

## THE ROLE OF TOURISM AMBASSADOR IN PROMOTING THE TOURISM OBJECT IN SIDRAP REGENCY

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### **Abstract**

*This study uses qualitative methods as its research methodology. This research was conducted to determine the effectiveness of tourism ambassadors in promoting tourist destinations in Sidrap Regency and to find out the inhibiting factors for tourism ambassadors in promoting tourist destinations in Sidrap Regency. Population in the This research Formerly That student The number of Tourism Ambassadors for Sidrap Regency who were studied were 4 people. That data collection method used in the this research Formerly A interview. Based on the results of the interviews above, the effectiveness of tourist ambassadors in promoting tourist destinations is still not fully effective and realized, there are still many promotional programs from tourism ambassadors that have not been implemented and as for the obstacles for tourist ambassadors in Sidrap, lack of support and facilities provided by related parties in charge tourism ambassadors, for example media facilities that do not support tourism promotion.*

**Keywords:** Effectiveness, Factor, Tourism ambassador.

### **INTRODUCTION**

Explaining the background above, the researcher formulates the formulation of the problem Tourism is a trip made for recreation. One strategy for developing the tourism industry is to promote certain areas as tourist areas to increase trade through the sale of goods and services to tourists. It is stated that Law no. 10 of 2009 concerning Tourism, what is meant by tourism is various kinds of tourism activities supported by various facilities and services provided by the community, entrepreneurs, and the Regional Government. To address the factors that can affect the presence of tourists who will visit, accurate, effective and efficient information is needed. This information can be easily conveyed by having a figure or role that is able to work together with relevant agencies to help promote tourism in an area. Figures or roles that are considered quite capable in selling regional tourism are tourism ambassadors. Tourism ambassadors are a means for a region to promote tourism

sites owned by each region, especially the city of Sidenreng Rappang. The city of Sidenreng Rappang is one of the cities that has various tourism potentials, namely culinary tourism, nature tourism, air tourism, village tourism, and educational tourism, cultural tourism.

Sidrap which is a city known as a rice barn in South Sulawesi. It covers 2,500 km<sup>2</sup> and is divided into 11 districts. Like other districts in Indonesia, Sidrap also has several attractive holiday destinations. Sidenreng Rappang has several tourist attractions that you should visit while stopping here. Some of them are natural tourist objects that offer exotic and enchanting views. Some of them are natural tourism combined with modern tourism which are no less hits. With the hope that this tourism can be developed in a community empowerment strategy through the development of community-based tourism. Tourism development is seen as the right and efficient way to drive the people's economy because this sector is considered the most prepared in terms of facilities and infrastructure compared to other sectors.

Sidrap got the nickname "Bumi Nene Mallomo" which comes from the story of the local people. Nene Mallomo is a figure who lived around the 16th century AD, during the reign of La Patiroy, Addatuang Sidenreng. He is also known for one of his statements, namely "Ade'e Temakiana 'Temmakiapo" which means "Customs and rules do not recognize children and grandchildren" or the meaning does not discriminate. The philosophy of Sipakatau, Sipakalebbi, and Sigunakange. The people of Sidrap are dominated by the Bugis as well. know this philosophy. It has been taught from generation to generation. One of the philosophies in Bugis is Sipakatau, Sipakalebbi, and Sigunakange which means, respect and remind one another. This philosophy is still applied and has become the ancestral culture and traditions of the local community.

Indonesia, from Sabang to Merauke, in each group of islands, various tourist attractions are implied. One of the icons attached to Indonesia is its tourist attractions. Indonesia is full of natural resources, cultural wealth, customs, tourist attractions, culinary tours, traditional music, religion, and so on. This is a very strong attraction for both local and foreign tourists to visit Indonesia with the aim of enjoying the natural beauty and wealth of Indonesian tourism. Various cultures and tourist attractions exist in every province in Indonesia.

One of the tourist attractions in Sidrap which is currently trending and popular is Puncak Taman Wisata Bila. This tourist spot is located in Bila Riase Village, Bila District, Sidrap Region. This area offers beautiful natural panorama and modern tourism concept. Some of the rides include a waterboom, flying fox, ATV motorbikes, water bikes, camping areas and motor cross circuits. One of the most popular things from Puncak Taman Wisata Bila is a giant bicycle which is claimed to be the largest bicycle in the world. The bike is 17 meters long and 9 meters high. Apart from that, in this place there are also various gazebos where you can relax and enjoy the view.

Jerrae \_ Allakuang Old Mosque in Sidenreng Rappang Regency (Sidrap) is one of the oldest mosques in South Sulawesi. This mosque is 414 years old and is a trace of the spread of Islam in Sidrap. The mosque which was designated as a cultural heritage is located in Allakuang Village, Maritengngae District, Sidrap Regency. It is located in the same complex as the tomb of Sheikh Bojo , a prominent figure who propagated Islam in Sidrap . Bakhtiar Said, Sub-Coordinator of the Cultural Heritage and Museum Office of Education and Culture of Sidrap said, Jerrae Old Allakuang Mosque is one of the four oldest mosques in South Sulawesi.

Mappadendang (Bugis Traditional Harvest Festival) South Sulawesi. Mappadendang or better known as the post-harvest party in the Bugis tribe is a thanksgiving party for the success of planting rice to the Almighty. Mappadendang itself is a party that is held on a large scale. The community will gather in a place (usually in the rice fields) to pound grain together. Mappadendang itself does not only discuss the rice harvest, but also the harvesting process. Mappadendang itself is not only about post-harvest parties but also has its own magical value. It is also called the purification of grain, which in the sense that it is still tied to the stem and blends with the soil to become ase (rice) which will later unite with humans. Therefore it needs to be purified so that it is more blessed.

Mappadendang is a thanksgiving ceremony for the rice harvest and is a tradition of the Bugis people since ancient times. Usually carried out after the harvest period, usually entering the dry season at night when the full moon. This traditional party is held in connection with the harvest or entering the dry season. The main components in this event were 6 women, 3 men, the baruga room, mortar, pestle, and traditional clothes, namely the bodo clothes. The mappadendang event will begin with a mappadendang dance performance. In this dance, the men pound an empty pestle with a certain rhythm. After that the women will dance to the accompaniment of music or harps. The male dancer will wear a head covering and black clothes, the outer part of the knee is then wrapped in a black patterned sarong. Meanwhile, women are required to wear bodo clothes, both when dancing and when pounding pestles.

The mortar measures approximately 1.5 meters and a maximum of 3 meters. The width is 50 cm. The shape of the mortar resembles a small boat (jolloro; Makassar) but is rectangular in shape. Six club sticks, usually made of hardwood or bamboo, are about as tall as a person and two are shorter, about half a meter long. The role in advancing an area is needed by the government. Abbas et al (2017) argue that effective communication occurs when the communicator has an ethos or credibility (expert and can be trusted), has attractiveness and power. And is expected to cooperate with the government or related agencies. So that the message conveyed is expected to be well received by the communicant, produce feedback, and have a persuasive effect. *To promote tourist areas, real efforts are needed that can convey*

*tourist information easily. With the existence of figures who are able to establish cooperation with related agencies to help promote tourism in an area. A figure who is considered quite capable in promoting regional tourism is a tourism ambassador. It will be very concerning if there is tourism potential that is able to progress and develop, let alone receive less attention from the community and related agencies. With the Tourism Ambassador selection event , it is hoped that someone will be able to become a promoter to promote tourist attractions in the area. As a tourism ambassador, he has an important role in introducing Sidrap Regency tourism to the wider community. On the other hand, the election of tourism ambassadors is also expected to be an inspiration and motivator for the younger generation in carrying out their roles and functions in society.*

*In carrying out the role as a tourism ambassador for Sidrap Regency, ability or expertise is needed in promoting tourism potential and having an attractive appearance so as to be able to influence the community. As revealed by Wulandari et al (2022) states that to be trusted by others, not only the ability to speak is required but also a convincing appearance. He doesn't communicate what he says, he communicates what he is. Listeners will also pay attention to who said or delivered all of these messages. In fact, sometimes the "who" is more important than the "what".*

*Tourism Ambassadors as communicators must have this ability. Besides that, effective promotion is also needed because seeing the main purpose of promotion put forward by Zumaeroh et al (2022) the purpose of promotion is to increase sales. In other words, increasing tourist visits, so as to attract tourists to choose Sidrap Regency as a place of recreation. Based on some of the things that have been described above, the researcher is interested in conducting research on this case. In this study the researcher will discuss the description of the activities carried out by (Sidrap Tourism Ambassadors) in promoting tourism potential in Sidrap Regency.*

## **RESEARCH METHOD**

Data sources are a very important part of research. Researchers need data sources to obtain information related to the formulation of the problem. Zaenuddin and Arifin (2020) state that research data sources are subjects whose data can be collected. The researcher collects all data which will then be presented in this study as a combined effort between what is seen and heard which will be recorded in detail without leaving anything out, also so that the existing data becomes valid (accountable)..

Sitepu and Sabrin (2020) state that there are two types of data sources; primary data sources and secondary data sources.

Main data

Primary data is data obtained directly from research subjects using measuring instruments or data collection tools directly on the subject as a source of

information sought. Data obtained through direct observation has higher accuracy but is often inefficient because obtaining it requires greater resources. Primary data is data collected directly by researchers from the first source.

#### Secondary data

Secondary data is data that is usually arranged in the form of documents, for example data on geographical conditions, community profiles, the history of the community's establishment, vision and mission, student conditions, and learning process conditions. The researcher obtained this secondary data directly from the tourism ambassadors and also through the Tourism Office and the Soppeng Regency National Craft Council which have formed and supervised the Tourism Ambassadors . Researchers will also obtain data for each program and information internally, as well as other matters related to this research.

Purnaningsih (2021) says that a data collection instrument is a tool that is selected and used by researchers in their activities to collect data so that their activities become systematic and easy. In this study, researchers used instruments such as interview guides, observation sheets, and video or audio recorders for documentation. These instruments will be used to help researchers focus on research subjects.

In conducting this research, researchers used several methods and instruments to make work easier, more effective and efficient. The data collection method is a method that can be used by researchers to collect data. In this study researchers will use several methods; namely observation, interview and documentation. Explanation of the application of data collection methods are as follows.

#### Observation

According to Ribawanto et al (2015) observation is a research tool that requires a systematic and careful examination of the phenomenon studied. This means that observation will collect data systematically to understand and interpret actions, interactions or the meaning of an event. Researchers will use this method to gather information about the role of Tourism Ambassadors in promoting the destination tourist in Sidrap area. In making observations, the steps are: 1) Researchers prepare observation sheets; 2) The researcher took part in several programs organized by Tourism Ambassadors; 3) Researchers observe activities in running the program; 4) Researchers write field notes from the results of observations.

#### Interview

Syamsu (2020) stated that interviews are one of the most widely used methods and the basis for obtaining qualitative data. The interview is a dialogue conducted by the interviewer to obtain information from the results of the interview. In this study the interviews will be conducted in Indonesian to avoid

misunderstanding the intentions given and to make the situation more relaxed. The parties who will be interviewed by the researcher are the chairman or representative of the Sidrap Regency Dekranasda (National Crafts Council), the head of the event committee, in this case the representative of the representative branch of the Indonesian tourism ambassadors Association (DPC Adwindo), and the winners of the 2020 Tourism Ambassador election (youth and young women). In this case, the researcher will talk and ask questions in an informal and friendly atmosphere. When conducting interviews, researchers will prepare a list of questions as a guide to determine the role of tourism potential promotion. In collecting data from interviews, researchers will use the following steps: a) The researcher prepared several questions asked the informant. Researchers too prepare a recorder to record their answers; b) Researcher ask and talk kindly based on the questions to be prepared.

These methods are carried out to obtain in-depth information about the role of Tourism Ambassadors in promoting tourism destinations. As primary data, interview data were transcribed and recorded. Because researchers need a long time to make agreements with informants to collect information, researchers will conduct interviews based on agreements between informants and researchers.

#### Documentation

Ramadani (2019) mentioned documents refer to various written, physical, and visual materials, including what other authors call artifacts. Moreover, according to the Agency (2019) explains that documents and artifacts produced prior to research by participants generally include things such as public records, personal writings, or teaching materials. In this study there are several images that will be used as data to answer research problems taken from observations. Researchers will collect documents as evidence and to support interviews and observations. The document includes pictures at the time of observation. These photos will be secondary data.

Muis et al (2016) in Moleong, Data analysis is the process of managing data, organizing it into good patterns, categories and basic units. Indah (2023) also said that data analysis is a process of formal planning efforts to find themes and formulate hypotheses according to what is suggested by the data and as an effort to support these themes and hypotheses. From this explanation it can be synthesized that data analysis is the process of organizing and placing data into appropriate patterns, categories and basic units, so that we can find themes and formulate hypotheses according to what the data suggests.

In analyzing the data, researchers will use a qualitative descriptive method. Namely analyzing, describing and summarizing various situational conditions from various data obtained from interviews or observations regarding the problems studied that occur in the field.

According to Mukrimaa et al (2016) there are several data analysis procedures; they:

### Data Reduction

Data reduction begins with explaining, choosing the main things, focusing on something that is important to the content of the data obtained from the field, so that the reduced data can provide an in-depth description of the observations. In this data reduction there is a living in process and a living out process. This means that the selected data is called living in and the data that is not selected is called living out. In this study data reduction was carried out by making summaries, developing category codes, making reflection notes and selecting data.

### Data View

Data Display is the process of displaying data in a simple way in the form of words, sentences, narratives, tables and graphs so that the collected data can be mastered by the researcher as a basis for drawing appropriate conclusions. Views are organized and compressed collections of information that allow drawing conclusions and actions. In this study, researchers used narrative essays in presenting data because display data is most commonly used in qualitative research.

Before starting the research, the researcher will make temporary conclusions. Then the researcher will collect supporting information. In the final step, the conclusions will be verified against the records taken and then brought to a perfect conclusion. Making conclusions is the process of describing the contents of the data collected and in the form of good statements and having clear data. Drawing conclusions can be started from temporary conclusions that still need to be resolved. After obtaining the data, it will be continuously analyzed and verified for its validity. Finally, the final conclusion can be found which is more significant and clear.

## FINDINGS AND DISCUSSION

In this chapter the researcher describes and explains the data and research regarding the problems that have been formulated in Chapter 1. The results of this study were obtained through direct in-depth interviews with informants as a form of tracking and direct documentation in the field. Then the researcher also uses observation techniques as method For complete the data found. This research focuses on the role of tourism ambassadors in increasing tourism interest in promoting tourism destinations in districts Sidrap. Researchers also use a qualitative approach to see the natural conditions of a phenomenon. This approach aims to gain understanding and describe complex realities. Research with a qualitative approach is a research procedure that produces descriptive data in the form of written or spoken words based on the person or behavior observed (Nasution , 2003: 3).

### Findings

After doing research, researchers have obtained data. The following is the data for the Tourism Ambassador organization :

Adwindo Destinations Sidrap (Association of Tourism Ambassadors)

Adwindo aim For collect, unite, improve and form alumni ties. Elections held by Adwindo for more Empower and effective for welfare and life that is perpetuated for the preservation of culture, tourism, education and youth in South Sulawesi Province in particular and Indonesia in general.

Trying to carry out and succeed in the development and development of cultural insights, tourism, education and youth organized by the government and the private sector.

Attributes of Tourism Ambassadors

Symbol of the Association of Tourism Ambassadors

Indonesian Tourism Ambassadors (Adwindo) on duty develop and preserving tourism and natural beauty in regions and provinces in Indonesia.

Symbol Sidrap Association Adwindo For promote tourism in Sidrap And other signs indicating identity adwindo.

Forms, colors, explanations of uses and further arrangement of the types of attributes are implemented in organizational regulations.

Informant Profile

First Informant

Women Aulia

Women Aulia or often called Safar, originated from Pangkajenne jl . Lanto with pasewang \_ Regency Sidrap . He is currently 21 years old and has participate in Sidenreng event Selection of Tourism Ambassadors Regency Rappang Year 2022 and crowned Champion of Hope 1 Tourism Ambassador Regency Sidrap Year 2022 when it . He participates in events the represent Itkes muhammadiyah Sidrap . The motivation for participating in the event was actually not the motivation to participate but only because I was entrusted by the campus to be wrong One representative Itkes , then I ventured to take part in the event and alhamdulillah it turned out that I did too. entrusted to become a Tourism Ambassador in 2022.

Second Informant

Tri Wijaya Putra

Tri Wijaya Putra or often called Jaya, comes from from Pangkajenne , Regency Sidrap . Currently he is 22 years old and Once follow Sidenreng event Selection of Tourism Ambassadors Regency Rappang Year 2022 and crowned Champion of Hope 1 Tourism Ambassador Regency Sidrap Year 2022 when it . He participated in the event represent University Ichsan . The motivation to take part in the Tourism Ambassador event is of course to hone skills and add insight into tourism.

Third Informant

Muhammad Safar Akbari

Muhammad Safar Akbari or often called Safar, originating from from Village



Duampanua Regency Sidrap . Currently he is 22 years old and Once follow Sidenreng event Selection of Tourism Ambassadors Regency Rappang Year 2020 and crowned Champion of Hope 1 Tourism Ambassador Regency Sidrap Year 2020 when it . He took part in the event the represent Muhammadiyah Sidenreng Campus University rappang . The motivation follow program The goal is to explore their potential so that they are able to become young people who are knowledgeable about tourism, customs, and tourism culture in Sidenreng . Subdistrict Rapang . Apart from that, he also wants to change the perception of the people in the regions who often consider election events as strange/trivial as the one he participated in.Fourth Informant,Aulia Shabilah Nasir

Aulia Shabila Nasir or often greeted stable , originate from Language Bulu Village Wattang Regency Sidrap . He is currently 21 years old and Once follow Sidenreng event Selection of Tourism Ambassadors Regency Rappang Year 2020 and crowned Champion of Hope for 5 Tourism Ambassadors Regency Sidrap Year 2020 when it . He took part in the event the represent Muhammadiyah Sidenreng Campus University rappang . The motivation follow program is to contribute to the promotion destination in Sidrap . Based on the results of the interview above, the effectiveness of tourist ambassadors in promoting tourist destinations is still not fully effective and realized, there are still many promotional programs from tourist ambassadors that have not been implemented and as for the obstacles for ambassadors tour in Sidrap , lack support and facilities provided by related parties in charge of tourism ambassadors, for example media facilities that do not support tourism promotion.

## **Discussion**

Referring to the statement above, the research data was collected. Researchers initially dug up preliminary data about when they were elected as tourism ambassadors in the Regency Sidrap , profile selection of tourism ambassadors, organizational structure, vision and mission, and others. Data like this will be used by researchers to complete information that will be used as detailed information. In order to be described in a coherent manner, the researcher presents the research data in the order of the interviews:

To find out the effectiveness of tourism ambassadors in promoting tourist destinations in the Regency Sidrap .

As is well known, Tourism Ambassador Sidrap is a figure that is relied upon to introduce and promote the potential of the region to the public or the general public. As stated \_ women Aulia , that :

"The effectiveness of Tourism Ambassadors in 2022 as a promoter at the same time icon Regency Sidrap Not yet fully implemented , but some have been done, including yesterday we were sent represent Regency Sidrap on election of the provincial Tourism Ambassador in Makassar. .Then yesterday we were also sent to take part in INACRAFT (international handicraft trade fair) activities in Jakarta where

we were assigned to introduce all the handicrafts from craftsmen in Sidrap. Tak only that, because we are the icon of Sidrap, we too often invited to government activities such as during the Regency Anniversary Sidrap, we were invited to entertain the Governor at that time and also we did tourist visits even though we only visited a few tours.

"Now it is better known as the millennial generation. That tourism is not only enjoyed by certain age groups. what we are trying to offer is about different tourist destinations so that there are no similarities between one tour and another so that the younger generation is more interested in tourism. As stated by Tri Jaya Putra, that:

"The effectiveness of tourism ambassadors in promoting destinations Sidrap tour \_ not yet 100% effective why because it can be seen from the tourism ambassador promotion program that has not been fully realized, there are still many promotional programs from tourism ambassadors that have not been realized. done Because lack of support from the supervising party ambassador tour, some programs that have not realized is visit tours, and tourism seminars Regency Sidrap."

Identify the inhibiting factors for tourism ambassadors in promoting tourist destinations in the Regency Sidrap?

As stated \_ women Aulia :

"For the inhibiting factors as tourism ambassadors, the first is a factor geographical Regency Sidrap. Where in Sidrap are on the plains low and full of land automatically less natural tourism potential. So we only promote a few tours. Then the second infrastructure, in Sidrap there is a number of Tourism should be prioritized but the lack of government attention in increasing access to tourist attractions makes these tourist attractions difficult to reach by tourists.

As stated by Tri Jaya Putra:

Lack of support and facilities provided by related parties in charge of tourism ambassadors, for example media facilities that do not support tourism promotion.

Readiness of tourist attractions that want to be promoted, for example there are several tourist attractions that have the potential to be developed but because they have not been managed so these tourist attractions are not ready to be promoted.

## **CONCLUSION**

To find out the effectiveness of tourism ambassadors in promoting tourist destinations in the Regency Sidrap.

Tourism Ambassador Sidrap in promote destination in Sidrap not yet 100% effective why because it can be seen from the tourism ambassador promotion program that has not been fully realized, there are still many promotional programs from tourism ambassadors that have not been implemented due to lack of support

from those in charge of tourism ambassadors, some of the programs that have not been realized are visits tours, and tourism seminars regency Sidrap.

Tourism ambassadors 2022 as ptomotor at a time icon district. Sidrap Not yet fully done , but something has been done, including yesterday we were sent represent regency Sidrap on event election provincial level tourism ambassador in Makassar. Then yesterday we were also sent to take part in the INACRAFT (international handicraft traid fair) activity in Jakarta where we were assigned to introduce all handicrafts from craftsmen in Sidrap. Not only that, because we are icon from Regency Sidrap, we are also often invited to government activities, such as during the Regency Anniversary Sidrap . We were invited to host the then governor. And also we have done tourist visits even though we only visited a few tours.

Tourism ambassadors as tourism information centers can make it easier for tourists to get information about tourist attractions, culinary, souvenirs and culture in the Regency. Sidrap .Sidrap As Introductory Media Tourism Duta Wisata itself is a media liaison with the outside community, both in the form of activities and through social media intermediaries, such as:Tourism Exhibition,Social media,Outreach or community activities. To find out the inhibiting factors of tourism ambassadors in promoting tourist destinations in the Regency Sidrap ?The first inhibiting factor as a Tourism Ambassador is a factor geographical Regency Sidrap . Where in Sidrap are on the plains low and full of land automatically because of the lack of natural tourism potential. So it's just promoting a few tours. Then the second infrastructure, in Sidrap There is a number of tourism which should be superior but the lack of government attention in increasing access to tourist attractions makes these tourist attractions difficult to reach by tourists.

### Suggestions

Based on the results of the research that the researchers have described, there are several suggestions from the author, namely as follows:

#### Tourism Ambassador Regency Sidrap

Researchers suggest that the ambassadors tour Regency Sidrap For in the future Keep going improve themselves, and also increase the number of visits to area tour Sidrap, especially in the region leppangeng which has a waterfall Sarcasm , wrong one waterfall \_ the highest in the district Sidrap.

Due to the many inhibiting factors in this writing, the researcher feels that this research is still not perfect. So the researchers hope that future academics or researchers can further refine the results regarding the role of Tourism Ambassadors in promoting tourism destinations in the Regency Sidrap from study This .Confession In connection with this research, I would like to express my deepest gratitude to all those who have provided valuable support, advice and assistance. Without your contributions, completion of this journal would not have been possible.

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