

## ORGANIZING SPACE AND EMPOWERING COMMUNITIES: THE TOURISM CORRIDOR PROGRAM IN BALLAPARANG, MAKASSAR CITY

Menata Ruang dan Memberdayakan Masyarakat: Program Lorong Wisata Di Kelurahan Ballaparang, Kota

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### Abstract

This study aims to determine the factors that influence the success of community empowerment and the impact of the tourism corridor program in Balla Parang Village. The data collection methods used were in-depth interviews, participant observation, and documentation. The data analysis techniques used consisted of three stages, namely data reduction, data presentation and drawing conclusions. The data sources for this study were from residents, tourism corridor program managers, UMKM actors, community leaders and community leaders in Balla Barang Village. The results of this study are that the tourism corridor program in Balla Parang Village has succeeded in empowering the community through active participation, strengthening social cohesion, and involving local culture. The success of the program is supported by targeted government policies, adequate infrastructure, active community participation, and collaboration with the private sector and local communities, thus providing a positive impact on increasing income, food security, social cohesion, and quality of life of the community.

### Keywords:

Space,  
Empowering,  
Communities,  
Tourism Corridor,  
Makassar

## INTRODUCTION

Community empowerment has emerged as a pivotal strategy in driving sustainable development, particularly in developing nations like Indonesia, where rapid urbanization, economic inequality, and social fragmentation present significant challenges. Empowerment, in this context, goes beyond the traditional understanding of simply providing aid or resources; it encompasses a holistic approach to enhancing the capacities of individuals, families, and entire communities, enabling them to navigate and overcome socio-economic and environmental obstacles. This multidimensional approach is especially critical in urban areas, where issues such as overcrowding, limited infrastructure, and declining economic opportunities exacerbate the need for localized solutions that are sustainable, inclusive, and context-specific. In cities like Makassar, where urban sprawl and economic disparity are becoming more pronounced, recognizing and harnessing the potential of local communities to drive development is seen as a central strategy in both economic growth and social cohesion. Among the most innovative and promising initiatives to emerge in this context is the Tourism Alley Program, a transformative urban regeneration initiative designed to revitalize marginalized, often neglected urban spaces specifically, the narrow alleys that crisscross the city by turning them into vibrant, community-driven tourism hubs.

The Tourism Alley Program represents a bold shift in how urban development is approached, aligning sustainable tourism with community empowerment to create a mutually reinforcing relationship between cultural preservation, economic development, and local identity. By

focusing on alleys, which are typically perceived as underutilized or unattractive, the program reimagines these spaces as valuable assets for both tourism and community engagement. This initiative is part of the broader vision set forth by the Makassar City Government to integrate community-based tourism into its sustainable urban development goals. According to data from the (Dinas Pariwisata Kota Makassar, 2022), more than 100 alleys have been identified as having potential to be transformed into tourist corridors. These corridors not only aim to increase the city's attractiveness as a tourist destination but also focus on improving the livelihoods of local residents, empowering them through skill-building, economic opportunities, and the preservation and promotion of local cultural identities. This dual approach enhancing both tourism infrastructure and community participation is intended to foster a sense of ownership among residents while ensuring the long-term sustainability of the program.

However, despite its considerable promise, the Tourism Alley Program faces a host of challenges that complicate its full realization. One of the central concerns is ensuring that the empowerment of local communities is not merely an ideal or a slogan, but a practical, transformative reality. As (Haris, R., & Rahman, 2023) point out, many empowerment programs in Indonesia have struggled to achieve meaningful outcomes due to a lack of genuine participation and local involvement in decision-making processes. This concern is especially relevant in the case of the Tourism Alley Program, where, despite the program's potential to stimulate local economies and enhance community well-being, the involvement of residents has not been uniformly robust. While some alleys have shown promising improvements, both economically and socially, there remain several areas where the program's impact has been minimal. These discrepancies suggest that, while some residents and neighborhoods have successfully embraced the program, others have not been able to fully capitalize on the opportunities it presents, due in part to insufficient outreach, awareness, and involvement in the early stages of the program.

Further complicating the implementation of the program are issues related to the availability of resources. As revealed in a 2023 survey conducted by Bappeda Makassar, many of the residents in the targeted alleys did not fully understand the concept of tourist alleys or their potential role in the program. This gap in knowledge is not only a barrier to effective participation but also underscores the need for more comprehensive and accessible educational campaigns that explain the program's goals, benefits, and methods. Without a deeper understanding of how their active participation can contribute to the success of the program, many community members are unlikely to invest the time or effort required to transform their neighborhoods into thriving tourist destinations. Additionally, the program faces significant constraints in terms of financial and human resources, which further hinder its capacity to scale up and reach all targeted areas. While some alleys have benefited from infrastructure improvements, such as better lighting, signage, and green spaces, others still lack these basic amenities, preventing them from realizing their full potential as tourism hubs. Moreover, the limited availability of skilled labor and adequate funding for small-scale businesses within the alleys means that not all residents have equal access to the economic opportunities that the program promises to deliver.

Another challenge is the uneven distribution of benefits across different alleys. While some areas have seen an increase in tourist visits, the economic impact has not been felt equally across all neighborhoods. Some alleys have struggled with insufficient marketing, limited tourist attractions, or a lack of infrastructure to support increased foot traffic, which has resulted in stagnation or even decline in certain areas. This uneven development poses a significant challenge for ensuring that the program benefits all residents and does not exacerbate existing inequalities within the city. Furthermore, the risk of over-commercialization in certain areas could undermine the program's goal of preserving local culture and ensuring that the benefits of tourism are equitably distributed. There is also the challenge of maintaining long-term sustainability, as the program relies heavily on continued government support and external partnerships, including collaboration with the private sector. While corporate social responsibility (CSR) initiatives have provided critical support in areas

such as infrastructure development and capacity-building, there remains a need for more consistent and sustained financial backing to ensure the program's longevity.

## LITERATURE REVIEW

The literature on community empowerment through tourism highlights various approaches and contexts, offering valuable insights for the development of tourism initiatives in urban and rural settings. (Nugroho, I., 2021) focuses on community-based tourism in rural areas, specifically village tourism in Yogyakarta. This research emphasizes the involvement of local communities in managing tourist destinations, leading to increased local income and stronger community bonds. Unlike the urban context explored in your study on the Tourism Alley Program, this study centers on rural development through village tourism. (Wulandari, 2023) examines the economic impact of community-based tourism in Surabaya's alleys, where the introduction of creative industries, such as local crafts and culinary offerings, helped to boost the income of residents and strengthen social ties. This study provides insights into economic empowerment through creative industries in urban alleyways, but it focuses solely on the economic aspect, differing from your broader approach that includes social and cultural empowerment. In contrast, (Harjanto, A., & Widodo, 2023) explore the role of social cohesion in the success of community-based tourism programs in urban areas, particularly in Malang.

Their findings highlight how such initiatives strengthen social ties among residents, fostering cooperation in maintaining tourist areas. This research underscores the importance of social cohesion, complementing the more comprehensive focus in your study on the economic, social, and participatory aspects of urban tourism. (Suryani, 2023) further delves into the empowerment of women within community-based tourism, specifically exploring the roles of women in local tourism activities, such as managing homestays and selling products.

While this study provides a gendered perspective on empowerment, your research takes a more inclusive approach, addressing empowerment across the broader community without focusing on gender segmentation. (Utami, N., & Suryanto, 2022) study urban farming as a means of economic empowerment and food security in Bandung's alleys. This research highlights how urban farming not only contributes to local food security but also creates new economic opportunities for alley residents. Unlike your focus on community empowerment through tourism, this study emphasizes urban farming as a distinct strategy for empowerment and sustainability. Collectively, these studies offer valuable perspectives on community empowerment in different contexts, helping to inform and enrich your exploration of urban tourism as a tool for sustainable community development.

## METHOD

This study uses a descriptive analysis research type with a qualitative approach. The location of this research was carried out in Balla Parang Village, Rappicini District, Makassar City. The data collection method used was using in-depth interviews, participatory observation, and documentation. The data analysis technique used consisted of three stages, namely data reduction, data presentation and drawing conclusions. The data sources for this study were from residents, managers of the tourist alley program, UMKM actors, community leaders and community leaders in Balla Barang Village.

## RESULT AND DISCUSSION

### Community Empowerment in the Tourism Alleys of Balla Parang

The Tourism Corridor Program in Balla Parang Village has emerged as a groundbreaking initiative that epitomizes how a comprehensive approach to community empowerment can significantly transform the social fabric, economic potential, and cultural vitality of a locality. Through its multidimensional framework, the program emphasizes active participation, cultural integration, MSME development, efficient program management, and strategic collaborations with external

stakeholders, all of which converge to create a model of sustainable community-driven development. At the heart of the program is the principle of active participation, which ensures that residents are deeply involved in every phase, from initial planning and design to ongoing implementation and evaluation. This inclusive process empowers community members to take ownership of the program, with tangible examples including their involvement in designing aesthetically pleasing and functional alleyways, organizing greening initiatives, and contributing to the upkeep of public spaces. Such active engagement not only fosters a sense of pride and accountability among residents but also enhances the program's sustainability, as the community becomes a vital stakeholder in its long-term success.

In parallel, the program strategically leverages local cultural values as both a unifying force and a cornerstone of its activities. By organizing events such as art festivals, craft workshops, and traditional culinary training, the program not only preserves the village's rich cultural heritage but also serves as a platform for strengthening social bonds among residents. These cultural initiatives bridge generational divides, particularly by involving younger community members in the preservation and celebration of their traditions, ensuring that the legacy of Balla Parang's cultural identity is carried forward. Furthermore, the integration of cultural activities with tourism objectives enhances the village's appeal to visitors, creating a unique and authentic experience that drives both social and economic benefits.

A critical pillar of the program is its support for the development of micro, small, and medium enterprises (MSMEs), which are essential for building economic resilience within the community. Through targeted training programs, hands-on mentoring, and the provision of capital assistance, the program has enabled many residents to establish businesses such as traditional food stalls, handcrafted recycled products, and other innovative ventures that align with the program's sustainability goals. These enterprises not only generate additional income for individual households but also create a multiplier effect, inspiring others to embark on entrepreneurial journeys and contributing to a vibrant local economy. This emphasis on economic empowerment is further complemented by the establishment of working groups within the community, tasked with managing key program components such as alley greening projects, waste bank operations, and the organization of local festivals. These groups not only streamline program implementation but also instill a sense of shared responsibility and collaboration, reinforcing the community's collective commitment to the program's success.

Moreover, the program's success is amplified through its strategic partnerships with the private sector and local community organizations, which provide essential resources, innovative ideas, and expanded promotional opportunities. Private sector collaboration, often facilitated through corporate social responsibility (CSR) initiatives, has proven invaluable in areas such as greening the alleyways, training residents in entrepreneurship, and marketing local products to broader audiences. These partnerships extend the program's reach and impact, ensuring that it benefits not only the immediate community but also contributes to the broader goals of sustainable urban development. The involvement of external stakeholders also introduces fresh perspectives and technical expertise, enabling the program to innovate and adapt to emerging challenges.

Despite its multifaceted achievements, the program's true significance lies in its ability to strengthen social cohesion, foster active civic engagement, and improve the overall quality of life for residents of Balla Parang Village. By creating spaces where individuals can collaborate, celebrate their cultural heritage, and pursue economic opportunities, the Tourism Corridor Program has cultivated an environment of mutual respect, shared aspirations, and collective progress. It stands as a testament to the power of holistic community empowerment and serves as an exemplary model for other urban and rural areas seeking to balance economic development, cultural preservation, and social well-being in a sustainable manner.

### **Factors Influencing the Success of the Tourism Corridor Program**

The Tourism Alley Program in Balla Parang Village represents a transformative initiative that has successfully revitalized underutilized urban spaces into thriving community-based tourism destinations, achieved through a combination of supportive factors and strategic interventions, yet still grappling with significant challenges that demand attention for its sustained success. Among its strongest supporting factors is the robust backing from the Makassar City Government, which has embedded the program within its broader sustainable development agenda. This institutional support is exemplified through the allocation of funds via the regional budget (APBD) and the integration of the initiative into the city's strategic plan, providing not only financial resources but also a framework for aligning program objectives with long-term urban development goals. Additionally, capacity-building efforts, such as financial management training, digital marketing workshops, and local product development initiatives, have significantly enhanced the community's skillsets, enabling them to effectively manage tourism-related opportunities and adapt to evolving market demands.

The program's active promotion through digital platforms and local events has further amplified its visibility, successfully attracting a diverse audience of domestic and international tourists while simultaneously opening doors for private sector investments. Complementing these efforts is the improvement of essential infrastructure within the alleys, including upgrades to drainage systems, street lighting, park facilities, seating areas, and accessibility features such as clear signage, which collectively enhance the overall experience for both residents and visitors. Importantly, the participatory approach adopted by the program ensures that residents are actively engaged in every stage of its implementation, from planning to execution, fostering a deep sense of ownership that translates into high levels of enthusiasm and commitment to its sustainability. Local cultural groups also play a vital role by organizing events and activities that highlight the unique heritage of the area, further increasing the appeal of the alleys as dynamic cultural and recreational spaces.

Another critical pillar of the program's success lies in its collaboration with the private sector, particularly through corporate social responsibility (CSR) initiatives. These partnerships have facilitated the greening of alleyways, entrepreneurship training, and the marketing of local products, thereby creating a synergistic ecosystem that not only empowers residents economically but also enhances the environmental and aesthetic value of the area. However, despite these achievements, the program faces several formidable challenges that could jeopardize its long-term viability if left unaddressed. One of the most pressing issues is the inequality in access to training opportunities, with women and vulnerable groups often excluded due to time constraints, societal expectations, or limited mobility, resulting in uneven benefits across the community. This exclusion undermines the inclusivity of the program and highlights the need for targeted interventions to bridge these gaps.

Furthermore, a decline in active community participation has been observed at various stages of the program, primarily attributed to inconsistent support from government bodies and facilitators, which diminishes motivation and creates uncertainty about the program's future trajectory. Internal competition among residents, particularly those engaged in similar business ventures, has occasionally escalated into conflicts that disrupt the collective harmony necessary for achieving shared goals, underscoring the importance of fostering a cooperative rather than competitive ethos within the community. Additionally, the limited availability of business capital and unequal access to markets remain significant barriers, preventing many residents from fully capitalizing on the economic opportunities created by the program and exacerbating disparities within the community.

Despite these obstacles, the Tourism Alley Program has demonstrated remarkable success in enhancing social cohesion, increasing participation, and preserving local cultural identity, proving its potential as a model for urban community empowerment. To ensure its long-term sustainability and scalability, it is imperative to adopt more inclusive approaches that prioritize the active involvement of marginalized groups, establish mechanisms for continuous support and capacity building, and promote equitable economic opportunities. With the right combination of strategic planning, stakeholder collaboration, and adaptive governance, this program has the capacity to



evolve into a benchmark for community-driven urban development, offering valuable lessons for other urban areas seeking to balance economic growth, social inclusion, and environmental sustainability.

### **The Impact of the Tourism Corridor Program on Community Welfare**

The transformation of Tourism Alley represents a multidimensional and highly impactful initiative that has fundamentally reshaped the socio-economic fabric, environmental sustainability, and overall quality of life within the community, showcasing the immense potential of community-driven development projects when designed and implemented with an integrative and participatory approach. Economically, this initiative has catalyzed the creation of diverse job opportunities, particularly in the tourism sector, where roles such as tour guides, homestay managers, and providers of recreational services like bicycle rentals have become prominent, while simultaneously revitalizing ancillary businesses, including food stalls, traditional snack vendors, and souvenir shops, all of which have experienced increased revenue streams as a direct result of heightened tourist influx. This surge in economic activity not only alleviates unemployment but also strengthens the financial resilience of local households, particularly through the program's emphasis on income diversification. By encouraging urban farming and other alternative livelihoods alongside tourism-related services, the community is less vulnerable to the economic risks associated with dependency on a single source of income, thereby enhancing its adaptive capacity in the face of market fluctuations and global economic uncertainty. Furthermore, the integration of digital marketing training has empowered residents to harness the power of online platforms to market local products and services, enabling them to penetrate regional markets and elevate the competitiveness of their offerings, which not only contributes to economic growth but also helps to establish a distinctive identity for the community that appeals to both domestic and international tourists.

From a social perspective, Tourism Alley has profoundly strengthened the social fabric by fostering increased interaction and solidarity among residents through a variety of collective activities, including community service events and the greening of alleys. These initiatives have not only enhanced physical spaces but have also served as a platform for building trust, collaboration, and a shared sense of purpose among community members. The formation of workgroups further institutionalizes this sense of togetherness, while the program's emphasis on collective responsibility has cultivated a heightened awareness of individual and communal roles in sustaining the program's objectives. For instance, residents have taken proactive measures to maintain the cleanliness and aesthetic appeal of their environment, demonstrating a significant shift toward a culture of accountability and shared ownership. Equally important is the program's contribution to cultural preservation, as it incorporates cultural activities such as art exhibitions, workshops on traditional crafts, and culinary festivals that celebrate local heritage. These efforts not only attract and engage tourists but also inspire the younger generation to reconnect with their cultural roots, ensuring the intergenerational transmission of local knowledge and values while simultaneously positioning the community as a culturally rich and vibrant destination.

Environmentally, the initiative has delivered transformative outcomes by reimagining urban alleys as green spaces that significantly improve air quality, enhance aesthetic appeal, and provide welcoming public areas for social interaction and recreation. The incorporation of urban farming practices within these spaces serves the dual purpose of promoting food security and creating additional income opportunities for households, while also imparting valuable lessons about sustainable agriculture in urban contexts. In parallel, the introduction of community-based waste management systems, which encompass waste sorting, composting, and recycling, has substantially reduced the environmental footprint of the community. The establishment of waste banks, wherein residents can exchange waste materials for monetary compensation or household necessities, has incentivized active participation in these programs, fostering a culture of environmental stewardship

and economic pragmatism. Moreover, these measures collectively address pressing environmental challenges while simultaneously creating avenues for sustainable community engagement.

The improvements in quality of life facilitated by the Tourism Alley transformation are equally noteworthy, as the shift toward cleaner and more organized environments has directly contributed to a decline in the prevalence of environmentally-related illnesses such as diarrhea and dengue fever, thereby reducing healthcare costs and enhancing overall community health. Safety has been significantly enhanced through the installation of adequate lighting and the creation of aesthetically pleasing features such as murals and pocket gardens, which not only improve the visual appeal of the area but also foster a heightened sense of security among residents and visitors alike. These enhancements transform the alleys into spaces that are not only functional and safe but also inviting and enriching, creating a model for urban development that prioritizes the well-being of both its inhabitants and its guests.

In conclusion, the Tourism Alley initiative exemplifies the transformative potential of community-based approaches in addressing multifaceted challenges and delivering sustainable solutions that span economic, social, environmental, and quality-of-life dimensions. By leveraging local strengths, fostering participatory engagement, and integrating innovative strategies, this program has laid a robust foundation for long-term development. However, the sustained success of such initiatives necessitates ongoing support and collaboration among government entities, private stakeholders, and the community itself, ensuring that the benefits achieved not only persist but continue to grow, serving as an enduring testament to the power of collective action and visionary planning in fostering inclusive and sustainable urban regeneration.

The Tourism Corridor Program in Balla Parang Village is a strategic initiative that aims to improve the quality of life of the community through a community-based approach, preservation of local culture, and development of the creative economy sector. This program has a significant impact on various dimensions of community life, including social, economic, and environmental, although there are challenges that require special attention to support the sustainability of the initiative.

In the social dimension, active community participation is the foundation of the success of this program. The community is involved in every stage of the program, from planning to implementation, which creates a sense of ownership and collective responsibility for the success of this initiative. Research by (Ningsih et al., 2023) shows that a participatory approach can increase social cohesion, especially through collective activities such as greening alleys and organizing cultural festivals. In addition, the utilization of local cultural values through traditional arts and culinary activities has succeeded in bridging intergenerational relationships and strengthening the local identity of the local community (Hidayat, et al., 2023).

From an economic perspective, the development of MSMEs is one of the main pillars of this program. Entrepreneurship training, mentoring, and access to capital provide opportunities for residents to start businesses, such as traditional food production and handicrafts. According to a study by (Raml et al., 2024), the development of community-based MSMEs not only increases individual income but also creates a multiplier effect for the local economy. This program has also succeeded in opening new jobs in the tourism sector, such as tour guides and facility managers, which make a real contribution to the diversification of residents' income (Suryani, et al., 2023).

In the environmental dimension, the program focuses on alley greening, urban farming, and community-based waste management. Alley greening improves air quality and environmental aesthetics, while urban farming helps support community food security. The initiative also encourages better waste management through a waste bank system, which not only reduces waste but also provides economic incentives for residents (Putri & Sari, 2023). However, research shows that the sustainability of environmental initiatives requires technical support and further training to ensure optimal results (Wulandari, et al., 2023).

However, there are barriers that need to be considered for the sustainability of the program. Inequality in access to training, especially for women and vulnerable groups, is a major challenge. A

study by (Yusuf et al., 2024) noted that social and economic barriers often hinder the full participation of these groups. In addition, the decline in active participation at certain stages of the program, especially due to the lack of ongoing mentoring from facilitators, is an issue that affects the effectiveness of the program in the long term (Yusuf et al., 2024)

Overall, the Tourism Corridor Program in Balla Parang Village has succeeded in providing positive impacts in various dimensions of community life, especially in increasing social cohesion, creating economic opportunities, and improving environmental quality. However, the sustainability of this program requires a more inclusive approach, continuous policy support, and closer collaboration between the government, private sector, and the community. With the right strategy, this program has the potential to become an innovative model for community empowerment in urban areas.

## CONCLUSION

The Tourism Corridor Program in Balla Parang Village has demonstrated significant success in empowering the community, fostering active participation, strengthening social cohesion, and preserving local culture. These achievements are supported by favorable government policies, improved infrastructure, and effective cross-sector collaboration, which have collectively contributed to enhancing the economic well-being, food security, and overall quality of life for the residents. Through active involvement in tourism activities, local residents have gained new economic opportunities, strengthened their social ties, and cultivated a sense of ownership and pride in their cultural heritage. This has not only improved their livelihoods but also contributed to sustainable community development. Despite these successes, there are still several areas that require attention to ensure the long-term sustainability of the program. Future research is encouraged to explore factors that impact the program's sustainability, particularly focusing on long-term government support, the inclusion of marginalized groups, and the integration of technology in managing the tourism corridors. Additionally, the impact of the program on community welfare should be further assessed using quantitative methods to provide measurable and representative results. Comparative studies of similar programs in other regions could offer valuable insights into how different social, economic, and cultural contexts influence the success of community empowerment through tourism corridors. By addressing these factors, future research can provide a more comprehensive understanding of the program's potential for replication and improvement in other urban communities, thus ensuring its continued success and expansion.

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