

The Implementation of Sipakatau, Sipakainga, Sipakalebbi as Concept of Service by Local Community at Lae Lae Island, Makassar City

Rafika Hayati ¹. Universitas Hasanuddin.

Anggun Sari Sasmita ². Politeknik Bosowa.

Nila Sartika Achmadi ³. Politeknik Bosowa.

Abstrak

Lae-lae as one of the nearest island from Makassar city with white sand and shady area. It loses the attractiveness as tourist destination because of construction around the Losari water front and culinary activities in Losari beach make the marine pollution. This research aim to develop the concept of local wisdom sipakatau, sipakainga and sipakalebbi which is life foundation of Buginese and Makassarese. Those concept implement in tourism service by local community to strengthen the character of local community. It is qualitative research with data collection technique by semi structured interview and questionnaire. This research using semi structure interview and questionnaire distributed to tourists which described tourists' interpretations of local community services. The result of this research is implementation of local wisdom sipakatu, sipakainga and sipakalebbi implement in concept of tourism service by local community as part of culture from Makassarese. Sipakatau as part of the mutual appreciation form which emphasizes that there is no disparities between foreign and domestic tourists in term of service and price where both will receive what they have agreed with their providers. Sipakalebbi is adding smile, politeness, greetings and honesty to the services provided and Sipakainga is a tribute to local culture both by tourists. The development concept is expected to be the basis for represent the identity of the island

Keyword: Tourism; Destination; Local Wisdom; Lae-Lae Island.

INTRODUCTION

Small islands are natural resource assets that have the potential to be developed (Hildayanti et al., 2022). One of the main development point of tourists destination in Makassar city is small islands around coast area which could access in short time. The islands are Samalona Island, Kayangan Island, Lae-Lae Island, Bara Lompo Island and Gusung Island. Lae-Lae Island is one of the nearest island from Makassar city, approximately 1.2 kilometers from traditional harbor Kayu Bangkoa with 10 minutes

²anggun.sarisasmita@politeknikbosowa.ac.id

mileage by small boat. Most of local people in that island work as fisherman but their boat also used as transportation for tourist.

Tourism destination competitiveness is important for a destination to obtain a favorable position in the world tourism market (Cronjé & du Plessis, 2020). Tourist destination is a geographical region that attracts tourists due to its attractiveness and specific characteristics. The attractiveness of a destination is influenced by various factors such as its natural, infrastructural, sporting, recreational, and other capacities for tourism activities (Butler, 2024)

There are various kind of tourist destination, such as natural areas, they are beach, island, mountain, forest, deserts, rice field, etc. Cultural tourist destination includes historical sites, monuments, museums, art galleries, and cultural events. Specialized tourist destinations are adventure tourism activities like hiking, climbing, rafting. All activities in tourist destination offer different experience based on tourist preferences.

Lae Lae Island become one of the main tourist destination in Makassar city since 1990s with beautiful white sand beach, clear water for snorkeling and fishing with the view of the lights of Makassar City is a unique sight at night for that time. Nowadays, Lae Lae island is getting harder to compete with other small island in coast area of Makassar city, beside of that water around the Lea Lae island polluted from various business activities along Losari beach, such as culinary business, hotel industry and from the visitors itself.

Tourism management on Lae Lae Island refers to Community Based Tourism (CBT). Local Community as host to tourists need to improve and find the uniqueness of the island to compete with another tourist destination in Makassar City.

LITERATUR REVIEW

Community Based Tourism

There are six guidelines in CBT development concept (Agnihotri et al., 2019), (a) Identification development priority by local Community (b) Promote and encourage the local community (c) engage the local community into the tourism industry (d) Local investment or entrepreneurial is needed (e) Tourism product as pictures as local identity (f) resolves the problems before further development.

CBT can not be separated with the best service given into tourists. There are four dimension Quality of service concept used in this research (Armbrecht & Andersson, 2020), (a) reliability is the ability to perform the services which is promised with reliable

and accurate (b) assurance is knowledge and courtesy of employees and their ability to generate trust and confidence (c) empathy is willingness to care, providing personal attention to customers (d) tangible material is the appearance of physical facilities, equipment, personnel, and communication materials. Through the four dimension quality of service this research would provide the data about tourist satisfaction of service from the local community. The result would be used as guidelines to compose the new concept of service based on local wisdom in Lae Lae Island.

Sipakatau, Sipakainge and Sipakalebbi

There are three philosophies from people in Makassar tribe used until now as life foundation (Butler, 2024), They are Sipakatau is non differentiating attitude. It means every person in front of Allah SWT is same, there are no difference in level, wealth or beauty. Sipakainga is attitude for mutual reminder. This concept is giving the critique by good manner. As human all of us have flaws and imperfection (Armbrecht & Andersson, 2020). Sipakalebbi is a attitude that forbid us to see human with their imperfection. This concept taught people to respect with others and maintain the harmony in human relation. Those three philosophies will implement as part of tourism service by local community in Lae Lae Island. Those concept will increase the value of service from local community in Lae lae Island and minimizing the loss of local wisdom that have existed from hundred years ago, so that younger generation still can get to know about it. This research aim to increase the service quality of local community and develop the culture potency from local wisdom and implement it as part of the service concept.

Customer Satisfaction

Customer satisfaction is one of the important things in measuring the quality of service experienced by customers. Satisfaction is a someone's emotional response to something. Consumer satisfaction is a basic need that can be described as pleasant. When satisfaction arises, and the urge is not channeled, it will appear dissatisfied (Armbrecht, J; Andersson, 2020). In service business satisfaction is one of the key to improve the quality not only product but also to show our concern into customer feedback. One of the method to measure the service quality by measuring the gap between customer expectations and experienced service is servqual.

There are five dimension of servqual (Damaianti et al., 2022), they are: (1) Reliability is the ability of employees to provide services as promised quickly, reliably, accurately, and consistently (Nguyen et al., 2018) (2) Responsiveness is the willingness of employees and managers to help customers and provide services quickly and meaningfully and willingness to hear and resolve customer complaints (Agnihotri et al., 2019) (3) Assurance is the willingness of employees to create confidence and trust in promises that have been made to customers, for example, promises in promotions (Tabrani et al., 2018), (4) Empathy is the willingness of employees and managers to care more about giving personal attention to customers; for example, employees or managers must place themselves as customers (Meng & Choi, 2018), (5) Tangible, in the form of the appearance of physical facilities, equipment, and various communication materials such as buildings and cleanliness and neat spatial arrangement (Qi et al., 2021)

This research tries to develop a concept for the people of Lae-lae Island to become a different tourist destination. This research aims to find out the implementation of community based tourism in Lae-lae island and satisfaction from local community service into tourist which lead to develop a new concept of tourism service based on local wisdom (sipakatu sipakainga dan sipakalebbi). It will become identity and bring uniqueness of Lae-Lae island as tourist destination. .

METHODOLOGY

The primary data comes from semi-structured interviews with the informants. Sample in this research chosen with Purposive Sampling technique because they are represent the local community who directly involved in tourism management in Lae Lae Island. They are:

1. Mr. Yusuf as Public figure for Local Community in Lae Lae Island
2. Mr. Tallasa as owner of local tourism facilities rental in Lae Lae Island
3. Mr. Tayang as owner of Rental Boat for transportation for tourists or other purposes.
4. Mrs. Asi as owner of local culinary business

The process for data from interview use there stages, namely reduction, display, and conclusion/verification of data. This research also use questionnaire for tourists who visited Lae Lae Island during this periode research from March into June 2019. There are 40 respondents fill the questionnaire. Sample technique is using accidental sampling.

Questionnaire distributed to international and domestic tourists which describe their interpretations of local community services in tourism activities. It contains four dimension of quality of service with closed questions and the answer would "strongly agree", "agree", "disagree and" strongly disagree". The result of questionnaire analyzed with average formula and validity and reliability test to prove the validity information is reliable and could be trusted. After data analyze the numbers will adjust into percentage and describe based on :

Table 1. Criteria of indicator percentage

Percentage	Criteria
0% - 20%	very less
21% - 40%	Less
41% - 60%	Moderate
61% - 80%	Good
81 % - 100%	Very Good

Source : Ridwan, (2013, pg.14)

RESULT AND DISCUSSIONS

Makassar city has of long history, started from Majapahit Kingdom expand the territory into East part of Indonesia. Name of Makassar came from various sources, one of them described the name came from the king who has two kids with very different attitude. The oldest named Makassara with assertiveness attitude and the the other kid has very gentle attitude named Maugi. When the kigdom fall apart two kids ran into north part of South Sulawesi and their descendant more bigger day by day then become a community. Their ancestor name changed into Makassar and Bugis. Two tribes become the largest tribes in South Sulawesi (Sitti Murni Kaddi; Rahmi Surya Dewi, 2017)

Makassar as capital city of South Sulawesi located in south part of Sulawesi Island. It was called Ujung Pandang in 1990s. the north and east part bordered by Maros Regency, south part bordered by Gowa Regency and west part bordered by Makassar Strait. The wide of Makassar city 175,77 kilometers. Makassar city has lot of small islands in coast area and the nearest island is Lae Lae Island. this island was a Japanese remains with an area of 6.5 ha, white sand and inhabited by 400 families or around 2,000 people (Government, n.d.)

Lae Lae Island as one of tourist destination in Makassar city has beautiful beach complete with white sand and shady area. Most of tourists who visited the island from domestic

tourist (local tourist from Makassar). Government focus to maintain the housing area, provide clean water and electricity which is available only in night time, from 18.00 - 06.00 WITA. These activities also support the tourism itself but the facts Lae Lae island difficult to compete with other island in Makassar coast area, such as Kayangan Island, Gusung Island or Samalona Island. The marine pollution also giving impact into decreasing the number of tourist visit the island along Losari Beach given direct impact to water around Lae Lae island (Puspito, 2020)

Tourism activities in Lae Lae island stil exist, some of the educational organization build tourist information and road signs into tourism spot in that island. Tourism management in Lae Lae island manage by local community without any promotion or development for years. Tourism is no longer main source of livelihood for the local community because the decrease the number of tourists. Lae Lae island has potency by the CBT concept they impelemnt into cultural potency in tourst destination. The concept of CBT, quality of service combine with local wisdom concept Sipakatau, Sipakainga and Sipakalebbe as characteristic service that only exist in Lae Lae Island.

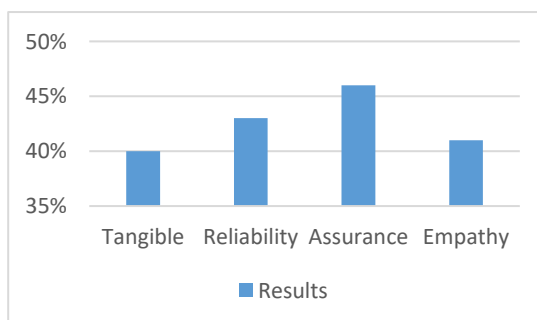
Lae Lae island is tourism destination with CBT management concept, it shows by the identification during the research:

1. Lae-Lae Island current tourist conditions are visited by local tourists from Makassar City for a recreational or company gathering. Priority current development of the island as habitable area by the community. Development focuses on facilities public in the form of clean water facilities and electricity supply. Development of tourism, such as clean toilets, provided gazebos although there are some of them not maintained. There is an information center provided by tourism organizations or from outside the island in order as community service or Company Social Responsibility (CSR).
2. Tourism promotion carried out by tourism promotion from Tourism and Creative Economy Office of Makassar City. Form of the promotion by including the Lae Lae Island in the tourism flyer or brochure which distributed into tourists in several tourism events or marts in various regions or countries. In the electronic media, Lae Lae Island is widely published by travel journalists whose writings are published on the website news.
3. Tourism facilities are fully managed by local community In Lae-Lae Island. Those facilities are rent by tourists, such as lodging where community houses also functioned

as homestay. The gazebo used for tourists resting also owned by the community as well, Transportation into the Lae-Lae Island not only used as fishing but also accommodate tourists from Kayu Bangkoa Traditional Harbour or Popsa Café into the island. The positives of managed tourism in small islands like Lae-Lae island is the community freely in managing the business independently.

4. Investments are carried out independently by community, based on information Bapak Yusuf as local public figure at Lae-Lae Island that gazebo owned by community managed independently. Communities work together because basically the local people live in Lae Lae Island is indigenous people and has family relation. The profit of facilities rental will share equally to the people who join with the business.
5. Tourist products that describe local identity comes from the culinary. Fisherman will offer their catch, namely, fish or squid into tourist and women in the island will cook and serve with local recipe. Tourism product development which characterizing the local identity of the Lae-Lae Island is not currently developed and a souvenir shop selling local people's souvenirs does not available until now.
6. Current problems in Lae Lae Island are limit of electricity, availability of clean water, and community waste management. These problems are part of facilities which supported tourism activities. Through the development of tourism in Lae Lae Island will speed up provision of the facilities.

The questionnaire distributed into 40 tourists in Lae Lae island to describe their experience about local community service during their visit. Most of the respondents dominated by female with percentage 62.5% and male 37.5%. The most age of respondents is 19-23 years old about 77.5% and for the occupation question 77.5% as university students, 22.5% is employees. 100% tourists from Indonesia. Most of tourist had visit Lae Lae island more than 1 time about 52.5% and for the visit purpose 100 % percentage is recreational or holiday purpose.



In the tangible variable, the question about natural beauty of Lae Lae island is at the enough category about 42% percentage from respondents answer. Tourism facilities in Lae Lae Island is in moderate category with 42% percentage, about the Location of Lae Lae Island respondents is in the enough category with 41% percentage. Infrastructure indicator is in less category with 40% percentage.

In the reliability variable with question about accessibility of tourism information in Lae lae Island is easy to get and understandable in less category with 39% percentage. For the service tourists received during visit to Lae Lae Island is fast and satisfying in the moderate category with 41% percentage. Local people around Lae-lae Island willing to help tourists who need help on categories moderate with a percentage of 43%.

In the assurance category there are 4 statements which outlines the reputation of Lae-lae Island as a tourist attraction by a percentage 49% who are in the moderate category, at ethics traveler safety statement a visit to Lae-lae Island is guaranteed and free of crime by percentage 43% in moderate category. The local people around the island friendly and polite to be with, in the percentage of 46% in the moderate category.

In the empathy category there is a statement about the same service to all tourists the same regardless of social status in the category moderate with a percentage of 42%, meanwhile availability of description board and tourist information can help tourists when visiting can easily found, both get a 40% percentage in the category moderate. Local people are always trying to provide the necessities of tourists visiting as well as top tourist satisfaction services received during a visit to Lae-Lae Island is in the moderate category with percentage 41%. The average of tourists opinion traveler through aspects of tangibles, reliability, assurance and empathy in the moderate category. The improvement required in each aspects to make Lae-lae Island as better destination through service by local people to tourists. Through analysis of questionnaire and interview the informants, CBT has been implemented by the local people of Lae-lae Island. Concept of tourism service by implemented the local wisdom made to characterizing and differentiating service provide by local community to tourists.



Figure 3. Implementation of 3S at Lae-Lae Island

CONCLUSION

The results of the questionnaire stated that the services provided by the community were in the moderate criteria where tourists were quite satisfied with the services provided. However, to compete with other tourist destinations, Lae Lae Island must have its own characteristics which are in accordance with the Bugis Makassar philosophy, sipakatau is fairness to every tourists in requirements during their visit in tourist destination. Sipakainga is philosophy to remind every local community in Lae-Lae island to feature the safety and politeness. Sipakalebby is an element where local community respect each other and cooperation to maintain Lae-Lae island as existe tourist destination. These concept could be an advantage and uniqueness for Lae-Lae island as tourist destination.

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