basic raw materials are purchased from local people from their gardens. Meanwhile, for historical tourism and religious tourism in Gantarang Hamlet, accommodation and places to eat are not available so visitors who come cannot stay overnight. This is due to the lack of synergy between the Village Government, BUMDes, Hamlet Heads and the local community to be invited to work together in the development of religious tourism and historical tourism in the hamlet. The local community took the initiative to open their own business opportunities by creating artificial tourist attractions without involving government organizations and institutions appointed to manage tourist attractions. So that the maintenance of the mosque and the king's tomb is neglected and does not experience development in terms of facilities and infrastructure.

Fourth, ancillary (additional services). In Puncak Tanadoang nature tourism, religious tourism and historical tourism there are no additional services such as the Tourist Information Center (TIC), guide services, travel agents or other management agencies. So that visitors or tourists from outside the Selayar Islands do not get enough information regarding tourist attractions in Bontomarannu Village. Most outsiders who visit have family living in the Selayar Islands. This requires great attention for all stakeholders to make Bontomarannu Village much better known not only for local people but also for people throughout Indonesia and foreign tourists.

The TALC (Tourism Area Life Cycle) analysis theory was put forward by Butler (1980) to find out which stage is the development of tourist destinations in Bontomarannu Village, Selayar Islands Regency. TALC is a theory of the tourism life cycle, up to which stage is tourism sustainable. The theory consists of 7 stages, namely exploration, involvement, development, consolidation, stagnation, decline, and rejuvenation, each stage has its own characteristics. The diversity of tourist attractions owned by Bontomarannu Village can become a potential along with the development of Bontomarannu Tourism Village as a tourist destination such as natural tourism potential, religious tourism and historical tourism. The visit of local tourists is the first step to become an advanced tourist village compared to other tourist villages in the Selayar Islands Regency.

Table 2. TALC Stages and Characteristics

No	Stage	Characteristics	Observation Results	
			Suitable	Not suitable
1	Eksplorasi (Exploration)	<ul style="list-style-type: none"> <li>➤ Suatu tempat sebagai potensi wisata baru ditemukan oleh wisatawan, masyarakat lokal dan pemerintah.</li> <li>➤ Lokasinya sulit dicapai namun kunjungan wisatawan mulai terjadi dalam jumlah kecil</li> <li>➤ Wisatawan tertarik pada daerah yang yang masih alami dan minim fasilitas</li> </ul>	✓ ✓ ✓	
2	Keterlibatan (Involvement)	<ul style="list-style-type: none"> <li>➤ Adanya kontrol dari masyarakat lokal.</li> <li>➤ Peningkatan jumlah kunjungan wisatawan terutama di hari-hari libur (weekend).</li> <li>➤ Ditandai oleh mulainya ada promosi berskala kecil.</li> <li>➤ Adanya inisiatif dari masyarakat lokal untuk membangun daerahnya meski dalam skala terbatas.</li> </ul>	✓ ✓ ✓ ✓	
3	Pembangunan (Development)	<ul style="list-style-type: none"> <li>➤ Mulai terjadi investasi oleh investor dari luar.</li> <li>➤ Daerah semakin terbuka secara fisik</li> <li>➤ Peningkatan jumlah kunjungan wisatawan lokal dan mancanegara</li> <li>➤ Atraksi buatan sudah mulai dikembangkan dan tumbuhnya organisasi pariwisata dan fasilitas yang lebih memadai.</li> </ul>		✓ ✓ ✓ ✓
4	Konsolidasi (Consolidation)	<ul style="list-style-type: none"> <li>➤ Kegiatan ekonomi ini dipegang oleh jaringan internasional.</li> <li>➤ Jumlah kunjungan wisatawan masih tinggi meski tidak signifikan.</li> <li>➤ Peningkatan standar pelayanan dan fasilitas lama sudah mulai ditinggalkan.</li> </ul>		✓ ✓ ✓
5	Stagnasi (Stagnation)	<ul style="list-style-type: none"> <li>➤ Kapasitas berbagai faktor sudah terlampaui di atas daya dukung sehingga menimbulkan masalah ekonomi, sosial, dan lingkungan.</li> <li>➤ Atraksi buatan sudah mendominasi sehingga berdampak pada citra awal wisata yang sudah mulai luntur dan destinasi sudah tidak lagi populer.</li> <li>➤ Puncak tertinggi jumlah kunjungan wisatawan.</li> </ul>		✓ ✓ ✓
6	Penurunan (Decline)	<ul style="list-style-type: none"> <li>➤ Banyak fasilitas wisata sudah berlalih fungsi untuk kegiatan non-pariwisata</li> <li>➤ Wisatawan sudah merasa bosan dengan atraksi wisata yang sudah ada</li> <li>➤ Partisipasi lokal mungkin meningkat lagi terkait dengan harga yang merosot turun dengan melemahnya pasar.</li> <li>➤ Destinasi bisa berkembang menjadi destinasi kelas rendah (a tourism slum) atau sama sekali secara total</li> </ul>		✓ ✓ ✓ ✓

		kehilangan diri sebagai destinasi wisata.	
7	Peremajaan (Rejuvenation)	➤ Perubahan atraksi menuju perbaikan dengan memberikan nuansa baru	✓
		➤ Adanya inovasi dalam pengembangan produk baru dan menggali atau memanfaatkan sumber daya alam dan budaya yang sebelumnya belum dimanfaatkan.	✓

Based on Table 2, the potential of Bontomarannu Tourism Village, namely the natural tourism of Puncak Tanadoang, is at the engagement stage. Several indicators show that the Puncak Tanadoang nature tourism is entering the engagement stage, namely: (1) There is control from the Village Government and the local community, seen from the planning and construction of infrastructure at the top of Tanadoang which is carried out directly by a team from Bontomarannu Village Office assisted by BUMDes and guarding the entrance at the parking lot to the top of Tanadoang is handled directly by the local community (observation results, 2022). (2) The increase in the number of tourist visits to visit the natural beauty of the peak can be seen from the results of the entrance fee to Puncak Tanadoang, which is an average of 500-600 people each month, even though currently those who visit are local tourists (Bontomarannu Village Office, 2022). (3) BUMDes Bontomarannu, the Tourism and Culture Office of the Selayar Islands Regency have promoted Puncak Tanadoang through the 2021 Tourism Village Award event and managed to qualify for the top 300 of the 1,800 Tourism Villages that took part in the event. In addition, tourists and the public are starting to promote through social media, through their writings in journals, web or blogs. (interview result, 2022)

The increase in the number of tourists has opened up business opportunities for the people of Bontomarannu Village to provide supporting facilities such as homestays, cafes, photo spots which are continuously updated and added. Access to the main road to Bontomarannu Village is very easy to reach and has been paved and is also sufficient for four-wheeled vehicles and mini buses. In terms of lighting, electricity, water and telecommunications networks are available, so that residents in all hamlets have electricity and water. (results of interviews and observations, 2022).

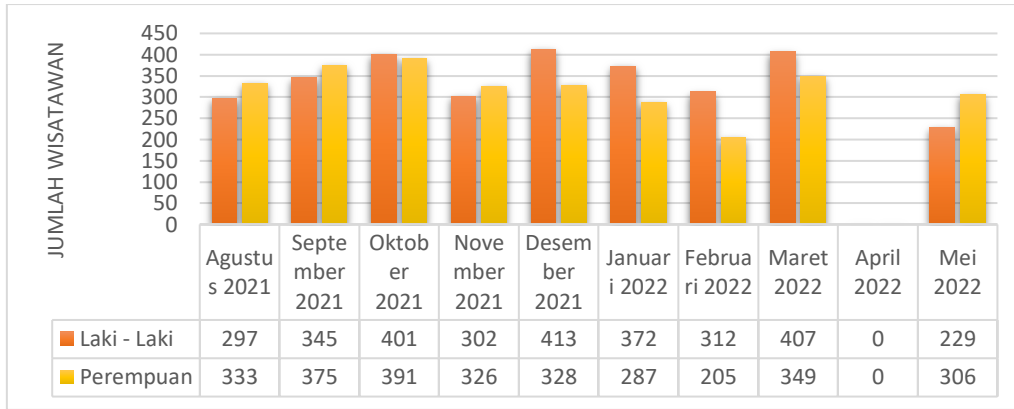


Figure 3. Number of Visits from Puncak Tanadoang Tourists in 2021/2022  
(Source: Bontomarannu Village Office, 2022)

Based on the tourist visit data above there was an increase and decrease in visits. The highest tourist visits were in October 2021, while in April 2022 there were no visits because at that time it was the month of Ramadan and most of those who visited were local tourists who were Muslim. Furthermore, based on Table 2, the potential of Bontomarannu Tourism Village, namely historical tourism and religious tourism, are at the exploration stage. Several indicators show that historical tourism and religious tourism enter the exploration stage, namely: (1) A place as a new tourism potential is discovered by tourists, local communities and the government. Historical tourism in Gantarang Hamlet is a potential that has been around for a long time because of the tomb of a former king and religious tourism has not been introduced to Gantarang Hamlet even with the existence of the oldest mosque which has existed since the XVI century. So that tourists who visit Gantarang Hamlet are mostly just to see the mosque and historical relics in the hamlet (results of interview, 2022). (2) The location is difficult to reach because the road to the hamlet is not very good and most of it is damaged. Street lights are not yet available, so visiting religious and historical tours cannot be done at night. However, tourist visits are starting to occur, although in relatively small numbers (results of interviews and observations, 2022). (3) Tourists are attracted to areas that are still natural and have minimal facilities, this shows that historical tourism and religious tourism in Gantarang Hamlet are still very natural and have not been changed or renovated to beautify and beautify tourist attractions. Not many facilities have been provided because the management still relies on the local community without wanting the assistance of the Village Government, Regional Government and BUMDes so that the facilities are still privately owned by the local community (results of interviews and observations, 2022).

From some of these indicators, it can be stated that the condition of Bontomarannu Tourism Village for its natural tourism potential is in the involvement

stage which focuses on the participation of the Village Government, the private sector and local communities to play a role in developing a variety of potentials in Bontomarannu Village area and for historical tourism and religious tourism are in the exploration stage which focuses on facilities and infrastructure that are not yet available in the hamlet.

The development of tourist villages is currently increasing and the Ministry of Tourism annually holds special competitions for Tourism Villages in all parts of Indonesia, namely the Indonesian Tourism Village Award (ADWI) so that all provinces and regencies are competing to make and establish tourist villages in addition to participating in the competition. but the main goal is to improve the economy of rural and regional communities. Intense competition requires PEMDA and PEMDES to have a competitive advantage compared to their competitors. So to face the competition requires a different strategy. One way is to use the Ansoff matrix. The Ansoff matrix is a "planning technique used for assessing growth through product and network market expansion" (Umar et al., 2014). Ansoff matrix also known as Ansoff product and market growth matrix is a planning tool that usually helps in determining product and market growth. This is usually determined by focusing on whether the product is new or existing and whether the market is new or existing. Ansoff matrix has four alternative strategies namely; Market Penetration, product development, market development and market diversification ([www.ansoffmatrix.com](http://www.ansoffmatrix.com)).

Puncak Tanadoang nature tourism utilizes and develops existing products so that tourists who visit do not feel bored by adding and providing the best facilities to tourists. Make tour packages with events to attract tourists. Increase travel choices and provide peace and comfort while on vacation or traveling. Whereas historical tourism and religious tourism have not been able to use a market penetration growth strategy because in the hamlet of Gantarang the products and market share have not progressed or have not developed because of the condition of the local people who still maintain old customs so that existing products do not yet have a fixed market share. the amount is still very relatively low.

The potential for natural tourism, historical tourism and religious tourism in Bontomarannu Tourism Village really needs to develop tourism products by making artificial attractions, innovating tour packages, making tourism offers with different segments. For example providing cultural arts tourism and creating new challenges at tourist destinations so as to attract curiosity to tourists. So that tourists who are already visitors do not feel bored with the attractions, facilities and infrastructure in tourist destinations. Currently, Gantarang Hamlet is only known for its historical tourism, even though the potential for religious tourism can also be developed because it already has

its own potential which is still functioning today. With the existence of religious tourism, historical tourism is also developing, but all of this can be done with the cooperation of all parties who will be involved in the development of religious tourism.

The development carried out must be followed by good management and have a vision and mission to advance the tourism village which is supported by promotion or marketing that needs to be developed so that the number of tourist visits continues to increase every year, the synergy of all parties supported by community control and willing to work together with the Village Government and BUMDes. With village tourism activities, the community's economy will also develop, although it will be followed by challenges that may occur during the development stage, but all can be faced with the coordination of all parties involved with tourism village activities in accordance with applicable rules and regulations.

From the explanation above it can be said that Bontomarannu Tourism Village has potential but is not supported by adequate facilities and infrastructure so as to diversify tourist attraction products namely religious tourism in Gantarang Hamlet may be used as an alternative tourism because access, facilities and management cannot be disturbed by people outside besides the residents of the hamlet. The local community also does not like significant changes to their hamlet for development. So that the development of human resources and the development of religious tourism in the hamlet of Gantarang Lalang Bata cannot be carried out and realized as desired by the BUMDes or Bontomarannu Village Government.

The output of applied research that has been produced is as shown in Figure 4 with the Nvivo 12 Plus software, the researchers conducted face-to-face (offline) discussions with Bontomarannu Village Government, Staff of the Selayar Islands Tourism and Culture Office, Head of Bontomarannu BUMDes, Head of Hamlet or community representative through focus group discussions (FGD) with the aim that the resulting model can be mutually agreed upon and validated and then implemented according to the needs of the development of the village's tourist destinations. In the following, a model for the development of tourist destinations in Bontomarannu Village is presented with a visualization that is easier to understand as shown in Figure 4.

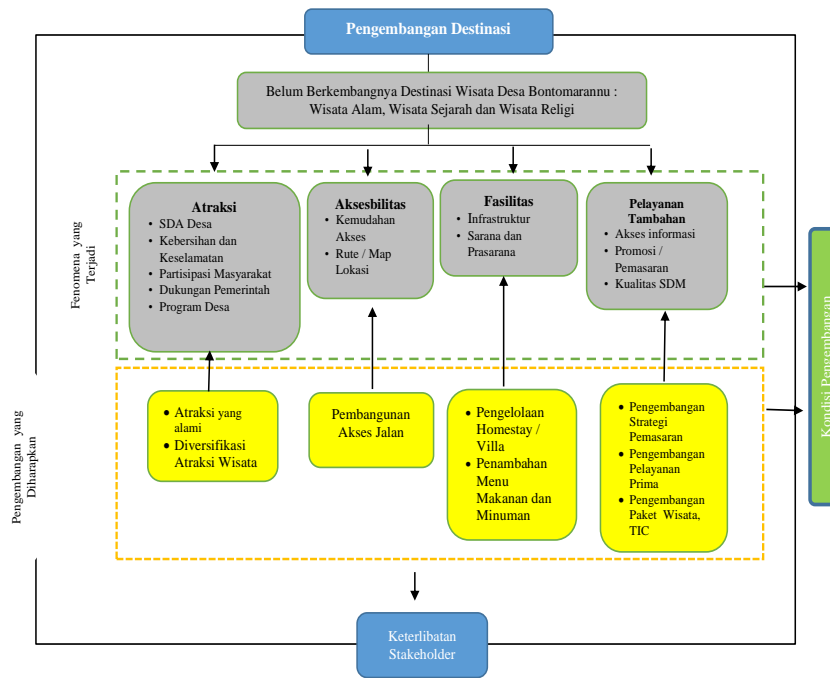


Figure 4. Tourism Destination Development Model for Bontomarannu Village.

## CONCLUSION

Based on the results of an analysis of Bontomarannu Village tourist destination, the development model visualized with the Nvivo 12 Plus analysis tool was obtained from interview data, observation, documentation. The results of the visualization were then followed up by researchers by conducting FGDs together with Bontomarannu Village Government, the Selayar Islands Tourism and Culture Office, the Head of Bontomarannu BUMDes, the Hamlet Head and community representatives with the aim of the resulting model being mutually agreed upon and validated then implemented according to the needs of destination development tour of Bontomarannu Village, Selayar Islands Regency, South Sulawesi.

The development of tourist destinations in Bontomarannu Village through the development of the 4A tourism component is a dominant factor that can have a major influence on the development of the potential of a tourist village. However, the development of the 4A component can run optimally by involving the government, community, private sector and other stakeholders who are supported by the potential of natural resources (SDA) and quality human resources (HR) who have competence in their respective fields. With the fulfillment of the above factors, it will be able to provide a strong influence on the development of Bontomarannu Tourism Village as a whole.

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