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Analysis of Prospects For The Development of The Rita Tourism Park on Community Income In Bonto Kanang Village, District Takalar

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Abstract

The development of tourist objects is often considered as a way to deal with various economic problems in Indonesia. Low and lame economic growth and development can be overcome by the tourism industry, because the existence of the tourism industry can create new jobs and provide many economic opportunities. This research was conducted at Rita Tourism Park in Bonto Kanang Village, Kec. Galesong Kab. Takalar with 45 respondents. The type of research used in this research is quantitative research. From the results of the study it can be seen that the Rita Tourism Park plays a very important role in improving and increasing the community's economy, providing new job opportunities so that it can reduce unemployment. Development around the tourism sector involves the role of government and local communities. With the development of tourism that is more creative, it is able to attract many tourists to visit this Rita Tourism Park. With so many tourists coming to visit, it will have an impact on increasing people's income, especially the people in Bonto Kanang Village, Galesong District, Takalar Regency.

Keywords: Prospects, Tourism, Income.

INTRODUCTION

Indonesia's land area based on information from the Central Statistics Agency (BPS, 2017) is 1,913,578.68 Km2. It has a lot of culture and artistic expression of the people, and its regular excellence is the fundamental attraction. Under circumstances like this, the ability of the Indonesian travel industry can become an extraordinary powerhouse

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(Dayansyah, 2014). A possible system is to bring preparation, management and development to every area that has extraordinary possibilities to become a DTW (Tourist Attraction). With a foundation that upholds the progress of the capabilities of a region's travel industry and the tourism industry, the managers arrange the bundles so that they have a high attraction for tourists to come. The progress of the travel industry in a space will bring many benefits to local areas, especially financially, socially and socially. However, if this progress does not meet expectations and on time, it will cause other problems that are troublesome or even hamper the local area. According to Refida (2020), tourism is an activity carried out by a person or group of people by moving from one place to another repeatedly for a while with the aim of enjoying the beauty of nature and not to earn a living.

The implementation of regional authority in 2001 requires all regional governments to increase every accessible asset to achieve superior money circulation. Improving the quality and regional support is a coordinated effort that forces between the utilization of existing assets, the local region and public authorities. For this situation, public authorities as controllers take an important part in seeking regional strengthening through increasing environmental assets (Boedirachminarni, 2013). The seaside tourism industry has extraordinary capabilities in working on the regional economy, basically in working on the regional economy around the tourist area. The travel industry exercise comprehensively influences the local area exercise as a positive effect of the multiplier impact. With the presence of the travel industry, there are different tourism potentials such as arranging accommodation or inns, food, souvenirs, nearby transportation and other independent businesses. The current beachfront is not ideal. Because, a technique is needed to create the potential of the travel industry. Judging from the side effects of the initial perception, the techniques used by the Takalar Regency Tourism and Culture Office for the Rita tourist park through ecotourism are zoning, promoting DTW (Tourist Attraction), improving travel industry articles and attractions by adding supporting offices. and a framework for tourists, further developing the progress of the travel industry, regional investment in achieving progress in the travel industry at Rita Tourism Park.

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Figure 1. Rita Tourism Park Baths

Rita Tourism Park is a combination of a tourist park and swimming pool in South Galesong District, Takalar Regency. This destination also offers beautiful places and prices that won't drain your wallet. Moreover, parents can bring their children. This tourist destination offers relaxation facilities, including a gazebo near the swimming pool. Apart from that, there are facilities such as slides, adult pool, tire rental, canteen, restroom, toilet and first aid room. Interestingly, an electronic stage is also provided for singers who perform. Rita Tourist Park in Takalari is used as a tourist spot for water games, tasting food and just relaxing with family and friends.

This tourist park is equipped with supporting facilities and is surrounded by views of green rice fields and adds to the holiday moment. There are seven pools to choose from. Services include: 3 adult pools, 2 children's pools, wading pool, play pool, fish pond. The size and depth of the water varies from around 125 cm to 1.5 m and is also equipped with slides 3-5 m high. Apart from that, there are various unique and cool photo spots. Facilities at this tourist spot include water slides, gazebos, toilets, changing rooms, canteens and restaurants. There is also a prayer room, live music, a large parking area and there is a mosque near the parking area. Attractions at the Rita Galesong Tourism Park also produce electronic music to entertain visitors while relaxing and near the various pools. So parents don't need to worry, even though there are several child-friendly pools with different depths. The facilities offered can make visitors happy, especially children can enjoy the beautiful swimming pool atmosphere. Apart from that, Rita Tourism Park has a slide with a height of 3-5 meters. Another water ride that is no less exciting and fun.

Rita Tourism Park has a big attraction for tourists and the local community. Before the existence of TWR, the local community mostly worked as farmers in rice fields and

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plantations, but the agricultural products alone were not enough to boost the economy of the local community so there were still many unemployed people, but with The construction and development of this TWR opens up extensive job opportunities and business opportunities for the local community, such as trading businesses, photo spots, and so on, so that the development of this TWR is able to boost and increase people's income in Bonto Kanang Village, Galesong District, Takalar Regency.

Due to increasing imports, decreasing non-oil and gas exports, and uneven economic development, the tourism industry is often seen as Indonesia's solution to the country's various economic problems. This is because the sector has the ability to generate jobs that increase economic opportunities. The tourism sector can also help save the environment, improve it and encourage local economic growth. This is intended so that tourism can help Indonesia's balance of payments, advance global understanding, increase respect for each other, and preserve the environment. Law number 19 of 1990 and law number 10 of 2009 concerning tourism which supports or regulates tourism in Indonesia states that the existence of tourist attractions in an area will be very beneficial for increasing local original income (PAD), improving the standard of living of the community. life, increasing job opportunities considering the country's high unemployment rate, increasing love for the environment, and preserving nature.

The development of tourist destination areas is referred to as tourism development. Tourism-related activities are also said to have a "multi player effect", meaning that they influence various elements positively and involve many different elements. As a result, the growth of tourist destinations involves many different factors, including economic, social, and cultural factors as well as environmental factors. From an economic perspective, for example, the tourism industry has the power to change and drive the local economy and will make a significant contribution to increasing the country's foreign exchange profits as well as local revenue and generating money for local communities. It is hoped that the creation of tourist attractions can help the local community's economy, especially local indigenous communities who live around or within the tourist park location. Tourist parks are related to the utilization of natural potential in the area to be developed into tourist activities or places for tourists to relax and relieve fatigue.

In addition to the many beneficial activities that visitors to Taman Wisata Rita can undertake, these include sports, education, and enjoying nature, which creates many economic and business opportunities for the community to meet visitor demand where businesses are located. The author is interested in studying how the prospect of

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developing Rita Tourism Park can increase the income of the people of Bonto Kanang Village, Galesong District, Takalar Regency. This will later be able to increase people's income and reduce unemployment in Bonto Kanang Village.

RESEARCH METHODOLOGY

The research used is quantitative research, a clear plan is used to describe the consequences of handling and examining each examination variable which is complemented by quantitative openness regarding the subsequent impacts of handling information. Causal planning research that looks at the causal relationship of a particularity to measure the extent of the relationship between at least two factors. This design can determine the existence of a relationship between the two variables (X) and (Y) through processing the data we have researched. Data is obtained from respondents with reference to the relationship between variables which are generally conjectural (hypothesis). The type or types of causal research are two variables (bivariate) or more than two variables (multivariate). The object of this research is the development of the Rita Tourism Park towards community income, especially around the Rita Tourism Park area. This research aims to determine the influence of the development prospects of Rita Tourism Park on the income of the people of Bonto Kanang Village and the data source is generated from direct observation and collecting data from respondents through questionnaires as well as information from the Takalar Regency Tourism Office and the Rita Tourism Park bathing objects, Takalar Regency. The samples/data in this research were taken from 45 people (tourists & people around the tourist area).

The research was conducted at the Rita Tourism Park Baths, Bonto Kanang Village, District. Galesong, Takalar Regency, South Sulawesi Province. The research location was chosen because in Rita Tourism Park there is a new tourism object which is busy being visited by tourists from various regions in South Sulawesi Province and the authors are also local sons and daughters of Butta Panrannuangku, nicknamed the area of Takalar Regency with the aim of being able to fulfill their duties as an obligation for students and indirectly promote the natural wealth of the region from the tourism sector. The research was carried out on March 18 2023 until the respondent data was sufficient for the sample determined in the research on the development of the Rita tourist park on local community income.

The research subjects consisted of the managers of the Rita tourist park bathing object, the people of Takalar and specifically the local community residing around the Rita

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tourist park bathing area, the government of Takalar Regency, in this case the Tourism Office, as well as visitors to the Rita tourist park bathing area. In certain circumstances, the number of exploratory subjects included may increase because preordained subjects or witnesses do not/may not provide external and internal data or in certain circumstances it is not possible for the analyst to be close enough to the source, area or possible consideration. The information gathering procedure used includes perception aimed at paying attention to the subject and object of exploration, so that the analyst can obtain the actual and real situation in the field. The procedure for collecting information through opinion polls is used by analysts to investigate information related to local community interest in the development of the Rita Tourism Park Baths with salary building jobs to meet their daily needs.

In this context, researchers use a Likert scale, which is used to assess the style, assumptions and impressions of a person or group of people who are socially minded (Sugiyono, 2012). In the Likert scale, the variables to be calculated are transformed into indicator variables, and the index is then used as a starting point for making notes, in the form of explanations or problems. In this study, we used 4 answer categories consisting of:

1 = Strongly disagree
2 = Don't agree
3 = Agree
4 = Strongly agree

The research instruments in this article are as shown in the table below.

Table 1. Research Instruments

Variable	Indicator	Scale
Digital Marketing (X1)	1. Ability to use technology 2. Ability to utilize digital marketingKeterampilan dalam menggunakan media digital 3. Able to conduct digital space discussions **(Niati et al,2021)**	*Likert*

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Location (X2)	1. Create tourist locations on maps 2. Consider the street before visiting 3. Assess the location before visiting 4. The location is not far from the main road **(Menz et al., 2022)**	*Likert*
Entrance ticket (X3)	1. Access social media to find out ticket costs 2. Consider ticket prices before visiting 3. Buy tickets according to your budget 4. Buy entrance tickets online **(Cueto et al,2022)**	*Likert*
Community Income (Y)	1. People's income increases 2. Can meet family needs 3. Income through digital marketing 4. Has achieved business goals **(Wilujeng et al,2022)**	*Likert*

Data analysis in this study used multiple linear regression analysis. Multiple linear regression analysis is a regression model that involves more than one independent variable. Multiple linear regression analysis was carried out to determine the direction and how much influence the independent variable has on the dependent variable (Ghozali, 2018). Where in this research we will test the influence of digital marketing (X1), location (X2) and entrance tickets (X3) on people's income in Bonto Kanang Village. So that this research can fulfill and obtain good research results. So data quality testing was carried

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out which consisted of two tests, namely validity test, reliability test, classical assumption test, heteroscedasticity test. Apart from that, hypothesis testing was also carried out to answer the problem formulation in this research and descriptive testing to describe the distribution of research instrument data.

RESULTS AND DISCUSSION

Results

Respondent characteristics

In the research we carried out we used 3 independent variables, namely Digital Marketing (X1), Location (X2), Entrance Ticket (X3) and the dependent variable was Community Income (Y). To make it easier to carry out this research, it is important to uphold the personality beliefs of the respondents, who are the respondents in this review. namely local residents of Takalar district, tourists, and residents around the Rita tourist park bathing area who collected data in Bonto Kanang Village, Takalar District, totaling 45 respondents. The data used in this research is primary data, which includes respondents' responses regarding tourism development prospects, tourism facilities and infrastructure, and tourist behavior towards tourist attraction areas and local community income considering information regarding the respondent's personality, direct reactions from respondents in the poll. The survey was distributed to 45 respondents taken using basic arbitrary examination or irregular examination with a basic age of 17 years.

Description of Respondents by Gender

Description of respondents based on gender can be seen in the table below:

Table 2. Characteristics of Respondents by Gender

No	Category	Number Of Respondents	Percentage
1	Man	11	24,4 %
2	Woman	34	75,6 %
Total		**45**	**100,0**

Source: Data from Questionnaire Results (2023)

Based on table 2, to be more specific about the quality of respondents based on orientation, it shows that the majority of respondents based on orientation in this study

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were women with an aggregate of 35 people (75.6%) and 11 men (24.4%). The number of respondents in the research we conducted was dominated by female respondents. This can show that the local community around the Rita tourist park bathing area is dominated by women and on the tourist side it shows that the majority of women are more interested in going on holiday.

Description of Respondents by Age

In this research questionnaire, it was found that the youngest age group met and assessed as having been able to express their perception or opinion regarding the income of the people in Bonto Kanang Village, Takalar Regency was mostly sought after by female consumers. was 17 years old, while the oldest age found was 57 years old. Then the estimated age is made into intervals using the Sturges formula as follows (Umar, 2006):

Table 3. Characteristics of Respondents by Age

No	Age Category	Number of Respondents
1	15 – 17	7
2	18 – 20	26
3	21 – 25	6
4	26 – 30	4
5	31 – 35	2
Total		**45**

Source: Data from Questionnaire Results (2023)

In table 3 above, it can be seen that the largest number of respondents were aged between 18-20 years with 26 respondents (0.26%). Meanwhile, only 2 respondents were aged between 31-35 years (0.02%). From these results it can be seen that the number of visitors and people belonging to the millennial category in the community in Bonto Kanang Village, District. Galesong, Takalar Regency is mostly in demand by the mature age group, because the majority of that age group is the age who wants to enjoy the beauty of nature as consumption for social media.

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Table 4. Descriptive Analysis

Variable	Class Intervals	Frequency	Percentage (%)	Category
Digital Marketing (X1)	> 33	105	15	Tall
	15 – 33	50	50	Currently
	< 15	35	35	Low
Location (X2)	> 32	100	14,28	Tall
	18 – 32	430	61,44	Currently
	< 18	170	24,28	Low
Entrance ticket (X3)	> 30	140	20	Tall
	19 – 30	300	42,85	Currently
	< 18	260	37,15	Low
Community Income (Y)	> 33	192	27,42	Tall
	20 – 33	390	55,73	Currently
	< 20	118	16,85	Low

Source: Primary Data Processed by Researchers (2023)

Based on the table above, it shows that the variables in this research include digital marketing (X1), location (X2), entrance tickets (X3), and are in the medium category average.

Multiple Linear Regression Test

By assessing the influence of the dependent variable (Thailand) on one or more independent factors, multiple regression analysis attempts to estimate and predict the average of known independent variables (independents).

Table 5. Multiple Linear Regression Test Results

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	13.355	2.479		5.387	.000

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	PEMASARAN DIGITAL (X1)	497	.098	.612	5.073	.000
	LOKASI (X2)	.486	.076	.621	5.070	.000
	TIKET MASUK (X3)	.476	.089	.617	5.069	.000
a. Dependent Variable: COMMUNITY INCOME (Y)						

Source: Primary Data Processed by Researchers (2023)

Looking at table 10 above, you can see or create a linear regression equation and the regression coefficient value used is the Standardized Coefficient, (Ferdinand, 2013) as follows:

Y = 13,355 + 0,497X1 + 0,486X2 + 476X3

Information:
X1 = Digital Marketing
X2 = Location
X3 = Entrance Ticket
Y = Community Income

From the regression conditions, it is very visible that the capture coefficient (a) from the conditions above is 13.355 which concludes that when digital marketing, location, fixed entrance tickets, the level of people's income (Y) is 13.355.

From the above situation, it can also be seen that if digital marketing (X1), location (X2), entrance tickets (X3) increase by 1% while different factors are maintained consistently, people's income (Y) will increase by 0.497.

The results of the linear regression test directly prove that the digital marketing variables (X1), location (X2), entrance tickets (X3) have a positive relationship with the community income variable (Y).

DISCUSSION

The Influence of Digital Marketing on Community Income in Bonto Kanang Village, Kab. Takalar

Based on the research that has been conducted, researchers can conclude that the digital marketing variable (X1) influences people's income (Y). Rita Tourism Park is very influential for the people of Bonto Kanang. The presence of this tourist destination provides benefits to the environment where it is located. This is demonstrated by the

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layoffs of the people of Bonto Kanang Village themselves so that those who are unemployed or underemployed can have job opportunities and a source of money to support their daily needs. The community can benefit from developing their own businesses, including trade stalls, accommodation, meter services, and many other services, by using Rita Tourism Park as a tourist destination. After this trip to Bonto Kanang Village, people's lives became much more prosperous and prosperous than before, apart from increasing people's income.

Digital marketing is an effort to advance a brand that involves sophisticated media that can reach buyers in a convenient, individual and important way. Online marketing has turned into a mandatory action that all money managers must undertake. Additionally to get the most out of using advanced marketing, they don't take the time to use some digital marketing specialist cooperatives. one of them is a Jakarta digital company. Obviously, it is not without reason that they chose digital facilities. They have to do that because not all business entrepreneurs can carry out the most appropriate promotional techniques for improving their products and brands. This type of digital marketing incorporates a large number of procedures and practices that fall under the class of web marketing. With the reliance of promoting without the web, the field of digital marketing incorporates other fundamental components such as mobile telephony, SMS (instant messages sent via mobile phones), banner advertising marketing, and beyond digital. Digital marketing also combines mental, humanistic, anthropological and innovative elements that will become a new medium with great boundaries, intelligence and sight and sound. The knock-on effect of the new period is cooperation between makers, market delegates and buyers. Digital marketing is being expanded to help administration efforts and customer commitment.

The typical approach and cause of the problem is digital marketing. This is a general word that includes both conventional and electronic marketing techniques. If extensive digital marketing training courses were not offered free of charge, demand would be high in almost every industry. A standard marketing degree is not enough to manage a successful digital campaign because digital marketing requires a different set of skills. Because of this, most businesses outsource or do their own digital marketing, both of which have adverse impacts (Khmiadashvili, 2019). A kind of marketing called multiple brand awareness requires branding using web-based channels such as blogs, websites, email, Adwords, and social media. Internet marketing is only one aspect of digital marketing, of course (Tarigan & Sanjaya, 2013; Veronika & Raharjo, 2021).

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Marketing techniques combine the use of social media (Wahyuni et al., 2021; Jamil & Eriyanto, 2021; Dalangin et al., 2021). Electronic marketing, often known as "e-marketing", is the organization and execution of marketing using electronic media. Digital marketing can be defined as the use of technology and digital media to achieve marketing goals (Dave, 2009).

Previous research was conducted by Lalu Wirakalam, with the research title "Prospects for the Development of the Lemor Botanical Park Object in Increasing the Income of the Community of Suela Village, Suela District, East Lombok Regency", where the results of the research explained that the existence of this tourist attraction had a good impact on the community around the location tourism, the obstacles encountered in this tourist attraction are the lack of capital and human resources which can be overcome by collaborating with the government in developing this tourist attraction. Research conducted by Sani Alim Irhamna, with the research title "The Impact of Tourism Development on the Economy of Communities Around Tourist Attractions in Dieng, Wonosobo Regency, where the results of his research found that the condition of tourist attractions after development in terms of facilities and services is getting better but in terms of security and cleanliness is still inadequate and even getting worse, while the impact felt by the surrounding community is the increase in people's income and the increase in job opportunities.

Lack of funds or budget, the low quality of human resources at this time, and land status that has not been agreed upon by the national park management and the community are obstacles to the growth of the Rita Tourism Park's goal of increasing community income. Good teamwork will enable us to overcome these challenges. developed by the government, managers and the environment to create this Rita Tourism Park object.

The Influence of Location on Community Income in Bonto Kanang Village, Kab. Takalar

Based on the research that has been carried out, researchers can conclude that the location variable (X2) has an effect on people's income (Y) because location is the first view that visitors see when they come on tour. Location is the place where business operational activities are carried out according to (Private et, al, 2018:80). Location indicators (X2) according to (Tjiptono, 14:159) are: Location accessibility, smooth access to the location, location proximity, ambience and spaciousness. The location of the Rita

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tourist park baths is easy to reach, namely it is located near the main road, besides that access to the location is smooth and really influences tourists to visit. This hypothetical decision is similar to research conducted by Iriyanti, (Emik, 2016) which shows that location has a significant positive effect on customer loyalty.

According to (Kasmir, 2009: 129) location is a place to serve consumers, it can also be interpreted as a place to display merchandise. Meanwhile, according to (Kotler & Armstrong, 2014:79) "place includes company activities that make the product available to target consumers". Location is a choice made by a business or educational institution regarding where operations and employees will be located, according to Lupiyoadi and (Hamdani, 2011: 92). Location selection, including office locations and factory locations for manufacturing organizations or company locations for service/retail companies, is one approach that needs to be considered by business people, according to Munawaroh (2013). When a company launches a new venture, expands an existing business, or moves its headquarters, location selection is necessary. Location is a place where producers carry out a number of tasks to make a product available and accessible to customers at the right time and place, wherever consumers are (Zeithaml & Bitner Ratih, 2010: 19).

It is strategically located and easily accessible to customers, and company owners believe that by taking advantage of this, they will attract more customers. This is supported by previous research by (Hardiansyah, 2019) and (Ekawanti, 2019), which found that location has a significant effect on purchase intention. Furthermore, previous research by (Latief, 2018) came to the conclusion that location has no visible impact on purchase intention.

Previous research was conducted by Angga Pradikta with the title Strategy for the Development of the Gunung Rowo Indah Reservoir tourist attraction in an effort to increase the original income of the Patih district. Based on the results of the research conducted, the contribution of the beautiful Gunung Rowo Reservoir tourist attraction tends to be small due to the small number of visitors. Research conducted by Rio Putra with the title Prospects for the Development of the Mapak Indah Beach Tourism Object, where from the results of the research conducted, the contribution of Mapak Indah Beach has a very big influence on the income of the surrounding community because its condition is still very clean and very well maintained, thus increasing people's interest in visiting the area. this tourist attraction.

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The Effect of Entrance Tickets on Community Income in Bonto Kanang Village, Kab. Takalar

Based on the research that has been carried out, researchers can conclude that the entry ticket variable (X3) has an effect on people's income (Y) because a tourist entry ticket is a ticket issued by an organization or tourism company which gives access rights to the ticket holder or you to visit a tourist destination. tourist attractions or tourism destinations. (Tjiptono, 2015: 289) defines ticket prices as a sum of money or other measures, including other goods and services, that are traded to gain access or use of something. Price is the amount of rupiah that buyers have to pay to buy one item, and must be affordable for most customers (Jaiz, 2014). Research conducted by Trinanda with the title Prospects for the Development of Lake Matano Tourism in Increasing Regional Income of Lutim Regency, this tourist attraction has a contribution to the income of the surrounding community due to the large participation of the community in the development of this tourist attraction as well as the management and regional government. Research conducted by Agus Mulyadi with the research title Strategy Analysis for the Development of the Bissappu Waterfall Tourism Object in Bantaeng Regency, where in this research the results were that the Bissappu Waterfall Tourism Object in Bantaeng Regency had a less significant influence on the income of the surrounding community due to its less strategic location. making it difficult for visitors to come to this tourist attraction

Previous research was conducted by Nasir Rullah with the title The Influence of Tourist Visits on the Welfare of the Community Around the Puncak Mas Tourist Attraction on Increasing Community Economic Income, where this tourist attraction has a positive influence on community income because it often takes advantage of the surrounding community in seeking their additional income. Research conducted by Dewi Anggreni with the research title The Influence of the Development of the Harau Tourist Attraction on Increasing the Income of the Surrounding Community, the development of this tourist attraction has an influence on the income of the surrounding community due to the increasing number of visits and increasingly complete infrastructure.

The Influence of Digital Marketing, Location and Entrance Tickets on Community Income in Bonto Kanang Village, Kab. Takalar

Based on the research that has been carried out, researchers can conclude that digital marketing variables (X1), location (X2), entrance tickets (X3) have an effect on

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people's income (Y). Digital marketing is all efforts made in terms of marketing using devices connected to the internet with various strategies and digital media with the aim of being able to communicate with potential consumers using online communication channels. Digital marketing strategy is a marketing strategy that utilizes increasingly developing information technology.

According to (Santoso, 2020) the idea of digital marketing is actually the process of planning and implementing concept formation, pricing, determining promotional strategies, and distribution strategies for ideas, products, and services offered by the company to create satisfying exchanges for both customers. Based on the results of the analysis, planning and strategy formulation (price, product, promotion methods, planning and strategy formulation) will be carried out to achieve these goals. Strategy implementation and control will then follow to achieve the established marketing objectives. arrange.

According to (Fathoni Nasrulloh, 2020), digital marketing and electronic marketing (emarketing) have almost the same meaning when describing the management and implementation of marketing using electronic media. Therefore, what is meant by digital marketing (online channels) to the market (websites, emails, databases, digital TV and other latest innovations including blogs, feeds, podcasts and social networks) contributes to profitable and constructive marketing activities and develop customers. In short, digital marketing is the use of technology and digital media, especially the Internet, to further marketing purposes.

One of the keys to success, and it starts with choosing the environment (Kotler, 2018). The likelihood of economic stability and development, competitiveness, the political environment, and other factors all play an important role in this choice. According to (Tjiptono, 2015), location is the place of business or the place where the business carries out business activities to produce goods and services that are important for the economy. Location, both in the form of company location and customers, is one of the company's qualities according to Tjiptono and Chandra (2011). Company location, transportation efficiency, and speed are all considered when evaluating location quality. Location according to (Tjiptono, 2015:345) is a term used to describe various marketing initiatives that aim to speed up and simplify the provision or distribution of goods to consumers. Research conducted by Novia Sari, entitled The Impact of Tourism Development on the Community's Economy in Tulungrejo Village, Bumiaji District, Batu City, where the results of the research explain that the impact of tourism development on

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the community's economy has a significant influence, due to the complete facilities and infrastructure in place. at these tourist attractions such as transportation, places to eat, and so on.

According to (Pandu et, al, 2015) ticket price is one of the factors that a person considers before deciding to buy/use certain goods/services. According to (Tjiptono, 2015:289) the ticket price is a monetary unit or other measure (including other goods and services) that is exchanged to obtain ownership rights or use of a good or service. Price describes the amount of rupiah that a consumer must spend to obtain a product and the price should be affordable for consumers (Jaiz, 2014). Based on the explanation above regarding price, it can be concluded that price is a measure that is exchanged in order to obtain ownership rights or use of goods and services as a profit or income for the seller. And price is a determination of a product which is the meeting point of the product offered with demand for the product in question. Research conducted by Vina Arnita, with the title "The Influence of Sharia Tourism in Increasing Community Income in Suka Jaya Batubara Village, where from the results of the research conducted it was found that this tourist attraction does not contribute much to the income of the surrounding community due to the lack of facilities provided by the management, such as the absence of public bathrooms, poor cleanliness, and so on.

CONCLUSION

Indonesia is very rich in marine resources that can be exploited or managed, so the marine world's view towards increasing marine tourism must be immediately directed with guidance from all circles, to explore all marine potential for marine tourism through important preparations by adapting to the natural riches in Indonesia. With a foundation that upholds the progress of a region's tourism capabilities and its managers organize it well so that it has appeal. The aim of the research to be achieved is to disrupt the efforts of community officials in making the Rita tourist park baths an object of the tourism industry in Takalar Regency in expanding the attraction of local and foreign visitors and to examine the media used with the ultimate aim of developing the Rita tourist park bathing object in Takalar Regency. We can see from the results of data processing by respondents using SPSS that digital marketing (X1), location (X2) and entrance tickets (X3) influence people's income, therefore the government and society, especially millennials, must collaborate to make Takalar district a tourism areas in order to grow regional income and the community to prosper.

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