

The Literacy Tourism Village of Lorong Daeng Jakking: A Community-Based Educational Innovation in Parang Tambung, Makassar City, South Sulawesi

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Abstract

The Literacy Tourism Village of Lorong Daeng Jakking, located in Parang Tambung, Makassar, South Sulawesi, is an innovation based on literacy aimed at enhancing community empowerment through education, economy, environment, and culture. Various literacy programs are implemented in this village to build community capacity, ranging from environmental literacy to economic and spiritual literacy. This article utilizes observation and interviews with the founders and local community members to identify the eight flagship programs applied, as well as to examine the social and economic impacts produced. The research results show that the integration of literacy into various aspects of life can significantly improve the quality of life for the community while strengthening the village's potential as an educational and environmental-based tourism destination.

Keywords: *Literacy Tourism Village, community empowerment, environmental literacy, economic literacy, Parang Tambung*

Introduction

Makassar City, as one of the largest urban centers in Indonesia, has numerous narrow city alleys that serve as densely populated residential areas. One of these is Lorong Daeng Jakking in Parang Tambung. This neighborhood has successfully transformed itself into a Literacy Tourism Village, where literacy is not only focused on reading and writing skills but also on community empowerment in the fields of economy, culture, environment, and spirituality.

The development of this Literacy Tourism Village is based on collaboration among various parties, including local communities and academics, with the aim of creating a more self-sufficient, cultured, and competitive society. This article aims to analyze the literacy programs implemented in the Lorong Daeng Jakking Literacy Tourism Village and their positive impact on the economic and social development of the community.

The article will delve deeper into the eight main literacy programs implemented in the Lorong Daeng Jakking Literacy Tourism Village. It focuses on how these programs have successfully boosted the local economy, strengthened social bonds, and fostered cultural and environmental awareness. Moreover, this article will highlight the positive outcomes of this village's success, which can serve as a model for other densely populated areas in utilizing literacy as a means of community empowerment.

Research Methodology

This research uses a qualitative approach with direct observation and interview methods. Data were collected through observing community activities in the Lorong Daeng

Jakking Literacy Tourism Village and conducting interviews with founders, community leaders, and local residents. The primary focus is to gather information on the eight main literacy programs that serve as the foundation for the village's development, as well as the impact felt by the community. Key topics emphasized during the interviews include Language Transliteracy, covering the local language, Indonesian, Japanese, and English, as well as creative economy initiatives for local small and medium enterprises (SMEs).

This research focuses on two main aspects: language literacy development and creative economic empowerment, both of which play essential roles in advancing the village. In terms of literacy, the interviews are aimed at exploring the community's perspectives and experiences with transliteration, a language transfer process that includes the local language, Indonesian, Japanese, and English. This transliteration process is considered important as it involves residents' ability to preserve the local language while adapting to other languages that hold economic and cultural value. By incorporating these languages, the Literacy Tourism Village not only preserves the richness of local culture but also creates opportunities for the community to engage in broader contexts, both nationally and internationally.

In addition, this research also explores the influence of the growing creative economy in the village, particularly for micro, small, and medium enterprises (MSMEs). Through interviews, information was gathered on creative initiatives that help residents utilize literacy as an economic empowerment tool, such as skill training and the development of local products tailored to market needs. With these literacy programs, MSMEs in the Literacy Tourism Village have been able to innovate and enhance their competitiveness.

Overall, this research aims to provide an overview of how language literacy development and the creative economy in the Lorong Daeng Jakking Literacy Tourism Village have had a positive impact on the local community.

Results and Discussion

1).Kampus Lorong

The Kampus Lorong program is a learning space supported by universities in Makassar. This program provides informal education with a range of topics, from academic lessons to practical skills. It aims to improve the quality of human resources in Lorong Daeng Jakking.

2). Lilin (Environmental Literacy)

Lilin focuses on environmental literacy, teaching the community the importance of cleanliness and environmental preservation. Through training on waste management and greening efforts, this program has created a healthier and greener village environment.

3). Like (Economic Partnership Literacy for MSMEs)

The Like program focuses on local economic development by providing training for MSME (Micro, Small, and Medium Enterprise) actors. This training covers marketing, business management, and the use of technology to enhance the competitiveness of local products.

4).Lipat (Integrated Food Literacy)

Lipat is a program that educates the community about environmentally friendly farming and food security. The program aims to utilize local land for cultivation and raise awareness about the importance of balanced nutritional intake.

5). Libur (Folk Culture Literacy)

The Libur program supports the preservation of Makassar's local culture through arts and traditional activities. Additionally, this program attracts tourists interested in Makassar's rich cultural heritage.

6). Beli (Literacy Corner)

Beli is a program that provides reading spaces throughout various areas of the village. This concept aims to foster a more inclusive reading culture that is accessible to the general public.

7). Taliq (Quran Literacy Garden)

Taliq is a literacy garden focused on Quranic education. This program introduces spiritual values to children and teenagers by teaching them to understand and memorize the Quran.

8). Laju (Champion Child Literacy)

The Laju program aims to increase children's interest in reading through interactive and enjoyable activities such as reading competitions and creative writing workshops. This program fosters a generation of youth who are more creative and intelligent.

Social and Economic Impact

The development of the Lorong Daeng Jakking Literacy Tourism Village has had a significant impact on the local community. Through economic literacy programs, local MSMEs have received training that helps them improve product quality and expand their markets. Environmental literacy introduced through the Lilin program has also created a cleaner and greener village.

In addition, tourists visiting the village are attracted to the diversity of local culture introduced through the Libur program. This not only preserves local traditions but also contributes to the community's economy through tourist visits and purchases of local products.

Impact on Makassar Tourism

The Lorong Daeng Jakking Literacy Tourism Village in Parang Tambung has had a notable impact on tourism in Makassar, economically, socially, and culturally. As a community-based tourism destination, this village enhances Makassar's tourism appeal by offering a unique experience that combines literacy education with the beauty of local culture. Here are some of the main impacts of the Literacy Tourism Village on Makassar's tourism industry:

a.Enhancing Local Tourism Appeal

The Literacy Tourism Village adds variety to Makassar's tourism destinations, which are typically dominated by nature and historical attractions. By offering literacy-based tourism, the village provides an educational experience that is not only entertaining but also inspiring. Tourists can learn about environmental, cultural, and creative economic literacy, setting it apart from conventional tourism.

b. Empowerment of the Creative Economy

The village offers local residents the opportunity to engage in the creative economy, which directly impacts Makassar's tourism economy. Local products, such as handicrafts, traditional foods, and other MSME products, become part of the attractions for tourists. This not only increases the income of local residents but also creates a sustainable economy.

c. Preservation and Promotion of Local Culture

The Literacy Tourism Village actively preserves local culture, including regional languages, traditional arts, and customs. This literacy-based tourism allows visitors to gain a deeper understanding of the local culture. In this way, the village serves as a "living museum" that promotes Makassar's cultural identity to the outside world, attracting tourists interested in cultural tourism.

Inspiration and Education for Tourists

Through literacy and skill-based programs, the village provides a unique educational impact. Tourists not only enjoy the travel experience but also gain new knowledge, particularly about the importance of literacy in various aspects of life, such as economic, cultural, and environmental literacy. This distinguishes Makassar as an educational tourism destination and inspires visitors to participate in the literacy movement.

e. Enhancing Makassar's Reputation as a Literacy-Conscious City

With the presence of the Literacy Tourism Village, Makassar gains a reputation as a city that values literacy and community education. This attracts attention from media, academics, and international communities interested in literacy-based community development. The village serves as a symbol of social innovation and empowerment, strengthening Makassar's image as an inclusive city that supports literacy.

f. Growth in Community-Based Tourism Visits

As a community-based tourist destination, the village attracts travelers seeking more authentic and interactive experiences. This supports the trend of community-based tourism, which is more personal and centered around direct experiences. The Literacy Tourism Village fosters closer connections between tourists and local residents, ultimately reinforcing Makassar's community-based tourism ecosystem.

g. Research and International Collaboration

The Literacy Tourism Village has become a research model for local and international academics interested in literacy, community-based tourism, and the creative economy. This village creates opportunities for academic collaboration and research, attracting visits from researchers, students, and social activists from both within and outside the country, thereby promoting Makassar on the global stage.

Conclusion

The Literacy Tourism Village of Lorong Daeng Jakking in Parang Tambung stands as a testament to the fact that literacy can be a key to empowering communities and enhancing local economic welfare. By integrating various aspects of life, such as education, the environment, culture, and the economy, this village has successfully created a sustainable ecosystem. This success serves as an inspiration for other regions in Indonesia to develop their local potential through a literacy-based approach.

In the field of education, the literacy programs have provided broad learning access for the community, including children and adolescents, to improve basic literacy skills and other competencies. In terms of the environment, this village also emphasizes the importance of maintaining cleanliness and environmental sustainability as part of environmental literacy, which includes waste management and greening the surrounding areas.

Local culture has become an integral part of the literacy programs at Lorong Daeng Jakking. Activities such as preserving local languages, traditional art training, and introducing local customs aim to preserve cultural identity while enriching the community's knowledge. Through this approach, cultural literacy encourages the community to love and conserve their ancestral heritage.

On the economic side, the Literacy Tourism Village has successfully utilized local potential to develop the creative economy. The community has been empowered through training that encourages them to create unique and high-value local products, such as handicrafts, traditional foods, and other products. As a result, the local economy has grown through micro and small businesses owned and managed by the local people.

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