

Increasing the Role of Culinary Entrepreneurs to Support Tourism on Samalona Island, Makassar City, Indonesia

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Abstract

Samalona Island, located in Makassar City, South Sulawesi, is one form of the richness of the diversity of islands in Indonesia. The livelihoods of business actors on this island depend on the number of tourists visiting the island. This study aims to determine how the role of culinary tourism business actors on Samalona Island continues to increase so that they can compete with other culinary tours. This study focuses on culinary tourism as an effort to develop and maintain a positive image of Indonesia in the international world through diplomacy, in this case, maritime diplomacy. Local and foreign tourists often visit this island to enjoy the natural beauty and coastal cuisine offered by business actors on this island. Business actors utilize various facilities on this island to continue managing their finances so that their lives remain sustainable and stable. Samalona Island, as a tourist island in Indonesia, needs to receive significant attention from the government and society so that this island remains one of the tourist choices for tourists who want to enjoy the beauty of the Indonesian maritime. The need for more data analyzing the role of culinary tourism business actors on Samalona Island is a novelty in this study.

Keywords: Tourism, Culinary, Maritime, Samalona Island, Entrepreneurship

INTRODUCTION

The Indonesian culinary industry has experienced significant growth across various regions, with numerous cities emerging as culinary tourism hubs. This growth reflects Indonesia's rich culinary heritage, a unique blend of centuries-old traditions, diverse flavors, and regional recipes. Culinary entrepreneurship plays a pivotal role in this landscape, encompassing activities such as innovation, product creation, and marketing of culinary experiences. As Jolliffe argues, culinary entrepreneurs serve as cultural bridges, balancing preserving traditional values with embracing future innovations. This duality, however, creates inherent tensions as entrepreneurs must navigate the challenges of maintaining cultural authenticity while fostering creativity and innovation (Yulistiyono, Andriani, & Rukmana, 2023, pp. 156-157).

Developing small-scale culinary enterprises in Indonesia requires tailored approaches to address various challenges. Effective training and mentoring programs are essential to equip entrepreneurs with the necessary skills in cooking, business management, marketing, and product packaging. Furthermore, mentoring initiatives can help entrepreneurs identify market opportunities, formulate business plans, and establish broader distribution networks. With adequate support, entrepreneurs can enhance product quality, expand market reach, and achieve sustainable success (Amri & Suwiyono, 2024, p. 74). In today's brand-driven, technology-reliant business environment, culinary entrepreneurs must integrate creativity with technological innovation to remain competitive. Embracing technology enables businesses to add value, adapt to changing consumer demands, and sustain growth (Wijaya, Sutawidjaya, & Syaiful, 2020, p. 6).

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Culinary tourism is particularly significant for Indonesia, given its unique geographic characteristics. Indonesia's culinary tourism potential is vast as an archipelagic country with over 17,504 islands and a coastline of 95,181 kilometers. Its strategic location, with major global trade routes passing through critical maritime straits, highlights the importance of the maritime sector to national progress (Indrayani, Pratita, & Halim, 2019, p. 117). This maritime advantage offers opportunities for culinary tourism development, integrating local cultural heritage with the country's broader strategic goals for sustainable economic growth.

South Sulawesi, strategically located in the heart of Indonesia, exemplifies these opportunities. As a province with a strong maritime tradition, it possesses a natural advantage in fostering culinary tourism. Within South Sulawesi, Samalona Island represents a case in point. Despite its immense potential as a culinary tourism destination, there is a dearth of research exploring the role of culinary entrepreneurs on tourist islands like Samalona. This study addresses this gap, focusing on the role of culinary entrepreneurship in driving sustainable tourism development on Samalona Island.

The island's tourism potential, combined with efforts by local government and tourism awareness groups, provides a unique opportunity to ensure that tourism benefits are equitably distributed within the community. By supporting culinary entrepreneurs, the island can attract more visitors, enhance the local economy, and create a model for sustainable tourism that balances innovation with cultural preservation. This research aims to provide actionable insights for policymakers, entrepreneurs, and local stakeholders to unlock the full potential of culinary tourism on Samalona Island, paving the way for its role as a driver of regional economic development.

LITERATURE REVIEW

Maritime Diplomacy

As a specialized subset of diplomacy, maritime diplomacy plays a critical role in national and international relations, focusing on managing inter-state interactions in the marine domain. Diplomacy, in general, is a vital tool for addressing global challenges, fostering peace, and advancing national interests. Unlike traditional diplomacy, which state diplomats typically conduct, maritime diplomacy involves a broader range of actors, including policymakers, analysts, and academics, who examine trends in international relations and maritime security (Miere, 2023). Maritime diplomacy demonstrates a nation's naval capabilities and a strategic approach to securing trade routes, addressing transnational challenges, and projecting influence. Its objectives extend beyond power projection to fostering regional stability, enhancing security cooperation, supporting economic integration, and advocating for environmental sustainability (Islam, 2024).

In Indonesia, maritime diplomacy is a cornerstone of its foreign policy and aligns with its identity as a maritime nation. Indonesia employs soft and hard maritime diplomacy strategies to adapt to varying contexts and needs, strengthening its position in the global arena while fostering cooperation in security, economic, and environmental domains (Birahayu, 2023). The framework for Indonesia's maritime diplomacy is guided by several strategic pillars: leadership in bilateral, regional, and multilateral relations; maintaining peace and security at sea; contributing to the establishment of international maritime rules; emphasizing maritime boundary negotiations; and active participation in global maritime organizations (Burhanuddin, Putra, & Cangara, 2021). These pillars emphasize Indonesia's commitment to safeguarding maritime sovereignty while actively engaging in global governance.

Indonesia's strategic location as an archipelagic state, positioned along critical sea lanes such as the Malacca, Sunda, Lombok, and Makassar Straits, provides significant opportunities for expanding maritime cooperation with countries in East Asia, Europe, and America. Such collaboration can encompass trade, tourism, and sustainable ocean governance (Dao, 2024). However, Indonesia faces challenges in achieving its maritime diplomacy goals, including efficient domestic inter-agency coordination and navigating external pressures related to territorial disputes and regional power dynamics. To address these challenges, Indonesia must bolster its maritime capabilities and leverage its geographic advantages to enhance its role in regional and global maritime affairs.

Through a strategic balance of soft and hard maritime diplomacy, Indonesia demonstrates its ability to maintain security, foster international cooperation, and promote sustainable maritime development. By adhering to its diplomatic pillars and addressing existing challenges, Indonesia can further solidify its position as a global maritime axis, contributing to regional stability, economic integration, and environmental preservation. Maritime diplomacy, therefore, remains a vital tool in realizing Indonesia's aspirations as a leading maritime nation.

Culinary Entrepreneurship Tourism

Culinary tourism has become an essential part of the global tourism industry, offering travelers a unique way to explore destinations through food and food-related experiences. According to Raga, culinary tourism involves deliberate efforts by tourists to seek distinctive culinary experiences beyond everyday food consumption. Sims further explains that culinary tourism often motivates travel, as individuals aim to immerse themselves in a destination's culture through its cuisine (Graham, 2021, p. 65). This growing interest in culinary tourism has drawn the attention of researchers and practitioners alike, with Sharma and Srivastav emphasizing its role in promoting cultural diversity and contributing to the local economy (Sharma & Srivastav, 2024, p. 324). By connecting tourists with local traditions and flavors, culinary tourism enriches travel experiences and serves as a platform for cultural exchange. In Indonesia, the culinary industry is crucial in supporting tourism and showcasing its rich cultural diversity through its vast array of unique and flavorful dishes. Adopting technology and innovation has become a driving force in the industry, allowing businesses to transform natural resources into high-value culinary products that resonate with local and global markets. This dual focus on economic contribution and cultural preservation strengthens Indonesia's identity on the global stage. Amri and Suwiyono argue that sustainable strategies in the culinary industry are essential for maximizing its potential, positioning Indonesia as a prime destination for culinary tourism worldwide (Amri & Suwiyono, 2024, p. 73). However, a significant challenge lies in supporting ultra-micro entrepreneurs, who comprise a large segment of Indonesia's culinary industry. These individuals or small groups often operate with limited capital, relying on their cooking skills and creativity to produce unique dishes. Despite their potential, they face numerous obstacles, including limited access to financial resources, marketing tools, and business training. The rapidly evolving culinary landscape also creates intense competition, demanding innovation and adaptability to remain viable (Amri & Suwiyono, 2024, p. 77). Tailored training and mentoring programs are necessary to equip these entrepreneurs with the skills and resources to overcome these challenges and thrive in the industry.

The government and other stakeholders also play a pivotal role in developing Indonesia's culinary sector. Recognizing its potential, the government has prioritized culinary tourism as a key driver of the tourism industry, promoting it internationally to attract both domestic and foreign tourists. Yulistiyono, Andriani, and Rukmana highlight that collaboration among government bodies, entrepreneurs, and local communities is essential to ensuring the sustainability and quality of culinary tourism (Yulistiyono, Andriani, & Rukmana, 2023, p. 156). Such partnerships can help entrepreneurs address barriers, maintain cultural authenticity, and meet the demands of a globalized market. Culinary tourism offers Indonesia a valuable opportunity to highlight its cultural richness while contributing to economic growth. By addressing the challenges faced by ultra-micro entrepreneurs and fostering collaboration among stakeholders, the industry can achieve sustainable development. Through innovation, government support, and strong community involvement, Indonesia has the potential to become a leading destination for culinary tourism, promoting its cultural heritage on a global scale.

METHODS

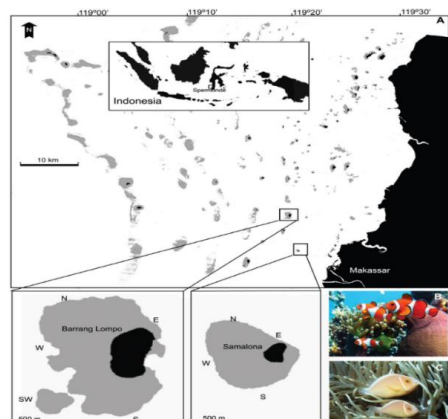


Figure 1. Samalona Island

Source: (Madduppa, Timm, & Kochzius, 2014, p. 3)

This research was conducted on Samalona Island, located in Mariso District, Mariso Village, Makassar City. The island lies approximately 11 kilometers from the center of Makassar City and is accessible by several routes.

The nearest distance from the Losari Beach pier is just two kilometers, while from Fort Rotterdam, the island is visible at only 500 meters. Visitors can reach Samalona Island using boat services available at various piers, including Popsa Pier, Samalona Pier, Panyyua Pier, and Kayu Bangkoa Pier. The boat ride to the island typically takes 30 to 45 minutes, depending on the departure point.

Table 1. List of Respondents

No.	Position	Background Education	Amount of people
1	Community leader	Senior High School	1
2	Entrepreneur	Senior High School	4
3	Domestic tourists	University Student	2
4	Accommodation owner	Senior High School	2

Source: Research data, 2024

Additionally, tourists can arrange for personalized pickup services from the pier of their choice, providing flexibility in access (Nahal, 2022; Ma'arif, 2021). To gain insights into the dynamics of culinary tourism on Samalona Island, the researcher interviewed nine respondents. The respondents were selected to represent different roles and perspectives relevant to the study. Table 1 below outlines the details of the respondents, including their positions, educational backgrounds, and group sizes.

Results and Analysis

South Sulawesi has been home to the Bugis-Makassar tribe since the 17th century, and it is known for its successful maritime history, extraordinary sailing skills, and strong maritime culture. Until now, various cultural exhibitions, expeditions, and global mobility programs have continued to spread Indonesia's maritime spirit and raise awareness of the region's naval strength, which is rarely possessed by other areas of Indonesia. Therefore, South Sulawesi was chosen as a case study to prove the relevance of maritime-based cultural diplomacy because this region has a wide variety of maritime cultures (Burhanuddin et al., 2021, p. 182). South Sulawesi is an excellent example of the importance of Indonesian maritime cultural diplomacy because it has had a strong maritime history and tradition since the 17th century, which now continues to be preserved through cultural exhibitions and global expeditions. This description is under the trade lines indicator in the maritime strategy, seeing that the history of South Sulawesi has extraordinary sailing capabilities and is an international trade route. According to one of the business actors on Samalona Island, who started his business in 1986, this island was visited by many foreign tourists in the 1990s for tourism (interview, Samalona Island, September 29, 2024). This interview shows that Samalona Island is one of South Sulawesi's islands, proving that maritime trade in South Sulawesi has been successful until now.

Marine tourism is gaining popularity in many countries as people are drawn to explore the beauty of the sea and its wonders. Activities and sights related to oceans, seas, beaches, rivers, and other bodies of water constitute marine tourism. Tourists who enjoy water-based activities usually enjoy beaches, swimming, snorkeling, boating, fishing, and other water sports. In addition, marine tourism can also include visits for sightseeing or educational purposes to ports, lighthouses, and important historical, cultural, and ecological sites (Singh & Easow, 2023, p. 725). Maritime tourism is one of the reasons for tourists to come to a country or region. This description follows the economic indicators in maritime cooperation, which show that the economy of a maritime tourist spot can increase if many tourists come. Tourists are willing to pay any amount to see the natural beauty of the maritime tourist spot they visit. According to a local tourist visiting Samalona Island for the first time, he was very interested in this island because of the beautiful island tourism. Starting from the scenery, clear water, and the tourist facilities offered are also interesting. He enjoyed the beauty of Samalona Island with his friends (interview, Samalona Island, September 29, 2024). Based on this interview, Samalona Island is the right choice for a maritime tourist spot because of the tourist facilities it offers, such as snorkeling and other activities.

According to Bahar and Rahmadi, Maritime tourism is a type of tourism that focuses on marine life and areas that are surrounded by the sea. This tourism utilizes the beauty and natural wealth of the sea as the main attraction and involves various sea activities closely related to the diverse marine ecosystem (Briandana et al., 2018, p. 603). Tisdell & Wilson define maritime tourism as "the sum of all activities involving the sea, either directly or indirectly, and are a basic element." Meanwhile, Richards explains maritime tourism as "the sum of activities, events, and experiences that occur in, on, or in connection with the sea, including those that occur in coastal areas." Thus, maritime tourism combines various activities related to the sea and coastal areas (Singh & Easow, 2023, p. 725). Maritime tourism includes activities at sea and on the coast that utilize the beauty and natural wealth as the main attraction. This description is the security indicator in maritime cooperation because the beauty and natural wealth owned by all maritime tourist attractions in Indonesia should have

certain policies supported by an efficient implementation to preserve nature. According to a student from Makassar, a local tourist on this island, he has often visited it because its natural attractions are no less beautiful than islands outside Sulawesi. He sometimes visits this island with his family and friends (interview, Samalona Island, September 29, 2024). Based on this interview, we can get an idea that Samalona Island is a famous maritime tourist spot among the people of Makassar for its beauty.

According to Komppula, foreign tourists choose marine tourism destinations based on certain interests and goals. For example, those interested in diving will choose a location with underwater beauty and diversity (Briandana et al., 2018). Those who aim to take a vacation will choose a location with many entertainment facilities, such as snorkeling and other activities. In addition, tourists often visit maritime tourism destinations to enjoy fresh dishes served in coastal areas. This description is under the global challenges indicator in the maritime strategy because it impacts coastal communities facing global challenges such as climate change and poverty. With maritime tourism, job opportunities, and local businesses can be promoted to improve the welfare of coastal communities and support a more stable and sustainable livelihood. According to the owner of Samalona Coffee Shop, one of the culinary businesses in the form of MSMEs on Samalona Island, most visitors to his business are local tourists. Although there are also some foreign tourists, the number is not significant. Established in 2020, the business generates a profit of around IDR 1,000,000 to IDR 2,000,000 per week. However, the business owner stated that during the rainy season, his business often makes no profit because the number of visitors to the island decreases drastically (interview, Samalona Island, September 29, 2024). Based on these interviews, it can be concluded that tourists do not only visit maritime tourism destinations solely for their purposes but also consider seasonal factors that influence their experiences.

The rapid development of communication and information technology and increasingly easy internet access allow marketers and organizations to deliver promotional messages online. Social media, now an essential part of everyday life, is used by many people as a source of information. Therefore, proper planning is needed to place promotional messages for Indonesian marine tourism on various social media platforms. Some television shows that are very popular in Indonesia are *My Trip My Adventure* and *Celebrity on Vacation*, which air on Trans TV, as well as *Fishing Mania*, which airs on Trans 7. Based on observations, these programs have succeeded in giving the impression to viewers that traveling to various destinations in Indonesia is an activity that everyone can enjoy, although sometimes access to transportation and travel can be challenging (Briandana, Doktoralina, & Sukmajati, 2018, p. 609).

This television program makes getting information accompanied by eye-pleasing visuals easier. Business actors in maritime tourism destinations can also quickly gain exposure through the help of this television program. This description aligns with the Technology indicator in *Culinary Tourism and Marketing in Entrepreneurship*, where technology is vital in supporting business actors. Technology facilitates the promotion of their products through various digital platforms and allows sales to be made online through internet access. According to a culinary tourism entrepreneur on Samalona Island, his shop is usually visited by foreign tourists, but lately, his shop has mostly been visited by local tourists. He started this business ten years ago since he moved to this island in 2015. Not only culinary in the form of a canteen, he also has other businesses such as a toilet rental business for visitors. The profit obtained is around IDR 1,000,000 weekly if the income from the canteen and toilet rental is added up (interview, Samalona Island, September 29, 2024). Based on the interview results, we can see that many tourists visit culinary tourism businesses on this island, one of the reasons being the information obtained via the Internet.

The livelihoods of Samalona Island depend on visiting tourists, so economic growth is a top priority. The large amount of waste indicates that there is economic activity from the tourism sector on the island. However, this is problematic because the tourism industry is vulnerable to crises. For example, when the COVID-19 pandemic restricted tourism activities, the people of Samalona Island were forced to rely on social assistance from various organizations because their economy was at a standstill (Prakasa, Sawu, & Ulinuha, 2023, p. 98). The business community on Samalona Island needs to unite to overcome the waste problem generated by economic activities and maintain environmental and business sustainability. This situation encourages business actors to continue to develop innovations in their businesses in order to remain competitive and maintain business continuity amid the crisis caused by the COVID-19 pandemic. This description is under the indicators of food innovation in culinary tourism and leadership in entrepreneurship because it illustrates the leadership role needed to overcome the waste problem and maintain economic sustainability on Samalona Island.

In addition, the crisis caused by the COVID-19 pandemic has encouraged business actors to innovate, including in the culinary sector, to continue to compete. Innovation in food products and services and how they operate is key to surviving difficult conditions while maintaining business sustainability. According to the

Head of the RT on Samalona Island, the main livelihoods on this island are fishermen and entrepreneurs. On this island, there are only 39 residents with 11 family cards. In addition to serving as the head of the RT, he also has a business in the middle of the island. His business focuses on the culinary and lodging sectors and has attracted the attention of many international and local tourists. The income from the culinary and lodging businesses he developed is around IDR 5,000,000, depending on the number of visitors (interview, Samalona Island, September 29, 2024). The results of this interview indicate that the economy on Samalona Island is a significant concern for business actors who want to continue to develop innovation in the businesses they offer.

In practice, the community is actively involved as a provider of various supporting facilities for tourism activities, such as pavilions, jet skis, snorkeling equipment rentals, transportation services, accommodation such as lodging and homestays, and as owners of food stalls that offer processed seafood. In addition, some people also act as local guides for tourists who need them. Changes in livelihoods drive community participation in providing tourism facilities due to increasingly uncertain fish catches. Around the waters of Samalona, tourists are an easily accessible target market so that the community can meet their needs and gain economic benefits. Therefore, the involvement of the Samalona Island community in tourism is based on financial reasons, with many tourism businesses established on the island (Prakasa, Sawu, & Ulinnuha, 2023, p. 97).

This involvement improves community welfare and drives local economic growth through the increasingly developing tourism sector on Samalona Island. This description follows the economic management indicator in entrepreneurship because it shows how the people of Samalona Island manage local economic resources by taking advantage of opportunities in the tourism sector. This step reflects the community's ability to adapt and create tourism-based businesses, increasing individual income and contributing to local economic growth. According to one business actor on Samalona Island, becoming a provider of banana boat and jet ski facilities is very profitable. One banana boat ride costs around IDR 150,000, with a maximum capacity of six people per boat. Many tourists are interested in this facility because it is considered a form of recreation that can provide a relaxing experience for the community (interview, Samalona Island, September 29, 2024). This interview shows that business actors on Samalona Island, to improve the economy, need to have skills in managing and utilizing the various services they can offer.

CONCLUSION

As a maritime nation, Indonesia has the potential to cooperate with other countries in various aspects, one of which is tourism. Maritime tourism in Indonesia is diverse and superior, as is its natural wealth and culinary offerings. Indonesia's tourism sector, especially culinary tourism, has received great attention from the government in recent years and continues to be promoted to compete at the international level. Samalona Island, as one form of maritime tourism in South Sulawesi, has proven that Indonesia is no longer inferior to other countries, especially in tourism. In reality, Samalona Island is still one of the choices for tourists who want to carry out maritime activities. With various services offered by existing business actors, this island will remain alive by utilizing the island's facilities. The livelihoods of the local people on this island are highly dependent on tourist visits, so this island must indirectly remain open to the arrival of tourists so that their livelihoods continue to run.

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