The longest sunset of the South Sulawesi: coastal resource utilization as city branding Pinrang

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The longest sunset of the South Sulawesi: coastal resource utilization as city branding Pinrang

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Abstract. Kabupaten Pinrang has very large coastal potential but has not been utilized optimally. RIPDA Pinrang Tourism Office offers The Longest Sunset of South Sulawesi as tourism identity by utilizing 97 km of coastline facing West. Therefore, there is the potential to be used as a city branding strategy and ecotourism development. This study uses document study, focus group discussion and indepth interviews to identify TOWS of the Longest Sunset of The South Sulawesi slogan as the city branding of Pinrang Regency. The results show that there were the opportunities and also challenges that must be faced in utilizing coastal resources, especially in the 'escort' process of Pinrang Regency's tourism identity to become a city branding of the area.

1. Introduction
City branding is understood as a good means to achieve competitive advantage in order to increase investment in tourism, and also to achieve community development, strengthen local identity and identify citizens with their cities.

The current trend is that each competing city and emphasizes its identity, packaging the potential of the region in such a way that it is different from its competitors. This is in line with the mandate of Law Number 32 of 2004 concerning Regional Government [1], namely improving the welfare of the community in accordance with the conditions, peculiarities and superior potential of the region concerned. The mandate of the regulation is closely related to marketing and increasingly supported by the development of entrepreneurial city.

City branding is an urban development effort from urban planners and designers and all stakeholders. Like products, services and organizations, cities desperately need a strong image that is different from the image of other cities in order to overcome competition for economic resources at the local, regional, national and global levels. Through branding, a city is able to build a city spirit that can be demonstrated through city infrastructure to attract tourists. According to Roll [2], a city needs to form a different identity in the minds of prospective tourists, business people, traders, importers, and consumers.

The nature possessed by the region is one of the materials or formers of city branding strategies. One of these natural potentials can be cultivated into ecotourism locations [3, 4, 5, 6]. However, it cannot be ascertained about Kabupaten Pinrang strategy in exploiting their natural potential. This management must still be in accordance with the principles of coastal management [7, 8, 9, 10, 11].

Pinrang Coastal Potential
Kabupaten Pinrang is one of the regions in South Sulawesi Province. This area has an area of 1,967 square kilometers and is ± 180 km from Makassar City. Kabupaten Pinrang is on the border with the Province of West Sulawesi, as well as being a land crossing from two main lines, both between provinces and between regencies in South Sulawesi, namely from the south: Makassar, Parepare to West Sulawesi Province, and from the East: district - regencies in the eastern and central parts of South Sulawesi towards West Sulawesi Province.
The topographic conditions of Kabupaten Pinrang have a wide range, ranging from plains with a height of 0 m above sea level to plains that have altitudes above 1000 m above sea level (asl). Kabupaten Pinrang is part of the Pare-pare Integrated Economic Development Zone System (KAPET) which is a National Strategic Area (KSN) with direction to increase economic growth from the point of view of agro-industry and fisheries. In relation to the fishing industry, Pinrang also has many coastal tourism areas.

Table 1. Coastal Tourism Areas in Pinrang

| No. | Beaches                                                                 | District       |
|-----|------------------------------------------------------------------------|----------------|
| 1.  | Pantai Kajuanging dan Pantai Kanipang                                  | Lembang        |
| 2.  | Pantai Maroneng                                                         | Duampanua      |
| 3.  | Pantai Ammanhi, dan Pantai Ujung Tape                                  | Mattiro Sompe  |
| 4.  | Pantai Wakka                                                           | Cempa          |
| 5.  | Pantai Wiring Tasi, Pantai Ujung Lero, Pantai Ujung Labuang, Pantai    | Suppa          |
|     | Bonging Ponging Desa Lotang Salo, Pantai Pelabuhan Marabombang, dan    |                |
|     | Pulau Kamarrang                                                        |                |
| 6.  | Pantai Wae Tuwoe Desa Wae Tuwoe                                      | Larinsang      |

Coastal potential in Kabupaten Pinrang can be utilized optimally to develop the tourism industry. Mihardja et al [12] found that tourists visit Pinrang to enjoy natural scenery. In addition, the government and tourism industry players provide adequate attention and efforts for the development of the tourism industry.

2. The Regional Master Plan for Tourism in Kabupaten Pinrang

Kabupaten Pinrang Tourism Plan mandates to use promotional strategies by forming tourism identities. As a Market and Tourism Marketing Development Strategy, identity is established. Identity and positioning are specific identities that must be informed and communicated intensively to tourists and perpetrators of tourism in Pinrang.

The direction of the slogan on each tourism product development in Kabupaten Pinrang is:

“**The Longest Sunset in South Sulawesi**”

Kabupaten Pinrang Tourism has a unique natural phenomenon that has the potential to be combined with the unique culture that is also legendary. Fishing and farming community life in harmony. Nature morphologically decorated with more than 97 km of beach and facing west. Mountains with beautiful scenery are even more fantastic during the afternoon.

This identity is expected to encourage tourists to enjoy their visit in the entire Kabupaten Pinrang region with a variety of urban recreation and entertainment, nature, special interest tours and cultural and historical heritage.

1. Development of the coastal area of Kabupaten Pinrang which can be an attraction for integrated marine tourism.
2. Optimal utilization of the main tourism market potential of Kabupaten Pinrang (tourists are of special interest to nature such as ecotourists, trekking, nautical and cultural lovers).
3. Community development of Kabupaten Pinrang as the main source of the domestic tourist market for tourism products of Pinrang.
4. Increased knowledge and understanding of the characteristics and preferences of tourist markets that are developing at present and potential markets through market research.
5. Provision of information to encourage tourists to preserve the environment, support the empowerment of local communities, and comply with local laws and regulations.
6. Use of information technology for tourism marketing to attract domestic and foreign tourists.
7. Development of promotion networking together with other destinations in Indonesia and the world, especially ecotourism destinations (rivers / waterfalls and mountains) and culture.
8. Development of promotional programs through a variety of media and information technology applications that are in line with the demand of tourist market targets while considering environmental preservation, as well as being responsible to local communities.

3. Overview of Coastal Utilization as Marine Tourism

The coastal area is a unique area with specific characters. That is, that the coastal area is a very dynamic region with very fast biological, chemical and geological changes. Ecosystems Coastal areas consist of coral reefs, mangroves, beaches and sand, estuaries, sea grasses that protect the environment from erosion, floods and storms. Besides that the coastal area also provides various environmental services and as a place of human residence, and for means of transportation, vacation or recreation [13].

In Law No. 9 of 1990 [14] concerning tourism, tourism business is an activity that aims to organize tourism services or provide or undertake tourist objects and attractions, tourism facilities, and other activities related to tourism. According to Gunn [15] planning for tourism development is determined by the balance of potential resources and services that have as a supply and demand or interest of tourists as demand. The offering component consists of: a) attractions (potential natural and cultural beauty and forms of tourism activities); b) transportation (accessibility); c) information services; and d) accommodation and so on.

Based on data in the field, there are several factors that influence the use of coastal areas as a place of ecotourism and will also be a city branding of Pinrang:

1. **Threats.** Competition with other tourism objects and is an object built / built by the government. Other threats are the negative impacts of tourism activities (waste, potential waste disposal, activities that damage the ecosystem. In addition, potential conflicts of interest related to land ownership and use are very high.

2. **Opportunities.** The highest opportunity is the activity of uploading places that have the potential for ecotourism in social media [16]. This shows also the high interest of tourists to do tourism activities. Tourist sites also tend to be strategic even without adequate infrastructure support.

3. **Weakness.** Weaknesses also come from the community. Low understanding of the community and visitors about resources and ecosystems and also ecotourism. In addition, factually, there was a lack of support from the local village government and a lack of information / promotion on ecotourism in Pinrang especially.

4. **Strengths.** The position that is now a force is that there is a natural potential that supports ecotourism activities. In addition, there are always community groups as managers of coastal resources.

Thus, although Pinrang has all the prerequisites of Gunn [15] regarding tourism, the development of marine ecotourism areas still requires further study and institutionalization in the form of policies. This is to maintain environmental sustainability from human activities [17] and ensure environmental quality is maintained [11, 18, 19].

4. Conclusion

The simple TOWS analysis shows the opportunities and also challenges that must be faced in utilizing coastal resources, especially in the ‘escort’ process of Pinrang Regency’s tourism identity to become a city branding of the area. However, so far, it requires alignments from policy makers to consistently and integrally form the city branding of Pinrang Regency. Efforts can be a positive activity in ensuring sustainable development while building regional identity.

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