

## The Development Strategy of Lowita Kreasi Village as a Beach Tourism Object in Suppa District, Pinrang Regency

**Bahrudin<sup>1,a,\*</sup>, Fajar Ladung<sup>2,a</sup>**

<sup>a</sup>Muhammadiyah University of Parepare Jl. Jendral Ahmad Yani KM.6 Tel. (0421) 255757 Fax. (0421) 25524

\*bahrudin.777@gmail.com

**Abstract.** Tourism is a very important forum in the economic development of a region, both in the social and cultural fields. Tourism is also very influential in an area, so it has a very important role and potential in providing economic benefits to the surrounding area. This study aims to determine and analyze the tourism development strategy of the Lowita creation village. Data collection techniques used in this study are interviews, observation and documentation. The type of data used is qualitative data with research informants as data sources. Technical data analysis used is quantitative descriptive method. Based on the results of the research conducted, the researchers can conclude that the creative village tourism object in Pinrang district which was formed in 2017 and the many potential tourism objects in the Lowita creation village that already meet the standards for further development : Lowita's concept of village tourism, the many potential areas it has, strategic locations accompanied by underwater scenery, coordination with agencies is going well, and a sufficient number of personnel, Low public interest in preserving and developing local tourism which has the potential to advance the promotion and value of community income, the budget is very limited, there are still human resources who are not experienced in tourism development, cooperation with business actors has not been effective, The priority of tourism development as economic recovery, a variety of potential attractions both in the unique artificial culture they have, a very conducive security and comfort situation, marine tourism with the concept of educational tourism, and the rapid development of mass media and promotions, Government programs are not yet optimal, the management of regional resource potential in the tourism sector is not optimal, investment interest in the business sector is very lacking, the development and development of tourism in Pinrang Regency is growing rapidly. As for after analyzing the strengths, weaknesses, opportunities, and threats, it can be concluded that the strategies used for the development of the village created by Lowita in Pinrang Regency are Offering the concept of nature tourism based on collaboration with youth groups and the community, Utilizing social media as a means of promoting tourism, Triggering the agile turtle movement (turtle conservation tourism movement) so that it becomes a special attraction, Applying the concept of tourism that reduces the use of plastic if you are in a tourist area. And some of the programs set out in tourism development are: Tourism marketing development program, Tourism destination development program and Partnership development program.

**Keyword:** development strategy, creative village, beach tourism.