

Factors Influencing The Decrease In Visitors To Mampie Beach Tourism, Galeso Village, Wonomulyo District, Polewali Mandar Regency Mandar

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Abstract.

One of the tourist attractions, especially a very famous beach destination, is Mampie beach which is located in Gleso village, Wonomulyo district, Polewali Mandar district. The Mampie Beach Natural Tourism Area is located in Mampie Hamlet, Galeso Village, Wonomulyo District, Polewali Mandar Regency. This beach, which has a coastline of approximately 3 kilometers, can be reached by two-wheeled or four-wheeled vehicles with a travel time of approximately 30 minutes from Wonomulyo District, which is the trade center of Polewali Mandar Regency. This research was conducted to find out the factors that caused the decline in visitors at the Mampie beach location using qualitative methods by conducting observations, interviews and studying literature and websites on several sites which contain several photos and references from the golden age of this tourist location. The method used in this research is qualitative with observation, interviews and documentation with data analysis techniques: Data Reduction, Data display (Data Presentation) Conclusion Drawing Verification (drawing conclusions). The results of research include several factors that influence the decline in visitors to Mampie beach, namely coastal abrasion and natural disasters, earthquakes. Covid 19, services, Road access to the location, supporting facilities and conflicts of interest between managers and the community.

Keywords :Factors, Beach Tourism and decline.

I. INTRODUCTION

The journey to Mampie Beach is also complemented by the green mangrove forest area that still looks fertile. Hopefully the existence of this forest can continue to be maintained. Entering Mampie Hamlet, visitors can see rows of houses typical of coastal communities with friendly residents who bring smiles to anyone who visits this place. Upon arrival at the Mampie Beach tourist location, visitors are immediately greeted by rows of towering coconut trees with coconut palms waving in the wind. In order for visitors to linger and enjoy the beauty of Mampie Beach facing the Makassar Strait, the management has prepared dozens of mini gazebos neatly arranged under the shade of coconut trees. Feeling the pleasure of the breeze under the shady coconut trees, while listening to the rhythm of the roar of the waves is guaranteed to make every visitor have a hard time leaving this place. Visiting Mampie Beach, it feels incomplete if you don't set foot on its white sand or let your body feel the waves of this beach. Although Mampie Beach is known to have quite large ones in certain months, visitors need not worry because since 2017. Guaranteed the delicious taste of fresh and sweet will eliminate thirst to continue to linger in this place.

It is not surprising, when the holiday season arrives especially on weekends, the Mampie Beach tourist spot is always crowded with residents from both within and outside the area. Moreover, to enjoy the beautiful natural panorama of Mampie Beach, visitors do not need to dig deep into their pockets. With only five thousand rupiah, fatigue due to the routine of chasing can be forgotten with the beauty of this beach. Wiwink is one of the visitors who admits that she never gets bored of visiting the Mampie Beach tourist attraction. A glimpse of the golden age of Mampie Beach, where every day people flock to this beach,

parents, teenagers and children make this beach the main destination for tourism, even if it is the weekend, visitors can reach thousands and even tens of thousands, visitors come from various regions, both between districts, provinces and even from outside Sulawesi. This also allows the managers to earn a fairly large income, then the local residents can earn income by selling food, fish and other needs of the visitors so that the welfare of the local residents increases rapidly. Currently, this beach is experiencing a significant decrease in visitors, which has had an impact on workers, tourists, the community and business activities in the community have also decreased. Researchers are more focused on finding out the factors causing the decline in visitors to Mampie tourist beach.

II. METHODS

Types, Approaches and Research Designs

Types of research

The type of research used in this study is descriptive research. Descriptive research itself is research that describes a symptom, or phenomenon of events, incidents that occur at this time and we can use this approach according to conditions or situations.

Research Approach

The research approach used in this study is a qualitative approach. The qualitative approach is a study based on the philosophy of postpositivism, which is used to examine a natural object condition of the current problem, (as opposed to being able to experiment) for researchers it can be a key, sampling of data sources is done purposively and snowball, data collection techniques with triangulation analysis are parent or qualitative, and the results of qualitative research produce data in the form of words or spoken from objects that have been observed and emphasize more on data collection techniques, namely using observation, interview and documentation techniques.

Research Design

The research design that the researcher used was the method case study research. Case study research is a method that aims to study intensively about the background of the current situation and the interaction of the environment of an object. Case studies can be descriptive in nature and aim to describe a symptom, fact or reality that occurs.

Location

This research was conducted at Mmpie Tourism Beach, Galeso Village, Wonomulyo District, Polewali Mandar Regency.

Data Types and Sources

The data used in this study are grouped into:

Primary data, namely data obtained directly in the field in the form of statements from related parties, namely interviews with visitors, managers and the Mampie hamlet community. To obtain data, interviews were conducted with respondents who were considered competent in it. In order to achieve the expected goals, the researcher took research samples by exploring the sources of information to the Head of the Tourism Management Group, Environmental Activists, the Mampie hamlet community, Mampie Beach Tourism Visitors

Secondary data, namely data obtained from literature studies in the form of books, journals and documents related to the problem being researched.

Research Informants

Research informants are people or actors who really know and master the problem, and are directly involved with the research problem. Research informants are something, whether people, objects or institutions (organizations) whose nature of the conditions are studied. In qualitative research, the term population is not used, but social situation or social situation, namely the continuity between place, actors and activities that interact synergistically. In social situations, researchers can observe in depth the activities of people (actors) in the place. To determine the research informants in this study, the researcher used a purposive sampling technique. The purposive sampling technique is a sampling technique with certain considerations made by the researcher himself based on the characteristics or properties of the population

that have been previously known. Certain considerations are people who are considered to know the most about the purpose of the study or as rulers so that it is easier for researchers to explore the objects or situations to be studied. The research informants in this study were several people as the main informants, namely the Head of the Mampie Tourism Management Group, Environmental Activists, the Mampie Hamlet Community and visitors to the Mampiei tourist beach.

Research Instruments

The research instruments were the researcher himself, a recording device, books and stationery, as well as interview questions used to gather information about the factors influencing the decline in visitors to the Mampie Beach tourist location.

Data collection technique

Observation

Observation technique is systematic observation and recording of symptoms that appear in the research object. Research conducted by observing the object, either directly or indirectly. Observations made by researchers relate to the search for documentation data and factors that influence the decline in visitors to the Mampie beach location.

Interview

Interviews are a data collection technique through questions and answers conducted with respondents, in this case the Head of the Beach Tourism Management, environmental activities, the Mampie Hamlet community and Mampie Beach tourism visitors. The purpose of the interview is to obtain more complete information and explanations related to the research problem. Interviews are a method of collecting data with one-sided questions and answers, which are carried out systematically based on research objectives. Interviews are conducted on predetermined sources of information based on interview guidelines so that they are expected to provide an overview of the factors influencing the decline in tourist visits to Mampie Beach.

Documentation

The documentation that the compiler means is an effort to collect data obtained by collecting existing documents such as books or writings as well as village monographs contained in the agenda or archives in the area.

Data Analysis Techniques

Data analysis is the process of systematically searching and compiling data obtained from observations, interviews, field notes, and documentation, by organizing data into categories, describing them into units, synthesizing them, arranging them into patterns, choosing what is important and what will be studied, and making conclusions so that they are easily understood by oneself and others. Activities for data analysis are the need for data reduction, data presentation, drawing conclusions and verification. The data that has been collected is then concluded so that various existing problems can be described precisely and clearly according to the information received. This data research is analyzed using the following steps:

Data Reduction

Reducing data means summarizing all the information obtained and selecting the main points or the most important things, we look for themes and patterns and discard data that does not need to be summarized. For data that has been reduced or selected, it will later provide a clearer picture and can make it easier for researchers to collect further data. All data obtained and derived from interviews with interested parties, through observation and documentation of research related to what factors influence the decline in visitors. After that, the researcher carries out data reduction, and makes a summary and focuses on the results or problems of the research. For data that is not related to the research, it is discarded and data related to the research is taken for use.

Data Presentation

Data presentation in qualitative research can be described in short, easy-to-understand words or can be conveyed with a chart or relationship between categories, flowcharts and the like.

Verification and Drawing Conclusions

The third step in qualitative data analysis is verification and drawing conclusions. Conclusions in qualitative research are new findings that have never existed before.

Data Validity Test

Qualitative research must reveal objective truth. Therefore, the validity of data in a qualitative study is very important. To test the validity of the data, researchers use the Triangulation technique. In its meaning, triangulation is a data validity checking technique that utilizes something else in comparing interview results to research objects. In this study, the researcher used technical triangulation. Technical triangulation is a technique to test the credibility of data by checking data to the same source with different techniques.

III. RESULTS AND DISCUSSION

3.1. Overview of Research Location

Mampie Tourism Beach, Galeso Village, Wonomulyo District, Polewali Mandar Regency. Several years ago, this beach had a very large number of visitors, up to tens of thousands on weekends, and was very well known to the public, both local, regional, national and international, but currently it has experienced a very significant decline in visitors.

3.2. Description of Research Results

This research was conducted at Mampie Tourism Beach, Wonomulyoi District, Polewali Mandar Regency. The subjects of this study were the head of the Tourism Management, environmental activists, the Mampie hamlet community and visitors.

Data were obtained from observations, interviews and documentation. The data obtained were then analyzed to show the factors that influence the decline in visitors to Mampie Beach.

The first interview was conducted with the Head of Mampie Beach Tourism Management

"The condition of the Mampie tourist beach a few years ago was the golden age of a tourist attraction, but in the last few years there has been a very significant decline in visitors, even stagnating for several years. Several factors that have quite an influence on the lack of visitors and Mampie losing its beauty are very severe coastal abrasion, so that several tens of meters of this beach have lost their land, so that the land area is reduced, then the natural disaster factor, especially when there was an earthquake in Palu which was very powerful so that a tsunami occurred in several places and the issue also occurred along the coast including the Mampie tourist beach, so that no visitors dared to visit the beach, then when Covid-19 hit the whole world which made people restricted from outdoor activities so that traveling outside the home was not done by the community, so that tourist attractions were abandoned without visitors, then road facilities and infrastructure were also factors causing the decline in beach tourism visitors, several times there were car accidents which also triggered the decline in visitors, although this was not significant, then there were factors visitor service, this happened because with the very large number, the service and comfort of visitors were reduced and there were also allegations of complications between tourism managers, but this could not be proven, he continued.

"There are many factors that have caused a decrease in visitors to the Mampie beach tourist location, including coastal abrasion which a few years ago had a very big influence on the reduction of coastal land and the condition of the beach became less pleasant to use for relaxing activities, bathing on the beach, swimming, or family gathering activities, then the impact of the natural disaster of the earthquake in Palu which caused a tsunami, the contents of this tsunami made visitors afraid to approach the beach, let alone doing activities around the beach, then another factor that influenced was Covid 19 which hit the whole world which made people restricted from outdoor activities so that traveling outside the home was not done by the community, the effect of which was that tourist attractions were abandoned and there were no visitors, then road facilities were also a factor causing a decrease in visitors to the beach, the issue of narrow roads and several car accidents that occurred several times also triggered a decrease in visitors, then there were suggestion factors such as gazebos that had been greatly reduced and damaged due to abrasion so that visitor services were also reduced "

The interview was continued with one of the residents of Mampie Hamlet

In my opinion, the most prominent factor in the decrease in visitors to the Mampie tourist beach is the coastal abrasion that has occurred in recent years which has damaged part of the coastal land and turned into the sea, then there is the earthquake that occurred in Palu which caused a tsunami, the issue has spread throughout Indonesia, especially the coastal areas, making people afraid to approach the beach, so that almost no one wants to go to the beach. Another factor is the construction of a coastal embankment, so that the construction of this embankment disrupts the comfort of tourist visitors, besides that, due to the construction of this embankment, the comfort of visitors is reduced, another issue that has been heard is the lack of government attention to the Mampie beach tourist attraction, as a result when there is a decrease in visitors,

The interview continued with visitors to Mampie Beach.

One of the things that makes me regularly visit the Ntaai Mampie tourist location is its nature, beaches, atmosphere and food, especially fish and young coconuts, but the current condition of the beach is very dirty, many of the facilities are damaged and the land has been greatly reduced, I see due to coastal abrasion, I just visited here again because there was an earthquake issue in Palu which caused a tsunami and a few years ago there was Covid-19 which hit the world including Indonesia so I really went here, with such conditions all stakeholders need to pay attention to tourist attractions that are on the agenda of the best tourists, it would be a shame if such a good asset was neglected without visitors,

The interview continued with visitors to Mampie Beach.

I was very surprised to see the condition of the beach that I used to really like. The current condition, the land is dirty, the water is dirty, the facilities are not maintained, many are damaged, fallen trees, the beach is messy, so the beauty and comfort that the beach used to have, feels lost and brings up a new face, I observed that this beach experienced very severe abrasion so that the land is getting closer to residential areas, another factor that makes me rarely come here is due to the terrible earthquake centered in Palu so I am also afraid to go to the beach.

Discussion

Based on interviews with informants, the factors influencing the decline in the number of tourists visiting Mampie Beach are as follows.

Abrasion Factor

Continuous abrasion has resulted in tens of meters of land being eroded into the sea, so that the comfort of visitors is increasingly reduced as the erosion of the sea from the beach continues to decrease, resulting in the land around the beach continuing to decrease. Trees are falling one by one due to abrasion, facilities such as gazebos and roads are continuously damaged, so that the beach is damaged, its shape continues to change, this is exacerbated by activities to make wave breakers.

Some of the effects of abrasion on the condition of Mampie tourist beach are, the tourist location is not maintained, the facilities are damaged, the trees, especially coconut trees, fall down, the beach becomes dirty and the beach loses its beauty and also the community loses some of their economic sources, so they look for new sources of income.

Old disaster factors (earthquakes)

Although the earthquake that occurred in Palu which caused a tsunami did not occur on Mampie Beach, the impact of the news and the appeal for people to stay away from the beach, resulted in people choosing to stay away from the beach rather than taking the risk of traveling to the beach. The earthquake was centered in Palu, but the effects were felt in Polman and Mampie Hamlet, so that panic did not only occur in Palu, but along the coast in West Sulawesi and Central Sulawesi, with the very powerful earthquake disaster that occurred in Palu, people also stayed away from coastal areas.

The influence of social media is so high that people avoid coming specifically to visit the beach, so the impact on tourist visitors is quite large, making disaster factors also contribute to the reduction in visitors to Mampie tourist beach.

Covid19 Factor

The impact of covid 19 that hit the world made people afraid, so the government's appeal not to leave the house was strictly obeyed by the community, let alone going to the beach, leaving the house was avoided, this also caused a decrease in the number of visitors. The issue of covid 19 via social media is very high, especially the dangers caused by this disease so that almost all countries are making every effort to protect their people from contracting covid 19. Including in Indonesia, it is very protective of the community not to travel and is even prohibited from leaving the house even for religious activities such as Friday prayers and congregational prayers at the mosque. The government prohibits religious activities, let alone visiting tourist attractions, this factor is one of the causes of the decline in visitors to the Mampie tourist beach.

3.3.4. Road Facilities and Infrastructure

With a very large number of visitors and not supported by facilities and infrastructure, especially roads, it results in if you are not careful there will be an accident on the way to the Mampie tourist attraction. Conditions are one of the factors that affect visitors to the Mampie beach tourist attraction. Visitors who reach thousands or even tens of thousands without being supported by adequate facilities and infrastructure have a high risk of accidents and this has happened several times

The improvement of facilities, both in terms of size and quality, has also become one of the factors that has caused the number of visitors to this beach to decrease from year to year. With the disruption of visitors coming to the beach location, this area will certainly greatly reduce the economic turnover in this area so that community income also decreases.

Other factors, internal complications, less than optimal service, government concern

In the interview, this factor also emerged as an internal complication between managers, but this is rather difficult to prove because the informants interviewed only heard the issues that were raised and difficult to prove, then the less than optimal service was also a factor that emerged in the interview and this could be justified by the condition of the visitors who were so many accompanied by human resources who were recruited from the local population and were lacking in literature so it was natural that the service to visitors was not optimal. Then the government's attention was also a factor that emerged in the interview, because the condition of the facilities and infrastructure, especially the road to the tourist location, was almost never improved, especially the width of the road from the past was still the same.

IV. CONCLUSION AND SUGGESTION

Conclusion

Based on the results of the research conducted by the researcher, it can be concluded that there are several factors that influence the decrease in visitors to the Mampie beach tourist location, namely abrasion resulting in a reduction in land around the beach, damage to tourist facilities, the fall of several trees, then the natural disaster of the earthquake in Palu and its impact reached several provinces in Sulawesi, then the influence of Covid-19 which hit the world so that community activities were limited, other factors are facilities and infrastructure that still need attention and several other factors such as internal complications, services and government attention also need attention

Suggestion

All stakeholders need to work together to increase tourist visits, both local and foreign tourists. Activities such as the turtle festival need maximum support from all parties, so that tourist visits to Mampie Beach slowly increase and the economic community also increases.

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