

Maritime Cultural Events in South Sulawesi an Analytical Review of Implementation and Its Impact

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Abstract. *Maritime Cultural Events in South Sulawesi have become a tourism magnet attracting global tourists and delivering significant economic impact to the local community. This article provides an analytical review of the implementation of maritime cultural events in South Sulawesi by analyzing the event's potential, factors supporting its success, and its impacts on the tourism sector and local cultural preservation. In this context, the study employs qualitative and descriptive approaches to delve into the dynamics of maritime cultural event implementation, including SWOT analysis to evaluate the strengths, weaknesses, opportunities, and threats influencing event development. The review identifies complexities and challenges involved while offering strategies to enhance promotion, protection, and development of this cultural heritage to ensure sustainability and long-term benefits for South Sulawesi.*

Keywords: *Maritime Cultural Events; Maritime Tourism; SWOT Analysis; South Sulawesi*

Received: September 2, 2024

Received in Revised: September 21, 2024

Accepted: October, 19 2024

INTRODUCTION

Tourism is one of the important economic sectors for Indonesia, which plays a significant role in the country's economic growth. Apart from the energy sector such as oil and gas, tourism is one of the backbones in bringing in foreign exchange from abroad. According to Prabhawati (2018) Indonesia has a variety of tourist destinations that attract foreign tourists, including historical cultural sites and stunning natural beauty. Although the global economic conditions are unstable, the tourism sector in Indonesia shows stable growth and is one of the sectors that contributes greatly to national economic growth. According to predictions, tourism in Indonesia will continue to grow in the future, making a significant positive contribution to the country's economy (Bambang et al., 2017). Indonesia, as a maritime country surrounded by three main seas and has a water area of 3.1 million square kilometers, has had a close relationship with the sea since ancient times. Indonesia's maritime culture, with the values, beliefs, and activities of the people who live on the coast, continues to develop over time (Ridwan, 2024). In South Sulawesi, in particular, the Bugis, Makassar, and Mandar tribes are known for their skills in sailing the vast ocean as fishermen. Their journeys not only crossed local waters but also reached areas as far away as Australia, Malaysia, Singapore, the Philippines, China, and even Madagascar. Their maritime traditions, including trade and navigation regulations outlined in traditional laws such as Amanagappa, provided a strong foundation for maritime life in the region.

South Sulawesi, with almost 78% of its area being coastal, makes the lives of its residents closely related to maritime activities. The culture and natural resources in this area are heavily influenced by the sea, which is not only a source of sustenance and trade, but also a major transportation route. The wealth of knowledge of the Bugis-Makassar people in the fields of

astronomy, oceanography, and navigation has been passed down from generation to generation, becoming an integral part of their rich cultural heritage (Rijal et al., 2020; Simatupang & Siringo-Ringo, 2024; Adinda et al., 2024).

Maritime cultural events in South Sulawesi, such as those often held at both the national and local levels, are an important means of promoting and appreciating this maritime cultural heritage (Lukman, 2020). Through promotional efforts and events such as Fam tour operators, festivals, fishing competitions, and beach bikes, the local government is trying to improve the tourism experience and attract more visitors, both domestic and international. Further analysis of the diversification of these events is expected to improve the quality and benefits for the promotion of South Sulawesi tourism in the future (Fasa et al., 2022; Astuti, 2021; Sirih & Ma'mur, 2024).

In recent years, South Sulawesi has become the center of global attention thanks to various marine cultural events that are held regularly (Maulidyna et al., 2021). These events not only attract the attention of local tourists, but also from various parts of the world who are interested in witnessing and experiencing the unique richness of maritime culture. This phenomenon has a significant economic impact on local communities, increasing income from the tourism sector and providing opportunities for local economic development (O'Sullivan & Jackson, 2002; Mihalic, 2002; Novandi & Adi, 2021).

One of the characteristics of marine cultural events in South Sulawesi is the active participation of indigenous peoples, especially the Bugis-Makassar tribe who have a rich maritime heritage. This tradition not only functions as a tourist attraction, but also as an integral part of the identity and daily life of the local community. These indigenous communities play a vital role in maintaining their maritime cultural values and ensuring that maritime cultural events run smoothly and authentically (Ferreira da Silva et al., 2022).

The implementation of marine cultural events is not without challenges. According to Rosyadi (2018), good coordination between various parties, including local and national governments, and various local stakeholders, is very important for the success of each event. This coordination includes logistics planning, security, promotion, and environmental preservation which are integral parts of efforts to maintain the sustainability of marine cultural events.

The impact of this marine cultural event is not only felt in local economic growth, but also in the preservation of culture and the environment (Rakib & Farid, 2023). By attracting global attention, South Sulawesi has succeeded in strengthening the image of a diverse and attractive cultural tourism destination. In the context of globalization, marine cultural events provide a platform to promote and preserve unique local cultural heritage, as well as provide appropriate appreciation for the richness of Indonesia's marine culture (Agung et al., 2022).

Facing the future, a well-planned strategy needs to be developed to ensure that marine cultural events in South Sulawesi remain relevant and sustainable. These efforts include strengthening cross-sector cooperation, developing tourism infrastructure, increasing the capacity of local communities, and increasing international participation in these events (Plzakova, 2022; Taena & Afoan, 2020). Effective promotion through various media channels, as well as the development of educational programs involving the younger generation, are also very important to maintain the sustainability and relevance of maritime cultural events. Thus, South Sulawesi will not only continue to be a leading destination for culture and nature enthusiasts, but also maintain the sustainability and values of its maritime cultural heritage for future generations.

This study aims to conduct a comprehensive analytical review of the implementation of maritime cultural events in South Sulawesi. This review covers various aspects, including the potential of the event, key factors that support its success, and its impact on the tourism sector and local cultural preservation. With a deeper understanding of the dynamics and challenges

faced, it is hoped that more effective strategies can be found in promoting, protecting, and developing this valuable maritime cultural heritage for a sustainable future.

The main argument in this study is that maritime cultural events in South Sulawesi have great potential to boost the local economy and preserve the rich maritime culture. However, the success of the implementation of this event is highly dependent on good cooperation between the government, local communities, and other stakeholders. The hypothesis put forward is that with appropriate strategies, including increased promotion and involvement of local communities, marine cultural events can be an effective tool for sustainable tourism development and local cultural preservation.

METHODS

Type of Research

This research combines qualitative methods with descriptive methods. Qualitative methods were chosen because they are in accordance with the objectives of the research. According to Erikson in Stainback (Sugiyono, 2009), the characteristics of qualitative research include 1) intensive research with active participation of researchers at the research location for a certain period, 2) detailed documentation of findings throughout the research process, 3) reflective analysis of data collected in the field, and 4) preparation of comprehensive and systematic research reports.

The descriptive method is an approach that describes, presents, and summarizes various conditions, situations, or variables observed (Fadli, 2021). This approach is in accordance with the nature of this research, which aims to provide valuable insights for the identification, analysis, and achievement of optimal conditions. The use of qualitative methods allows researchers to explore the complexity and dynamics in the field, so that they can gain a deeper understanding of the various phenomena observed. Through direct observation and active participation, researchers can identify factors that influence the implementation and impact of maritime cultural events in South Sulawesi. In addition, this method also allows researchers to capture the perspectives and experiences of local communities, which are important aspects in understanding the sustainability and preservation of maritime culture.

Data Sources and Informants

The researcher used non-probability sampling techniques, specifically purposive sampling, to identify relevant data sources in the study of integrated cultural tourism development. This technique involves the participation of stakeholders who have the ability to provide general and in-depth information. Participants in this study included the South Sulawesi Provincial Culture and Tourism Office, experts, and community leaders. Purposive sampling is also known as judgment sampling. In data collection, primary data is considered important because it allows researchers to observe and collect actual conditions directly in Makassar City, South Sulawesi. Primary data includes various forms of information, such as words, statements, movements, or behaviors shown by subjects or trusted sources of information that are relevant to the study.

Data Collection Techniques

The checklist functions as an observation tool or direct observation activity designed to obtain specific data. As a complete list of elements observed by researchers, this checklist simplifies the task of conducting field observations accurately and objectively. By referring to the list, researchers can find out whether or not there are symbolic aspects in the subject's actions (Hadi, 1989). Recording tools are essential in conducting field research, especially during interviews and field observations, because they ensure comprehensive data collection. Interview guides as described by Tessier (2012) were used to collect data through qualitative methods. During the interview process, researchers used the guide to help formulate focused questions

related to the interview topic. This guide was also used to ensure compliance with specific instructions. In addition, a recording device was used to support the data management process.

Data Analysis Techniques

The data analysis method applied in this study was SWOT analysis. SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) is an effective tool for identifying and understanding various internal and external factors that affect the object of study. By using this analysis, researchers can assess internal strengths and weaknesses, as well as external opportunities and threats that may be faced in the development of marine cultural tourism in South Sulawesi. SWOT analysis is a strategic planning method used to evaluate the strengths (Strengths), weaknesses (Weaknesses), opportunities (Opportunities), and threats (Threats) of an organization, project, or business. This technique is often used in various fields to help determine effective strategies and make better decisions.

According to Rangkuti (2016), SWOT analysis involves identifying various factors to determine the strategy of an organization, company, institution, or in this case, a cultural tourism product. The goal is to maximize strengths and opportunities, while minimizing weaknesses and avoiding threats. This analysis allows strategic decision-making to achieve certain goals. SWOT analysis allows observation of the external and internal environments. Internal environmental analysis focuses on strengths and weaknesses, while external environmental analysis examines the strengths of the macro environment and micro environmental factors that can affect a company's capabilities.

Research Location and Time of Research

The location of this research is on the coast of Bulukumba and Takalar, and the research time will be carried out for 1 week.

RESULTS AND DISCUSSION

Types of Maritime Cultural Events in South Sulawesi

South Sulawesi, located in the central part of Indonesia, is home to several rich and unique maritime traditions, especially among the Bugis, Makassar, and Mandar tribes. These traditions not only enrich the local culture, but also show the depth of local wisdom and the close relationship between the community and the sea, an important source of life for them.

Maccera' Tasi (Sea Thanksgiving Ceremony)

The Maccera' Tasi ceremony is one of the most distinctive maritime cultural traditions in South Sulawesi, reflecting the close relationship between coastal communities and the sea. This tradition is specifically carried out by the Bugis and Makassar tribes as a form of gratitude and respect for the sea which is considered a source of life and abundant sustenance for them. Maccera' Tasi, which literally means "purifying the sea", is not only a religious ritual, but also a means to pray for safety and abundant catches from the sea.

The implementation time of Maccera' Tasi is not set on certain dates, but rather depends on traditional considerations and decisions from local elders or spiritual leaders. Usually, this ceremony is carried out at sacred times such as before the fishing season or after the sea harvest season, when the community feels the need to express gratitude and ask for blessings for the coming season.

The implementation of Maccera' Tasi involves the entire fishing community and coastal communities. Preparations begin long before the day of the event, by preparing the boats that will be used in the procession, providing ceremonial equipment, and preparing offerings consisting of various types of food and seafood as a sign of respect for the sea.

The ceremony is usually held on the beach or even on boats that have been decorated with flags and colorful decorations. The main ritual begins with prayers led by traditional elders, which function as a request for blessings and safety from the sea. Offerings in the form of food, livestock

such as chickens or goats, and seafood are presented to the sea. The sacrificial animal is slaughtered, and its blood is sprinkled into the sea as a symbol of purification and an offering to the sea spirits who are believed to rule the waters. The boat procession is the most distinctive part of Maccera' Tasi. The elaborately decorated boats are paraded into the sea with pride and respect. The participants of the ceremony board these boats and sail out to sea to spread offerings and remnants of offerings as an expression of gratitude and hope for a good season at sea.

After the sea procession is complete, Maccera' Tasi is closed with a joint prayer and a communal meal, which emphasizes gratitude and togetherness in the community. This ceremony is not only a cultural and spiritual expression, but also an educational medium for the younger generation about the importance of protecting and respecting the sea as an integral part of their lives.

Through Maccera' Tasi, the people of South Sulawesi not only preserve their cultural heritage but also emphasize their commitment to the sustainability of the marine ecosystem and their traditional life. The existence of this ritual is real evidence of the deep local wisdom and values they adhere to in maintaining harmony with nature.

The implementation of Maccera' Tasi is not only ceremonial, but also reflects the philosophy of life of the coastal communities of South Sulawesi who are very dependent on the sea. Their close relationship with the sea is reflected in every aspect of this ceremony, from preparation to implementation which is full of symbolism and life values.

The Bugis and Makassar tribes believe that maintaining balance with nature, especially the sea, is the key to success in seeking sustenance and sustaining their lives. Therefore, Maccera' Tasi is not only a ritual to express gratitude for the sea catch, but also a form of respect and recognition of the deep dependence on the sea as a source of life.

In addition, this ceremony is also an event to strengthen solidarity and togetherness in the fishing community. Through the involvement of all community members in the preparation and implementation of Maccera' Tasi, the values of mutual cooperation and mutual support in facing the challenges of life at sea are maintained and strengthened.

Maccera' Tasi also has a significant impact on preserving the cultural identity of the Bugis and Makassar tribes. By maintaining this tradition from generation to generation, they not only pass on practical knowledge about how-to live-in harmony with the sea, but also strengthen their sense of pride in their own cultural heritage.

Overall, Maccera' Tasi is one of the most prominent examples of how the people of South Sulawesi maintain and celebrate their cultural and spiritual richness that is closely related to the sea. This ceremony is not only about maintaining tradition, but also about building and strengthening connections between humans and nature, and ensuring the sustainability of their lives in the future.

Mappandesasi

Mappandesasi is one of the important maritime rituals for the coastal communities of South Sulawesi, especially the Bugis and Makassar tribes. The term "Mappandesasi" comes from the Bugis language, where "mappande" means to feed and "tasi" means sea. Literally, Mappandesasi means "feeding the sea". This ritual is not merely ceremonial, but reflects the complex relationship between coastal communities and the sea, which is seen not only as a source of life but also a spiritual entity that has real power and presence in their lives.

The philosophical background of Mappandesasi shows that the Bugis-Makassar people view the sea as a living entity and have deep spiritual meaning. In their cosmology, the sea is ruled by supernatural beings called "punna tasi", who function as the rulers of the sea who must be respected and offered. Through Mappandesasi, fishermen communicate and negotiate with these supernatural powers to ask for permission, protection, and blessings before they go to sea. This

ritual also reflects the principle of balance and reciprocity in Bugis-Makassar culture, where to take something from the sea, they must give something back as a sign of appreciation.

The time for Mappandesasi is not fixed, but is often carried out at certain times that are considered sacred by the local community. For example, this ritual is carried out before the fishing season begins, when going on a long-distance fishing trip, or when the catch is decreasing. Preparation for this ritual involves a community meeting of fishermen to determine the time and scale of the implementation, the collection of offerings such as four-colored sticky rice, chicken eggs, plantains, betel nuts, incense, and others, as well as the preparation of the boat that will be used in the procession.

The Mappandesasi procession begins with an opening ritual led by a spiritual leader or sea shaman. Traditional prayers and poems are recited to ask for permission and protection from the ruler of the sea. The offerings are placed on a small boat specially made for this ritual and then taken to the middle of the sea by several fishermen. At the designated point, the offerings are released into the sea as a sign of respect and supplication. Meanwhile, on land, supporting rituals are also carried out such as reciting prayers together or burning incense. Mappandesasi has various meanings and functions for the coastal communities of South Sulawesi. Spiritually, this ritual connects the fishing community with supernatural powers that are believed to control the sea, giving them a sense of security and confidence before sailing. Socially, Mappandesasi strengthens the bonds within the fishing community through the involvement of all members in the preparation and implementation of the ritual. Ecologically, the belief that the sea is a living entity encourages more responsible fishing practices. Economically, this ritual also has an impact on the local economy through the need for offerings and services needed.

However, like many other cultural traditions, Mappandesasi faces challenges in the modern era. The use of modern technology in fishing, changes in beliefs, migration of young people to cities, and environmental degradation are some of the main challenges. Nevertheless, efforts to preserve and adapt continue to be carried out through documentation, integration with local tourism, education, and revitalization by fishing communities. Preserving rituals such as Mappandesasi is not only about maintaining cultural heritage, but also maintaining local wisdom that is relevant in facing increasingly complex environmental and social challenges in the future.

Making Phinisi Boats

The making of Phinisi boats by the Konjo people in Bulukumba, South Sulawesi, shows how important local wisdom and cultural values are in the construction process of this ship. Phinisi is not only a symbol of technical expertise in making sailing ships, but also an icon of Indonesian maritime culture, especially in South Sulawesi.

History and Origins of Phinisi

Phinisi has deep historical roots in the maritime context of the Indonesian archipelago. This type of ship has been used by Bugis-Makassar sailors for centuries for long-distance sailing, inter-island trade, and expeditions. The name "Phinisi" itself has several theories of origin, including the possible influence of the word "Veneci" which refers to Venice, indicating the possible influence of European ships.

Phinisi Manufacturing Center and Characteristics

The most famous Phinisi manufacturing center is located in Bulukumba Regency, South Sulawesi, especially in the Bontobahari, Bontotiro, and Kajang sub-districts. The Konjo people in this area have inherited the expertise in making Phinisi from generation to generation. The characteristics of Phinisi include the uniqueness of the design of two main masts with seven sails, a slender but sturdy ship body, an average length of between 20-30 meters, and the ability to carry loads of up to 300 tons. The main material used is ironwood or ironwood to ensure the strength and durability of the ship in sometimes rough waters.

Phinisi Making Process

The Phinisi making process is a complex and time-consuming ritual, usually taking between 3-6 months depending on the size of the ship. The main stages include selecting high-quality wood, laying the keel which is considered the most sacred stage, forming the ship's frame, installing the hull planks using overlapping techniques, making the deck and rooms, making and installing masts and sails, to the finishing and decoration stage of the ship.

Rituals and Beliefs in Making Phinisi

Every stage in making Phinisi is accompanied by deep traditional rituals and beliefs. This includes choosing a good day before starting construction, the Annakbang ritual for cutting the ship's keel, the Ammosi ritual to give "life" to the ship, and reading prayers and mantras at every important stage. Special ornaments are also installed as symbols of protection and good luck.

Local Wisdom in Phinisi Construction

The making of Phinisi reflects local wisdom in deep knowledge of materials, traditional construction techniques without using nails, aerodynamic designs that optimize performance at sea, and a sustainable approach with the use of natural materials and environmentally friendly repair techniques.

Challenges and Conservation Efforts

The tradition of making Phinisi faces challenges in the modern era such as scarcity of raw materials, declining interest from the younger generation, and demands for modern efficiency. However, conservation efforts such as UNESCO recognition as an Intangible Cultural Heritage, training programs for the younger generation, integration with local tourism, and adaptation of modern technology are part of the strategy to maintain the sustainability of this tradition.

The Role of Phinisi in Culture and Economy

Phinisi is not only a symbol of cultural identity and technical expertise, but also has an important role in the local economy through the shipbuilding industry that absorbs labor and drives the regional economy. In addition, Phinisi is also a tourist attraction that enriches the cultural and maritime experience for visitors.

Going Down to the Sea Ceremony

The Going Down to the Sea Ceremony is one of the most significant maritime traditions in the culture of coastal communities in Indonesia, especially in the South Sulawesi region. This ritual is carried out when a new boat is about to be launched into the sea for the first time, marking an important moment in the lives of fishermen and coastal communities. This ceremony is not just a formality, but a reflection of the deep relationship between humans, the sea, and the supernatural powers that are believed to control nature.

Coastal communities in Indonesia, especially the Bugis and Makassar tribes, have a close relationship with the sea. The sea is not only a source of livelihood, but also an entity that is respected and even feared. The Going Down to the Sea Ceremony reflects this understanding, where the launching of a new boat is seen as a critical moment that requires the blessing and protection of supernatural powers. The philosophy behind this ceremony is rooted in the animist and dynamism beliefs that have long existed in coastal communities. They believe that every object, including boats, has a spirit or spirit. This ceremony is considered a way to "animate" the boat and ensure that it will bring good luck and safety to its crew.

Preparations for the Going Down to the Sea Ceremony begin long before the day of the event. Some important elements in the preparation include choosing an auspicious day based on the lunar calendar and local beliefs, preparing offerings such as four-colored sticky rice, eggs, bananas, betel nuts, and various other traditional foods, thoroughly cleaning and decorating the boat, and preparing the launching site which is decorated with small flags and traditional

decorations. Community figures, including traditional and religious leaders, are invited to attend and lead the ceremony.

The Going Down to the Sea ceremony usually consists of several stages. It opens with prayers led by religious figures or traditional leaders, often with a combination of Islamic prayers and traditional mantras. The boat owner or a representative of the fishing community conveys the purpose and goals of the ceremony, sometimes in the form of a short speech or traditional poem. If not done previously, the boat is given a name in a special ritual that is believed to have magical powers to protect the boat. Prepared offerings are placed in various parts of the boat, some parts are also thrown into the sea as offerings to the lord of the sea. Water that has been prayed over, often mixed with coconut water or water from seven sources, is sprinkled all over the boat to cleanse it of negative energy and provide spiritual protection. The climax of the ceremony is when the boat is launched into the sea pushed by many people while chanting prayers and cheers. The ceremony closes with a prayer of thanksgiving and is often followed by a communal meal. Each element of the Going Down to the Sea Ceremony has deep symbolic meaning. The four-colored sticky rice symbolizes the four elements of nature and the cardinal points, eggs as a symbol of the beginning of a new life, bananas as a symbol of sustainable sustenance, water from seven sources symbolizes purity and blessings from all directions, and flags and decorations that attract good spirits to protect the boat.

The Turun ke Laut Ceremony has several important functions in coastal communities, including strengthening social ties, transmitting traditional values, becoming a marker of cultural identity, providing spiritual and psychological support for fishermen, and having economic potential as a cultural tourism attraction.

Despite its high value, the Turun ke Laut Ceremony also faces challenges in the modern era such as the modernization of the fishing industry, changes in beliefs, migration and urbanization, and government regulations. However, coastal communities have shown the ability to adapt by integrating elements of Islam, simplifying rituals, documenting and educating the younger generation, and developing rituals as cultural tourism attractions.

The Turun ke Laut Ceremony is a manifestation of the local wisdom of Indonesian coastal communities in understanding and interacting with the sea. In a modern context that often prioritizes rationality and efficiency, this ritual is a reminder of the importance of the spiritual relationship between humans and their environment. With proper preservation and adaptation, the Turun ke Laut Ceremony can not only survive, but also develop into a valuable cultural asset in the context of today's multicultural and global Indonesia.

Mappalili

Mappalili, a traditional ritual meaning "to start" in Bugis, has deep roots in the lives of the people of South Sulawesi, especially among the Bugis and Makassar tribes. Although often associated with the beginning of the rice planting season and agricultural activities, this ritual also plays an important role in a maritime context, especially in coastal communities that are highly dependent on marine resources.

Etymologically, Mappalili contains a broader philosophical meaning than simply guarding the planting season. This ritual originates from pre-Islamic traditions and reflects the Bugis-Makassar people's deep understanding of the harmonious relationship with nature. This ritual not only marks the change of season from dry to rainy, but also takes into account changes in sea conditions and fish migration patterns that are very relevant to the maritime life of coastal communities.

The traditional astronomical aspects involved in Mappalili are not only to determine the best time for farming, but also for marine navigation. This knowledge is important in planning sea voyages and predicting the weather, showing how this ritual is not only a religious or cultural practice, but also has direct implications for the daily activities of people living around the coast.

The Mappalili itself involves a series of stages that can vary depending on the region, but generally involve the preparation and cleaning of heirlooms such as rice field plows or traditional fishing equipment. In coastal communities, this can also include cleaning boats and preparing fishing gear. Processions and key rituals such as sticking plows into the ground or throwing nets into the sea are integral to the ceremony, demonstrating a deep engagement with the natural resources they depend on.

In addition, Mappalili also has strong social values. The ritual strengthens community ties, both among farmers and fishermen, and serves as a tool for transmitting traditional knowledge about nature and seasonal cycles to younger generations. This is not only the preservation of cultural identity, but also the wise management of natural resources in the face of ever-changing environmental and social changes.

However, like many oral traditions and rituals around the world, Mappalili faces challenges in the modern world. Integration with Islamic teachings, global climate change, and the modernization of agricultural and fisheries technology may change the relevance and implementation of this ritual. Nevertheless, the adaptation and preservation of Mappalili remains important in the current context, not only to maintain a rich cultural heritage, but also to gain valuable insights into sustainable natural resource management and strengthening the resilience of coastal communities to rapid change. Mappalili is not only a religious or cultural practice, but also a window for modern society to understand and appreciate the deep relationship between humans, nature and sustainability. With the right approach, this ritual can become a pillar in maintaining local wisdom and strengthening community resilience in this changing era..

Impact Analysis of Maritime Cultural Events in South Sulawesi

Maritime cultural events in South Sulawesi, such as Maccera' Tasi, Mappandesasi, Phinisi boat making, the Turun ke Laut Ceremony, and Mappalili, have significant cultural, social, economic, and ecological impacts. The following is an analysis of the impacts of each of these events

Maccera' Tasi (Sea Thanksgiving Ceremony)

Cultural Impact

Maccera' Tasi plays an important role in preserving the culture of the Bugis and Makassar tribes in South Sulawesi. This ritual not only preserves religious and spiritual traditions, but also strengthens the cultural identity of coastal communities. This ritual is a medium for transmitting local wisdom values, such as gratitude to the sea as a source of life and the sustainability of the marine ecosystem.

Social Impact

Maccera' Tasi strengthens solidarity and togetherness in the fishing community. The involvement of all community members in the preparation and implementation of the ceremony strengthens social ties between them. This ceremony also plays a role in educating and forming the character of the younger generation about the importance of protecting and respecting the marine environment.

Economic Impact

Economically, Maccera' Tasi has an impact through the need for ceremony preparation, such as purchasing food, ceremony equipment, and contributing to the local economy around the ceremony site.

Ecological Impact

This ritual teaches the importance of marine ecosystem sustainability to the younger generation, encouraging responsible fishing practices and protection of marine resources.

Mappandesasi

Cultural Impact

Mappandesasi reflects the complex relationship between coastal communities and the sea as a spiritual entity and source of life. This ritual preserves local wisdom about balance and reciprocity with nature, and shows respect for the supernatural powers that rule the sea.

Social Impact

Strengthening bonds within fishing communities and coastal communities through participation in the preparation and implementation of rituals. Encouraging sustainable and responsible fishing practices in facing modern challenges such as the modernization of the fishing industry.

Economic Impact

Providing economic contributions through demand for offerings and services needed in carrying out rituals.

Ecological Impact

Mappandesasi promotes sustainable natural resource management, emphasizing the importance of giving back to the sea as a form of appreciation.

Making Phinisi Boats

Cultural Impact

Phinisi is not only a symbol of technical expertise in making sailing ships, but also an icon of Indonesian maritime culture. Realizing pride in local cultural heritage and enhancing the cultural identity of the Konjo people in Bulukumba.

Social Impact

The Phinisi building industry provides local employment and strengthens the community economy, while maintaining family traditions in shipbuilding. Maintaining solidarity among shipbuilders and strengthening collective pride in traditional skills.

Economic Impact

Encouraging local tourism through the attraction of Phinisi culture, which helps drive the local economy in South Sulawesi.

Ecological Impact

In the manufacturing process, the use of natural wood and sustainable traditional techniques helps maintain the sustainability of the local environment.

Going Down to the Sea Ceremony

Cultural Impact

The Going Down to the Sea Ceremony strengthens the spiritual relationship between coastal communities and the sea as a living entity. Plays an important role in preserving the animist beliefs and dynamism of the Bugis-Makassar community.

Social Impact

Strengthens social ties in coastal communities through participation in the preparation and implementation of the ceremony. Provides psychological and spiritual support for fishermen who are going to sea, as well as an opportunity to teach traditional values to the younger generation.

Economic Impact

Becomes an economic potential through cultural tourism, attracting tourists to experience and learn this cultural ceremony.

Ecological Impact

Encourages sustainable management of marine resources by teaching the importance of respecting and preserving the marine environment.

Mappalili

Cultural Impact

Mappalili is rooted in the lives of the people of South Sulawesi, marking the importance of seasonal changes and natural cycles in everyday life. Preserves pre-Islamic traditions and values about harmony with nature and the wise use of natural resources.

Social Impact

Strengthens community ties in the preparation and implementation of rituals, and transmits traditional knowledge to the younger generation. Providing a spiritual and social framework for coastal communities in dealing with environmental and social changes.

Economic Impact

Potential to support local economies through cultural tourism and demand for products and services related to ritual implementation.

Ecological Impact

Teaching principles of sustainable natural resource management in the face of modern challenges such as climate change and environmental degradation.

Development and Promotion Strategy for Marine Cultural Events

Marine cultural events in South Sulawesi have great potential to become a strong and sustainable tourist attraction. Based on the data provided, here are some development and promotion strategies that can be considered

Integration with Marine Tourism

Integration of marine cultural events with modern marine tourism such as snorkeling and diving can create a unique and immersive tourism experience for visitors. This combination not only attracts tourists who are interested in local culture, but also those looking for an adventure experience in the waters of South Sulawesi. Developing a tour package that combines these two elements can increase tourist visits and expand the market base for marine cultural events: 1) Strengths (Advantages) Having a rich marine cultural heritage and attractive marine tourism activities such as snorkeling and diving; 2) Opportunities (Opportunities) Increasing interest in authentic cultural tourism experiences and adventures in tropical waters; 3) Weaknesses (Weaknesses) Tourism infrastructure that may not fully support this integration; 4) Threats (Threats) Competition from other tourism destinations that offer similar experiences, as well as the impact of climate change and pollution on marine ecosystems.

Maritime Cultural Festival

The maritime cultural festival can be a powerful platform to promote and introduce the richness of South Sulawesi's maritime culture to domestic and international tourists. Through this festival, visitors can experience firsthand traditional rituals, performing arts, cultural exhibitions, and culinary specialties that enrich their travel experience. Strong promotion both digitally and offline can help attract potential tourists and support the local tourism industry: 1) Strengths Potential to attract media attention and gain wide coverage, and create a platform for cultural preservation; 2) Opportunities Becoming an annual tourism magnet that attracts

domestic and international tourists, and supporting the local economy; 3) Weaknesses Strong coordination and financial support are needed to organize a large-scale festival; 4) Threats Risk of bad weather or political conditions that may affect the implementation of the festival, as well as competition with other cultural festivals in Indonesia.

Phinisi Boat Building Educational Tour

An educational tour program about Phinisi boat building can be a major attraction for tourists interested in maritime culture and traditional craftsmanship. Visitors can learn about the boat building process, from selecting wood to intricate craftsmanship techniques. This initiative not only revives interest in traditional craftsmanship but also makes a direct contribution to the local economy and the preservation of shipbuilding techniques. 1) Strengths Traditional craftsmanship that is a symbol of local culture, and the potential to offer an immersive learning experience; 2) Opportunities Being an attraction for tourists seeking a unique learning experience, and supporting the preservation of the techniques and natural materials used; 3) Weaknesses Need investment in educational tourism infrastructure and consistency of tourist experience; 4) Threats Changes in shipbuilding technology that could threaten the sustainability of this traditional industry, as well as competition with other tourist destinations offering similar experiences in Indonesia.

Development of Special Culinary

Development of special culinary related to maritime cultural rituals can be an additional attraction for tourists. These dishes not only reflect the richness of local culture, but also strengthen the culinary identity of the destination. Restaurants or cafes that offer a dining experience with a maritime cultural background can become popular places among tourists and locals; 1) Strengths (Advantages) Diversity of local cuisine that can attract tourists, and utilize cultural rituals as culinary attractions; 2) Opportunities (Opportunities) Increasing the promotion of South Sulawesi's culinary specialties as an integral part of maritime cultural events, and supporting the creative economy in the region; 4) Weaknesses (Weaknesses) Challenges in standardizing the quality of dishes and good management; 5) Threats (Threats) Competition with other tourist destinations that offer unique culinary and cultural experiences, as well as changes in consumer preferences or diet trends.

CONCLUSION

Maritime cultural events in South Sulawesi, such as Maccera' Tasi, Mappandesasi, Phinisi boat making, the Turun ke Laut Ceremony, and Mappalili, have significant cultural, social, economic, and ecological impacts. Maccera' Tasi plays an important role in preserving the cultural identity of the Bugis and Makassar tribes, while strengthening their spiritual connection with the sea and the sustainability of their ecosystem. Mappandesasi, meanwhile, not only preserves local wisdom about the balance of nature, but also strengthens social ties within the fishing community. Phinisi boat making is not just a symbol of technical expertise, but also strengthens local cultural identity and makes a significant contribution to the local economy through tourism. The Turun ke Laut Ceremony strengthens spiritual and social ties within coastal communities, while supporting the local economy through cultural tourism. Meanwhile, Mappalili marks the importance of natural cycles in everyday life, by contributing to the local economy through tourism and promoting sustainable natural resource management. The development and promotion strategy of marine cultural events in South Sulawesi can focus on integration with modern marine tourism, holding maritime cultural festivals, developing educational tourism of Phinisi boat making, and developing culinary specialties related to marine cultural rituals. By utilizing local advantages such as rich cultural heritage and interesting marine tourism activities, South Sulawesi can attract more tourists and expand the positive impact of its marine cultural events, while maintaining environmental sustainability and strengthening the local economy. Overall, marine cultural events in South Sulawesi are not only a cultural heritage that is preserved from generation to generation, but also a way for the community to maintain a harmonious relationship with the sea as a source of life and deep spirituality. In facing modern challenges, the

preservation and adaptation of these rituals are important to ensure that cultural heritage and local wisdom remain relevant and sustainable in the future.

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