



The Youth Sports and Tourism Office's Function in Baraka District, Enrekang Regency's Tourism Development

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ABSTRACT

Enrekang Regency's Baraka District is a sub-district classified as a natural tourism destination. The issue confronting the development of the Baraka District as a tourist destination is the inadequate management of tourism potential. As a result, the purpose of this research is to examine the role of the Enrekang Regency Youth and Sports Office in the development of tourism in the Baraka District. This research was conducted for three months at the Department of Youth, Sports, and Tourism in Enrekang Regency and Baraka District. Researchers' initial issue formulation analysis tool included three stages: data reduction, data presentation, data verification, and generating conclusions. SWOT analysis is the second analytical tool utilized by academics. According to the findings, the Youth, Sports, and Tourist Office played five roles in tourism development in Baraka District, Enrekang Regency: motivators, communicators, facilitators, mediators, and dynamists. The Youth, Sports, and Tourism Office's strategy in Tourism Development in Baraka District, Enrekang Regency through a SWOT analysis with a weighting score of 0-100 very poor, 100-200 less, 200-300 enough, 300-400 good, 400-500 very good indicating that in the Strength aspect, Baraka District has tourism potential that can be developed with a weighting score of 330. With a weighted score of 260, the government's tourism village development initiatives are a weakness with a weighting value of less than 300. Opportunities aspects to develop tourism potential are quite large by a weighting score of 330. And Threats with a weighted score of 270.



INTRODUCTION

Indonesia is one of the world's largest archipelagic countries, with a diverse range of cultures and traditions that can benefit the tourism industry (Ahmad et al., 2022). Various potentials of numerous natural resources, as well as natural beauty that is unique in each place, are a strong draw for local and international tourists, and if handled effectively, may give significant advantages to the country. One of them is to make the region a tourism attraction (Irwan et al., 2021). Tourism has the potential to be a driving force in strengthening other areas of government administration, such as the economic, cultural, and social sectors (Sihombing & Haria, 2018).

Tourism, according to Tourism Law No. 10 of 2009, is defined as a variety of tourism activities supported by various facilities and services offered by the community, businesspeople, government, and local governments. The government is vigorously expanding tourism with this law (Winaningsih et al., 2018). From an etymology standpoint, tourism derives from the Sanskrit language, which comprises of two terms, namely "pari" and "tourism." Because Pari means repeatedly, many times, or in circles, and Wisata means journeying or traveling, Tourism refers to a trip that is repeated, frequently, or many times (Rifani et al., 2019). Tourism is a transient activity in which people travel as a recreational activity to fulfill varied needs (Yanti, 2018).

In the realm of tourism, everything that is fascinating and useful to see and see is referred to as a "attraction" or, more colloquially, a tourist attraction, whether present naturally or which normally takes place every day and is particularly hosted at a given time. Meanwhile, tourist regions, sometimes known as "tourist destinations," are locations that offer appealing tourist attractions (Tunggala & Saadad, 2019). Tourism objects are environmental factors that include natural resources, human resources, and artificial resources that may be produced and used as tourism attractions (Lahengko, 2020).

Tourism business refers to any activity that tries to provide tourism services or to produce or nurture tourist items and attractions, as well as tourism products enterprises and other associated businesses (Anggraeni & Fadlurrahman, 2018). Tourism is one of the development activities that aims to adhere to the concepts and principles of sustainable development (Arifin, 2020). The tourist development strategy strives to enhance services and tourism object management (Syafitri & Adnan, 2021). This development is intended to produce a solid inventory of the potential for culture and tourism, allowing for dynamic growth in order to maintain creative and cultural assets, as well as historical legacy (L. et al., 2021). The development of a tourism area is expected to be a dependable source and potential of economic activity capable of promoting economic activities, including other sector activities, so that employment, state income, and foreign exchange earners increase through efforts to develop and develop various national tourism potentials while preserving national personality and the function and quality of the environment (Indriastuti et al., 2021).

According to Law No. 25 of 2004, the framework of development planning in Indonesia is based on a hierarchy and temporal dimension, which is split into long-term, medium-term, and short-term planning. Tourism development is critical in accordance with National Development Planning (Yomi et al., 2018). Tourism is one of the preferred government concerns in local government management (Wulandari & Murwani, 2018). The Department of Culture and Tourism's duty is to carry out regional government activities in the sphere of Culture and Tourism based on the concept of autonomy and support tasks (Setya, 2017). The Tourism Office will play a vital role in identifying an area's potential and present people resources (Indriastuti & Ferdian, 2020).

Enrekang Regency is a regency in South Sulawesi. Enrekang, being a district, has its own jurisdiction to manage the resources within its area. This covers the potential and resources available for developing regional economic projects in the tourist industry (Fatmawati et al., 2021). Enrekang is part of South Sulawesi's Sawerigading tourism development region, which also includes Luwu Regency, North Luwu Palopo City, and East Luwu Regency. The culture and art of the past are comparable throughout the region encompassed in this tourism area (Anwar et al., 2021). The Enrekang Regency Spatial Plan directs the development of the Tourism Village region in Enrekang Regency in Baraka District, which is also part of the Regency Strategic Area with a socio-cultural perspective in Enrekang Regency. Furthermore, Enrekang Regency has classified Baraka District



as a natural tourism destination. The designation of Baraka District as a tourism area of Enrekang Regency is unquestionably justified, as an increase in tourist visits to Baraka District in Enrekang Regency can improve local revenue.

Natural features such as the natural beauty of the virgin mountains since Baraka District is located near the foot of Mount Latimojong, chilly and cool climatic conditions, and agricultural or plantation goods are among the tourist possibilities of Baraka District. The aroma and taste of its coffee commodities is one of the most famous plantation products owned by Baraka District, as evidenced by the success of the Putra Korok Farmer Group from Baraka District, from Bonebone Village, in being the first winner of the 2008 Indonesian Specialty Coffee Contest, in Jember, Java. East. Cultural tourism held by the Baraka District is also a high level of community collaboration. This is demonstrated through the usual community service performed every Saturday.

Furthermore, the Enrekang Regency government's key focus in making Baraka District a tourist attraction due to its distinctiveness is manufactured tourism. Bone Bone Village is one of the communities held by the Baraka District that has a distinctive feature: there is a smoking restriction in the village area. Because Bonebone Community was the first in the world to outlaw smoking, it became well-known both locally and globally, and it was utilized as a pilot village. Furthermore, the local authority forbids the eating of food containing colours as well as the consumption of purebred chicken. The Salukanan Village region also produces sticky rice (Pulu') Mandoti, which has been considered the most costly and aromatic glutinous rice in the world and can only be farmed in the Salukanan Village area. The last uniqueness in Baraka District is Wai' Lambun Cave, which is located in Kadingeh Village and is reported to have a very unusual space that can house the whole population of Enrekang Regency, and according to researchers from overseas, there are only two in the village. This cave-type world is the only one in Japan.

According to accessibility, the presence of Baraka District is around 54 kilometers from the capital city of Enrekang Regency. As a result, despite its distance from Regency City, Baraka District is still easily accessible. This is because the route connecting Baraka District to the capital city of Enrekang Regency is in good shape, with asphalt and concrete roadways. Furthermore, guests will be treated to the grandeur of Enrekang Regency's natural landscape along the route, which includes a length of mountains, very cold weather, resident plantations, and traditional villages of the local population.

The problems encountered in the development of Baraka District as a tourist area are the management of tourism potential that is not yet good and maximal, due to a lack of public knowledge to manage it, some people who are starting to violate tourism rules, inadequate tourism facilities and infrastructure, a lack of tourism promotion carried out by the community and government, and the management or development carried out by the Enrekang government. As a result, the Baraka District has not been able to attract a large number of tourists.

Marketing regional tourism in general entails creating a regional tourism that is capable of meeting and exceeding the wants and expectations of its clients (Puspawati & Ristanto, 2018). The essence of community-based development is an approach to tourist development that considers the community as an inseparable aspect of tourism goods and recognizes that tourism products are a process of community social engineering (Dewani, 2017). The Enrekang Regency Department of Youth, Sports, and Tourism offered tourist training for the parties responsible for tourism development in Baraka District, however there was no follow-up from the training participants' alumni, resulting in a void in tourism actions.

The Youth, Sports, and Tourism Office of Enrekang Regency, as well as the involvement of the Baraka District Community, recognize the importance of tourism in efforts to promote tourism items in Baraka District. Various efforts must be made by the Department of Youth, Sports, and Tourism of Enrekang Regency as the local government responsible for the tourism sector, given that the Youth and Sports Department of Enrekang Regency's program or activity is a program that refers to the development of tourism, particularly tourist objects, so that Enrekang Regency becomes a tourism object. The Tourist Destination Area is no longer interconnected. It is the responsibility of government authorities in the tourist industry to foster a favorable environment in order to achieve successful tourism development governance.



METHOD

This is a descriptive qualitative study. The purpose of this descriptive research is to acquire descriptions and information about the involvement of the Enrekang Regency Youth and Sports Office in tourism development in Baraka District, Enrekang Regency. This study employs a qualitative technique, with the goal of describing and analyzing occurrences, events, social activities, attitudes, beliefs, perceptions, and ideas of people and groups in the Baraka District, Enrekang Regency. This study was conducted at the Department of Youth, Sports, and Tourism, Enrekang Regency, and Baraka District. The research was conducted over a three-month period, from October to December 2021. The researchers chose the Youth, Sports, and Tourist Office of Enrekang Regency as the study place because they recognized a problem, namely the vacuum in tourism actions and the phenomena behind the selection of this research location, as explained in the background of the problem. Furthermore, the area was chosen since the Youth, Sports, and Tourist Office of Enrekang Regency has not yet thoroughly explored and promoted the tourism potentials in Baraka District.

The data used are primary data and secondary data (Adrianto et al., 2018). Primary data is gathered through observation and interviews, whereas secondary data is gathered through the documentation approach. The Documentation Method is a method used by relevant organizations to collect data about tourism objects through recorded records (Alamsyah et al., 2021) such as population data, tourist data, and tourism village area data in Baraka District. Observation is a data collection strategy that involves looking at the reality of the environment being investigated (Kartika et al., 2017). The initial object of observation in this study is the activities of visitors at the Baraka Tourism attraction. Second, the individuals who reside in the vicinity of the Baraka Tourism item. Finally, the Enrekang Regency Department of Youth, Sports, and Tourist in boosting tourism potential in Baraka District. Purposive sampling was used to choose informants for this investigation. The total number of participants interviewed for this study was 12. The government, namely the Head of the Youth, Sports, and Tourism Office of Enrekang Regency and the Baraka Sub-district Head, as well as the Head of Bonebone Village, the Head of Salukanan Village, and the Head of Kadingeh Village, Baraka Sub-district, totaling 5 people; b) Tourism Managers, totaling 3 people; c) People and Visitors, totaling 4 people; There were a total of 12 informants in this investigation.

Data analysis is performed after all of the data has been collected. The data in the first problem formulation in this study, namely "The Role of the Youth Sports and Tourism Office in Tourism Development in Baraka District, Enrekang Regency," will be analyzed using the first problem formulation analysis technique. The researchers employed three stages: data reduction, data presentation, data verification, and conclusion drafting. The data in the first problem formulation in this study, namely "The Strategy of the Youth and Sports Youth Service in Tourism Development in Baraka District, Enrekang Regency," will be analyzed using the second problem formulation analysis technique. The researcher employs Strengths, Weakness, Opportunities, and Threats (SWOT) analysis, in which existing data is processed through data grouping, categorization by problem order, and classification of internal and external elements. After that, prepare a plan employing a SWOT analysis. All parts of the SWOT analysis will be captured by respondents' responses to the questions posed.

RESULTS AND DISCUSSION

A role is a sequence of acts taken by a person or a group that are supposed to result in positive change (Pranoto, 2020). The following metrics demonstrate the Youth, Sports, and Tourism Office's contribution in tourism development in Baraka District, Enrekang Regency:

- a. The Youth, Sports, and Tourism Office serves as a motivator. In this capacity, the Enrekang Regency Department of Youth, Sports, and Tourist intends to explore the potential of human and natural resources, as well as to raise community knowledge of the restrictions and issues encountered in tourism development in Baraka Subdistrict, Enrekang Regency. According to the author's findings, the Enrekang Regency Department of Youth, Sports, and Tourism has demonstrated its function as a motivator. In this case, the Enrekang Regency's Department of Youth, Sports, and Tourism sought and provided funding for tourism objects that have high potential due to the future prospects of tourism in



- Baraka District, such as the attractions of Bonebone Village, Lo'ko Wai Lambun, and Pulu Mandoti in Salukan Village. The Department of Youth, Sports, and Tourism has encouraged the community to get more involved in the management of tourism sites or regions in Baraka District, Enrekang Regency.
- b. In this role, when receiving and providing information to the community about various tourist areas from various sources, it will be used as a formulation in the handling and implementation of various programs, as well as alternative solutions to existing problems in Baraka District, Enrekang Regency.
 - c. The Youth Sports and Tourism Office serves as a facilitator, and the culture and tourism department assists in the construction of facilities and infrastructure, as well as facilities for the development of tourism items (Hamel et al., 2017). As a facilitator, the Enrekang Regency Department of Youth, Sports, and Tourist is involved in mentoring via training, education, and skill enhancement, as well as finance or capital to empowered communities in tourism development in Baraka District. As a facilitator in tourist development, the Enrekang Regency Department of Youth, Sports, and Tourism has undertaken many efforts to assist the community in supporting tourism activities in Baraka District, Enrekang Regency. However, there are still issues, such as a lack of community training and direction on how to enhance tourism. Furthermore, the facilities and infrastructure in certain tours are unfinished, houses of worship are not maintained, tourist site signposts are broken, road access is difficult to pass, and many other flaws exist. The Enrekang Regency Department of Youth, Sports, and Tourist has assisted the community with tourism development training, mentorship, and the acquisition of facilities and infrastructure in Baraka District, Enrekang Regency. The instruction on Red Honey Bee Cultivation at the Pendokesan Hamlet, Baraka District, demonstrates this. Despite its youth, this farm has provided a decent living for those who work on it. One of the tourist areas in Bone Bone Village, Baraka District, Enrekang Regency is Red Honey Bee Cultivation in Pendokesan Hamlet.
 - d. The Youth, Sports, and Tourism Office of Enrekang Regency's role as a Mediator is to bridge the interests of the public (community) and private sectors and manage conflicts between tourism actors in the Baraka District so that no one of the interests, both the local community's and the travel agency's, is harmed. The function of the Enrekang Regency Youth, Sports, and Tourism Office as a mediator between public and private parties will be able to mitigate community losses if there are disagreements in vision and mission in the administration or development of tourism in Barak District. Also, mediate activities carried out by the central government in both the Province and the Ministry so that the village's leading tourism potentials are more exposed and known.
 - e. Dynamist at the Youth, Sports, and Tourism Office. The role of the Enrekang Regency Youth, Sports, and Tourism Office in tourism development in Baraka District, Enrekang Regency as a dynamizer in tourism development in Baraka District, the Service has made several efforts by inviting public and private parties to participate in tourism development in Baraka District. The Youth, Sports, and Tourism Office of Enrekang Regency, according to the community, has been good in welcoming the community to actively engage in establishing community-based tourism in Baraka District. According to the description above, the Department of Youth, Sports, and Tourism of Enrekang Regency has fulfilled its function as a dynamizer, meaning building partnerships or cooperation with the community and the commercial sector. Regular discussions with community people in Baraka District and the private sector were held at an event in Baraka District.



Strategy of Youth, Sports and Tourism Office in Tourism Development in Baraka District, Enrekang Regency

The SWOT (Strength, Weakness, Opportunities, and Threats) study was used to analyze the Youth, Sports, and Tourism Office's plan for increasing tourism in Baraka District, Enrekang Regency. As a result, various elements must be considered, including internal and external influences.

a. Internal factors

1. Strength

- a) Enrekang Regency RTRW Rules regarding tourism development in Baraka Subdistrict, Enrekang Regency as a Strategic Area in Enrekang Regency.
- b) Baraka District has tourism potential that can be developed.
- c) The community has the awareness to develop the existing tourism potential.
- d) Regional conditions and physical conditions are very natural and have the potential for tourism activities.

2. Weaknesses

- a) Tourism village development activities carried out by the local government are very slow.
- b) The potential of tourism villages has not been managed optimally.
- c) Limited knowledge of the local community in the development of tourism potential.
- d) Inadequate tourism facilities and infrastructure.

b. External Factors

3. Opportunities

- a) Regulations of the Ministry of Culture and Tourism regarding the empowerment of Tourism Independent Community through Tourism Villages.
- b) Investment potential for investors to develop tourism potential.
- c) There is a Village Fund that can be used as capital to manage tourism potential.
- d) Foreign tourists can visit the Bone-Bone Tourism Village, Salukan Village and several other tourist objects.

4. Threats

- a) Potential for landslides and forest fires.
- b) The influence of community values.
- c) Changes in the lifestyle or habits of the community towards a more modern direction.

Analysis of Internal and External Strategic Factors for tourism development in Baraka District, Enrekang Regency

Internal Strategic Factors Table Tourism Development Strengths in Baraka District, Enrekang Regency

No	Internal Strategy Factors Strengths	Weight	Rating	Weighting Score
1	Enrekang Regency Spatial Planning Rules regarding tourism development in Baraka District as a Strategic Area of Enrekang Regency	30	3	90
2	Baraka District has tourism potential that can be developed	30	4	120
3	The community has the awareness to develop the existing tourism potential	20	3	60
4	Regional conditions and physical conditions are very natural and have the potential for tourism activities	20	3	60



Total weighting	100		330
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Source: Results of the 2022 analysis

Table of Weaknesses in Internal Strategic Factors in Tourism Development in Baraka District, Enrekang Regency

No	Internal Strategy Factors Weaknesses	Weight	Rating	Weighting Score
1	Local government tourism development activities are extremely slow	20	2	40
2	The potential of the tourist village has not been managed optimally	30	3	90
3	Limited knowledge of the local community in the development of tourism potential	20	2	40
4	Inadequate tourist facilities and infrastructure	30	3	90
Total weighting		100		260

According to the findings of the analysis, the strength factor (Strengths) with the total score generated from the weights and research/value is 330, while the weakness component (Weaknesses) with the total weighting score is 260. Then the results of the strength-weakness computation, IFAS, i.e. $330 - 260 = 70$ (S-W).

External Strategic Factors and Tourism Development Opportunities in Baraka District, Enrekang Regency

No	Internal Strategy Factors Opportunities	Weight	Rating	Weighting Score
1	Regulation of the Ministry of Culture and Tourism on empowering independent tourism communities through tourism villages	30	3	90
2	Investment potential for investors to develop their potential	20	4	80
3	In tourism, there are village funds that can be used as capital to manage tourism potential	30	4	120
4	Foreign tourists can visit the tourist village	20	2	40
Total Weighting		100		330

Table of External Strategic Factors Threats to Tourism Development in Enrekang Regency's Baraka District

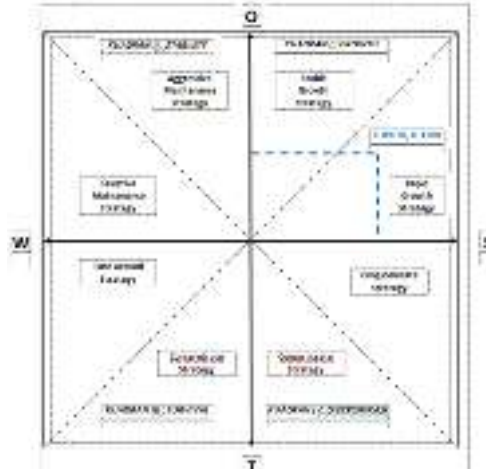
No	Threats External Strategy Factors	Weight	Rating	Weighting Score
1	Potential for landslides and forest fires	40	3	120
2	The influence of community values	30	2	60
3	Changes in the lifestyle or habits of society towards a more modern	30	3	90
Total weighting		100		270

According to the findings of the preceding study, opportunities have a total weighted score of 330, whereas threats have a total weighted score of 270. The EFAS computation of opportunities yields $330 - 270 = 60$. (O-T).



Tourism Position Mapping

The goal of mapping the tourism position is to determine the tourism position of a tourist destination in its present level of development. The SWOT quadrant is used to map the tourist situation. The X and Y axis formulations are used to determine the location of the strategic quadrants that are considered to have high priority and are urgent to be implemented immediately, where the X axis is EFAS (External Strategic Factors Analysis Summary) / External Strategic Factors Analysis, Opportunities - Threats and the Y axis is IFAS (Internal Strategic Factors Analysis Summary).



SWOT Analysis Graph

According to the quadrant location formulation in the Figure above, the immediate strategy to be adopted in the context of growing the tourism area in Baraka District is to be positioned in quadrant I, or between external opportunities and internal strengths (growth strategy). This is a plan aimed at increasing the number of tourist visits (frequency and location of visits), assets (tourism items and attractions, supporting infrastructure and amenities), and income (entry fees and the amount spent). According to the quadrant above, the urgent strategy in quadrant I includes the rapid growth strategy, which is a strategy to increase the rate of growth of tourist visits in a shorter period of time (the second year is greater than the first year, and so on), while improving the quality that becomes a priority. power factor to make the most of all opportunities.

SWOT Matrix

The SWOT matrix is a matrix for developing development plans for tourism attractions in the Baraka District.

Internal	
Strengths (S)	Weakneses (W)
<ol style="list-style-type: none"> 1. Enrekang Regency Spatial Planning Rules for Tourism Development in Baraka District, an Enrekang Regency Strategic Area 2. Tourism in the Baraka District offers development potential. 3. The community is aware of the possibilities for tourist development. 4. The regional and physical circumstances are quite natural, with the potential for tourist activities. 	<ol style="list-style-type: none"> 1. The local government's tourism village development operations are extremely sluggish. 2. The tourism village's potential has not been fully realized. 3. Lack of local community knowledge in the development of tourist potential 4. Inadequate tourism infrastructure and facilities



Eksternal		
Opportunity (O)	Strategi S-O	Strategi W-O
<ol style="list-style-type: none"> 1. Ministry of Culture and Tourism regulation on community empowerment. Individual tourism via tourist villages 2. Potential for investors to participate in tourist development 3. There are local funds that may be utilized to manage tourist potential as capital. 4. Foreign tourists are welcome to explore tourism in the Baraka District. 	<ol style="list-style-type: none"> 1. Create a Master Plan for the growth of a tourist village area. 2. Increase tourism processing capacity. 3. Improving government-community collaboration in increasing village potential. 4. Making use of the functional linkages of neighboring settlements 	<ol style="list-style-type: none"> 1. Promoting tourism in the Baraka District under the National Program for Independent Community Empowerment 2. Increase investment in areas with untapped potential. 3. Using village money as potential tourism development capital 4. Development of tourism infrastructure and facilities in the Baraka District
Treaths (T)	Strategi S-T	Strategi W-T
<ol style="list-style-type: none"> 1. The possibility of landslides and forest fires 2. The impact of local values 3. Changes in societal lifestyle or habits toward a more contemporary state 	<ol style="list-style-type: none"> 1. Implement regional disaster mitigation management. 2. Promoting or marketing tourism in the Baraka District 3. Providing tourist knowledge and environmental conservation education 	<ol style="list-style-type: none"> 1. Maintain and improve environmental sustainability 2. Development of ecotourism village 3. Tourism development in the Baraka District in line with tourist area spatial planning principles

The SWOT matrix table above provides us with different tourism development plans in the Baraka District, specifically SO, WO, ST, and WT. There are four different strategies among the dozens created that are utilized as recommendations for techniques to be implemented, including;

1. SO (Strength-Opportunity) strategy, a strategy that leverages strengths while capitalizing on opportunities.
 - a) Create a Master Plan for the Tourism Village area's development.
 - b) Maximizing tourist processing potential.
 - c) Improving government-community collaboration in realizing village potential.
 - d) Making use of the functional relationships of neighboring settlements.
2. The WO (Weakness-Opportunity) approach, which reduces weaknesses while capitalizing on chances.
 - a) Promote tourist village development through PNPM Mandiri tourism.
 - b) Increase unmanaged potential investment.
 - c) Using village funds as potential tourism development capital.
 - d) Improvement of tourist village infrastructure and facilities in the Baraka District.
3. ST strategy (Strengths-Threats), a plan that capitalizes on strengths while overcoming threats.
 - a) Area management based on catastrophe mitigation.



- b) Marketing or promoting Tourism Villages.
- c) Provide tourism awareness and environmental conservation education.
4. The WT (Weakness-Threats) method, which reduces weaknesses while avoiding threats.
 - a) Preserve and enhance environmental sustainability.
 - b) Creation of an ecotourism village.
 - c) Tourism Village Development in conformity with the criteria for spatial planning in the tourist village area.

According to the findings of the IFAS and EFAS analyses contained in the quadrant layout graph, the SO strategy is a high priority that must be implemented immediately. The tactics are as follows:

- a. Create a Master Plan for the Growth of a Tourist Village Area
In this situation, development takes the form of creating a Master Plan in the form of drawings or regulations that serve as reference points for the government or community to carry out development and become a consideration for private investors to assist create Tourism Villages.
- b. Maximizing tourism potential processing
The ability to manage optimum tourism potential is critical to the success of building a tourist community. In this instance, management must focus on the enhancement and growth of tourism amenities and infrastructure.
- c. Increasing government and community collaboration in boosting tourist potential
Government policy provides a chance for areas to enhance performance and hopes for reciprocity, such as ease of developing potential, development of tourism village institutions, and tourism awareness counseling. This partnership is projected to improve the frequency of visits as well as the convenience of visits.
- d. Making use of the functional linkages of neighboring settlements
To speed growth, functional links between tourist communities and nearby villages are required. The collaboration of the neighboring villages is required for the provision of raw resources, handicraft suppliers, transportation, gastronomic, and so on. In terms of the number of attractions and tourists, the following is the result of the Youth, Sports, and Tourism Office's effective program and strategy in Tourism Development in Baraka District, Enrekang Regency.

Table of the Number of Tourist Attractions in Baraka District 2015-2021

No	Name of Village/Sub-district	2017		2018		2019		2020		2021	
		TP	TO	TP	TO	TP	TO	TP	TO	TP	TO
1	Banti	-	-	-	-	-	-	-	-	-	-
2	Bonebone	1	1	2	1	2	1	2	2	2	2
3	Bontongan	-	-	-	-	-	-	-	-	-	-
4	Janggurara	1	-	1	-	1	-	1	-	1	-
5	Kadingeh	1	1	1	1	1	1	2	1	2	1
6	Kendenan	1	-	1	-	2	-	2	-	2	-
7	Pandung Batu	-	-	-	-	-	-	-	-	-	-
8	Parinding	-	-	-	-	-	-	-	-	-	-
9	Pepandangan	1	-	1	-	1	-	1	-	1	-
10	Perangin	-	-	-	-	-	-	-	-	-	-
11	Salukanan	1	1	1	1	2	1	2	1	2	1
12	Tirowali	1	-	1	-	2	-	2	-	2	-
13	Balla	-	-	-	-	-	-	-	-	-	-



14	Baraka	-	-	-	-	-	-	-	-	-	-
15	tomenawa	-	-	-	-	-	-	-	-	-	-
Total		7	3	8	3	11	3	12	4	12	4

Note: TP= Tourism Potential; TO= Tourism Object (Source: Youth, Sports and Tourism Office of Enrekang Regency)

According to the chart above, the number of tourism attractions in Baraka Subdistrict, Enrekang Regency has increased from 2015 to 2021. This cannot be isolated from the Youth Sports and Tourism Office's involvement in tourism development in Baraka District, Enrekang Regency via programs and strategies stated in the SWOT matrix. The uniqueness of a tourism destination will be the key draw for visitors. The involvement of the government and its bureaucracy in tourist development must be consistent with the region's vision and goal. This means that either bureaucratic administration or everything given as part of a tourism site represents the area's character and individuality. These distinctive features must be elegantly presented to increase visitor appeal (Prasodjo, 2017). This may be observed in the Baraka District, which is home to a number of tourist attractions. The flow of tourist visits to tourism items in Baraka District has grown over the previous seven years, according to data acquired by researchers from the Department of Youth, Sports, and Tourism, Enrekang Regency.

Table of Number of Tourist Visits in Baraka District in 2015-2021

Year	Traveler
2015	97
2016	112
2017	145
2018	198
2019	200
2020	75
2021	117

Source: Youth, Sports and Tourism Office of Enrekang Regency

According to the statistics in the table above, the number of tourists increased from 2015 to 2018, but decreased in 2020 owing to the expansion of Covid-19. As a result, the government asks all sectors, including tourism, to impose limits on the closure of various tourist attractions in Baraka District. Due to the relaxation of the Covid-19 health regimen, the number of visitors visiting Baraka District increased somewhat till 2021. According to research, the rising number of tourist visits each year is attributable to the rise of tourist objects in Baraka District, as well as the involvement of the Enrekang Regency Youth and Sports Office, which has strong programs and strategies in tourism development in Baraka District.

CONCLUSION

The Department of Youth, Sports, and Tourism has 5 (five) functions in tourism development in Baraka District, Enrekang Regency. 1) As a motivator, attempting to explore the potential of human resources and nature in tourism development in Baraka District; 2) As a communicator, namely when receiving and providing information from various sources to the community related to various tourist areas in Baraka District; 3) As a Facilitator, namely assisting the community in supporting tourism activities in Baraka District; 4) As a Mediator, namely bridging the community's interests with the private sector.

The Youth Sports and Tourism Office's tourism development plan in Baraka District, Enrekang Regency was assessed using a SWOT analysis with a weighted score of 0-100 extremely low, 100-200 less, 200-300 adequate, 300-400 acceptable, and 400-500 excellent. With a weighted score of 330 for the Strength element or strength, Baraka District has tourist potential that can be enhanced. With a weighting score of 260, the



association between Weakness or Weakness and a weighting score level of less than 300 indicates that tourism village development efforts carried out by the local government are very sluggish. With a weighted value of 330, Opportunities or Opportunities, namely the investment opportunity for investors to develop tourist potential, is fairly substantial. Finally, Threats, namely the possibility of landslides and forest fires, received a weighted score of 270.

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