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# The Role of Government and Society in Creating Socio-Economic Change Through the Lorong Wisata Program in Makassar City

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## ABSTRACT:

The change of Tamalanrea Village into an agro-tourism destination is not only a change in the environmental aspect, but also in the social and economic aspects. This change is the result of the collaborative role of the government and the community in Lorong Wisata Zurich. This study aims to analyze the role of government and society in the socio-economic transformation of Tamalanrea Village through the agritourism-based Lorong Wisata program. The research approach uses functional structural theory by Talcott Parsons, known as AGIL theory, which explains the four absolute prerequisites that must be met for a system to run, namely Adaptation, Goal Attainment, Integration, and Latency. This research adopted a qualitative method using data from observation, interviews, and documentation. The results revealed the key roles of the government and the community, which include making regulations related to the Lorong Wisata program, forming the Lorong Council, forming the Women Farmers Group, and involving products from Lorong Wisata in various activities. In addition, there are budget allocations and efforts to improve infrastructure. Socio-economic changes observed include increased community solidarity, women's empowerment, micro, small and medium enterprise development, and skills enhancement. This research provides valuable insights into how cooperation between the government and the community can result in changes in the community, which go beyond environmental aspects and include important socio-economic dimensions.

## I. INTRODUCTION

In Makassar today, there is an interesting phenomenon of alleyways that not only serve as connecting pathways between main roads, but also become tourist destinations in their own right. These alleyways have been transformed into creative and artful public spaces, providing a unique atmosphere and magnetizing visitors.

In fact, the problem of densely populated alley areas that tend to be slum and less organized is a common thing that can almost be found in all major cities in Indonesia. The existence of these areas often causes various problems, especially related to cleanliness and order. Not only that, the imbalance between the number of residents, settlements and

public facilities such as parking lots, parks, or recreation areas is also a problem.

In an effort to create a better social and environmental change, the Makassar City Government has launched a program that aims to change the face and remodel the atmosphere in various residential alleys or alleys into Lorong Wisata. The Lorong Wisata program aims to change the face of Makassar City by giving special attention to alleys that were previously considered neglected. Through this effort, alleys that were once identified with a dirty and disorganized impression are now undergoing a transformation for the better. Thanks to this change, the laneways have become more attractive and organized places, offering a



unique tourism experience for visitors. Thus, with the presence of the Lorong Wisata Program, it is expected to create a change that improves the quality of the community in terms of social, economic, environmental, and tourism aspects.

Change is something that incessantly occurs in various domains, such as technology, social, cultural, political, and economic aspects. These types of changes require a complex process. In the social context, this process is a fundamental part of the course of people's lives, involving varied dynamics, both those related to biological evolution in the life cycle, as well as behavioral changes that arise in response to evolving social situations (Ranjabar, 2015). In this process of change, people play an active role in shaping their own rules and norms. They adjust from one condition to another as the times change. In this process, people create laws and regulations that reflect their needs and values. This creates a dynamic that leads to the formation of new social norms, as well as adapting to the demands and changes in the evolving social environment. This process is a reflection of the complexity and flexibility of society in the face of constant change.

According to Kingleys Davis (Lubis, 2018) social change is a transformation that occurs in the structure and function of society. Change can be categorized as social change if it results in changes in the order and function of society itself. This view emphasizes that social change does not only involve certain aspects of society, but also involves comprehensive changes. However, Karl Marx's perspective (Philipus & Nurul, 2009) sees social change as a result of the development of technology or productive forces and changes in relations between social classes. Marx viewed social change as a result of class conflict and changes in the underlying economic mode of production. In this perspective, social change is often triggered by tensions between different social classes in their attempts to control economic resources.

Thus, a comparison between these two views shows that social change can be understood from two different perspectives: one looks at changes in the structure and functioning of society in general, while the other focuses more on the role of technology, productive forces, and class conflict as drivers of social change. This approach illustrates the

diversity in the understanding of social change and how it is understood by different sociologists.

Forms of social change in society take place in 4 ways, namely rapid social change, slow social change, desired or planned social change, and unwanted or unplanned social change (Soekanto and Sulistyowati, 2013). Planned social change is social change that is the goal of those who want to make changes. Meanwhile, unplanned changes are changes that occur outside the estimates of those who want to make changes because changes appear suddenly. Social change is caused by social change factors, namely new discoveries or innovations, conflicts or conflicts and rebellions or revolutions that occur in society (Soekanto and Sulistyowati, 2013).

There are four different methods to describe the different forms of social change that occur in society. First, there is rapid social change, where transformations occur suddenly and have a significant impact in a short period of time. Secondly, there is slow-onset social change, with transformations evolving slowly over time, and the impact may not be seen immediately. Social change can also be divided into intended or planned change, as well as unintended or unplanned change. Desired change is change that is the goal of those who are trying to initiate the change. On the other hand, undesirable changes are changes that arise unexpectedly and beyond the expectations of those who try to make changes. These changes often trigger community adaptation to unexpected situations.

In the analysis of social change, important factors that influence change include new discoveries or innovations that bring about change, conflicts or disagreements between groups in society, as well as radical changes such as rebellions or revolutions. These factors play an important role in directing social change and create a framework for understanding how societies adapt to ongoing developments in their social environment.

One of the planned social changes that occurred in Tamalanrea Village. The change began in 2021, the community and the government opened the aisle area into agro-tourism through the Lorong Wisata program, the agro-tourism is called Lorong Wisata Zurich. The concept of agro-tourism emphasizes the active role of the community because



the community has knowledge about the area and culture that is valuable and becomes a tourist attraction (Hijriati & Mardiana, 2014). The potential of agro-tourism in Tamalanrea Village is in the form of ecological tourism destinations, freshwater fish farming, culinary tourism, and plant cultivation. Although in general, tourist areas entitled agritourism are generally found in rural areas that aim to create sustainable natural and local cultural destination areas (Ramirez, 2014).

Agritourism is a tourist activity that utilizes sustainable agricultural land that is beneficial for creating jobs, improving education, increasing community participation, business, and equitable income distribution (Cavaliere, 2010). In addition, agritourism is understood as a type of hybrid agricultural system that combines elements of agriculture and tourism to create a market to promote products and services from agricultural products that create a different experience for tourists (Wicks & Merret, 2003).

The changes in Tamalanrea Village into agro-tourism through Lorong Wisata from 2021 are very rapid from the aspect of building facilities and infrastructure such as, structuring public roads, providing facilities for plant cultivation and freshwater fisheries, multipurpose rooms, murals, and props. From the economic aspect, the community has also experienced changes, which previously only depended on the agricultural sector, now it has become a tourism sector to industry. Apart from acting as an economic sector, agritourism summarizes various aspects and dimensions that come from social and environmental wealth. This activity utilizes a variety of resources such as culture, social aspects, environmental conditions, and economics to create various types of tourism products that combine cultural and environmental elements.

Agritourism is not just about making financial gains, it is also about safeguarding cultural, social, and environmental heritage, while generating tourism experiences that benefit visitors and contribute to the development of local communities (Cawley & Gillmor, 2008; Garrod, Wornell, & Youell, 2006). These various changes are inseparable from the role of the Makassar City Government and the people in Tamalanrea Village. So it is interesting to discuss the social changes that occur in Tamalanrea Village which was

originally untouched by tourists who are now an agro-tourism that is visited by many tourists. Therefore, this study aims to analyze the role of government and society in creating socio-economic changes in Tamalanrea Village to become agro-tourism through the Lorong Wisata Zurich Program in Makassar City.

The role of society and government in creating socio-economic change is interesting to examine using Functional Structural theory with the concept of AGIL (Adaptation, Goal Attainment, Integrations, Latency) proposed by Talcott Parsons:

a. Adaptation

For societies to survive, they need to have the ability to adapt to their surroundings, and in some cases, they also need to change the environment to suit their needs. The concept of adaptation reflects the importance of social systems in dealing with challenges that exist within the surrounding environment. Adaptation means that society must have the ability to interact with the environment, adjust to changes that occur, and even make changes to the environment itself to suit the needs and sustainability of society. This emphasizes that adaptability is the key to maintaining a balance between society and their environment. (Ritzer, 2012).

b. Goal Attainment

A goal can be achieved through the implementation of a previously formulated concept. In this context, the focus is on goals that are not only related to individual interests, but rather collective goals shared by members of a social system. This system is responsible for determining and achieving the main desired goals. In other words, the system plays an important role in coordinating individual thinking so that it can contribute to achieving the goals set by the system itself. The importance of the system in directing individual thinking reflects how collaboration and coordination are key factors in achieving common goals. This means that individuals in a society or social system must have awareness and



involvement in achieving common goals, and must be willing to play an active role in shaping their individual personalities to be in line with the vision and goals of the system. This drives the importance of harmonization between individual interests and common goals in ensuring the success of the social system in achieving its goals (Ritzer & Douglas, 2010).

c. Integrations

The integration function refers to the system's involvement in organizing the relationships between the components that make it up. In addition, the system is also tasked with managing the relationships between three other key functions that are very important. Integration in a system is vital. The system must have mechanisms that allow different parts to work together in a coordinated and efficient manner. This allows the system to function as a whole and achieve its goals properly. In addition, the system must also be able to manage the relationship between other functions that may have a significant impact on the overall performance of the system. Therefore, the integration function is one of the key elements in maintaining stability and cohesion in a system (Ritzer & Douglas, 2010).

d. Latency

The maintenance function in a system refers to the system's obligation to maintain and repair the relationships that have been established between its components. In a system, it is important to maintain the existing relationships to keep it running well. The maintenance function refers to the system's role in maintaining the quality and stability of the relationships between the components of the system. This involves maintaining that there are no disruptions or changes that can damage the cooperation that has been formed. It also includes remedial action in the event of problems or disruptions in the relationships between components. By performing this maintenance function, the system can ensure that its internal relationships remain optimal and

efficient, which in turn supports the performance of the system as a whole (George Ritzer and Douglas, 2010).

Structural functionalism theory is a perspective within the discipline of sociology, which views society as a system of interrelated and interacting components. Each component in this system is considered interdependent, and an imbalance in one component can affect the others. This theory emphasizes that the development of a society can be explained through a model of the development of the organizational system within it (Raho, 2007). In functionalism theory, it is asserted that all elements or components in society must function properly in order for society to perform its functions optimally. In other words, when each part of society operates according to its role and duties, then society will achieve balance and prosperity. However, an imbalance or dysfunction in one of the components can disrupt the balance of the system as a whole, triggering changes that can spread throughout society.

This concept highlights the importance of maintaining balance and cohesion within society and understands that changes or imbalances in one aspect can affect the entire social structure. In other words, structural functionalism theory suggests that society is a complex system where each element has an important role in maintaining stability and balance in the social system.

Talcott Parsons views society as a system consisting of components that are interrelated and interact with each other. According to this view, each component in the system has a strong dependency on each other, and without the relationship between these components, the system cannot operate properly. When a change occurs in one component, it can disrupt the balance in the system and potentially trigger changes in other components. The principles of functionalism draw inspiration from the developmental models of organizational systems found in the biological sciences (Raho, 2007).

Functionalism emphasizes the importance of each element or component in society operating effectively so that society can function properly. In other words, if all elements function properly, then society can achieve balance and function efficiently. Conversely, imbalance or dysfunction in



any of the components can result in instability and change in the overall social structure. Thus, functionalism highlights the importance of maintaining balance and positive interactions between the components of society in order to achieve stability and functional continuity of society itself.

Thus, within the framework of the functionalist view, Talcott Parsons identified a number of prerequisites that must be met for society to function properly. This leads to the concept of AGIL, which stands for Adaptation, Goal Attainment, Integration, and Latency. First, Adaptation refers to a community's ability to adapt to changes in the environment and overcome emerging challenges. This includes the community's ability to adjust to changing external conditions. Second, Goal Attainment focuses on a community's ability to achieve its stated goals and aspirations. This includes the process of formulating and achieving goals that support community development and progress. Third, Integration is the ability of a society to maintain cohesion and cooperation between its members. This includes the organization of social relationships that allow individuals in society to interact harmoniously. Fourth, Latency refers to the maintenance of values, norms, and social norms in society. It includes functions that maintain and transmit cultural values and normative systems from generation to generation.

Through this AGIL concept, functionalism emphasizes that society must meet the needs and maintain a balance in these four aspects in order to function properly. By maintaining and fulfilling these prerequisites, society is expected to achieve stability and sustainability in its social system.

## II. METHODS

The research method applied is a qualitative research type, which focuses on analyzing the roles played by the government and the community, especially in the Lorong Wisata Zurich, in stimulating socio-economic change through the establishment of a tourist destination rooted in the concept of agritourism in an urban context. This research seeks to deeply understand the interaction and contribution of government and community participation in transforming the social and economic landscape through the development of agro-tourism destinations in urban areas.

This qualitative research enabled an in-depth and exploratory investigation of the social and economic dynamics in the context of urban agritourism destination development. It involves detailed data collection, such as interviews, observations and document analysis, to understand the roles and influences played by the government and the community in achieving the desired socio-economic changes. As such, this research aims to provide a better understanding of how agritourism can be an effective tool in stimulating socio-economic change in urban areas, particularly in the Lorong Wisata Zurich.

The data collection process in this research involved various methods, including observation, in-depth interviews, and documentation. Primary data used in this research is information obtained directly during field observations and the interview process. Furthermore, secondary data was obtained through document analysis which included information from agritourism managers, the government, and publications relevant to the research topic.

In determining research informants, researchers used a purposive technique by identifying specific criteria that potential informants must have. These criteria include: 1) understanding of the changes taking place in Kelurahan Tamalanrea, 2) status as a native of Kelurahan Tamalanrea, and 3) involvement in the process of transforming Kelurahan Tamalanrea into an agro-tourism destination through the Lorong Wisata Zurich program. Research informants include people living in Tamalanrea Urban Village, especially those located in the Lorong Wisata Zurich area, members of the lorong council, and members of the Makassar City Tourism Office.

The data analysis process is carried out in three stages that run simultaneously, namely data reduction to tidy up and prepare data, data presentation to visualize findings, and conclusion drawing to identify relevant patterns or findings in the data. Through this method, the research aims to provide a comprehensive understanding of the role of government and community in the process of transforming Kelurahan Tamalanrea into an agro-tourism destination based on the Lorong Wisata Zurich program.

## III. RESULTS AND DISCUSSION





## The Role of Government and Community in Lorong Wisata Program

The Makassar City Government has a crucial role in creating sustainable social and economic change. One of the strategic steps taken is the making of regulations contained in "Makassar Mayor Regulation Number 94 of 2022 concerning the Establishment of Lorong Wisata". With this regulation, the government creates a legal basis that supports the development of agro-tourism areas in the Tamalanrea Village area. The Makassar City Government through the Lorong Wisata Program aims to strengthen and restore the economic sector in Makassar City, in line with the initiatives included in the Makassar Recover program, which focuses on the empowerment and development of Micro, Small and Medium Enterprises (MSMEs). It is reported that the presence of these tourism aisles in Makassar City is the result of collaboration between the Makassar City Government, the private sector, and the local community. The Makassar City Government has a target to develop 1,000 Tourism Aisles in Makassar as an effort to recover the economy and increase the sustainability of the MSME sector in terms of food (Zainuddin, 2021). This certainly provides incentives for businesses, and maintains environmental quality.

Not only that, the government also formed a lorong council in charge of overseeing and coordinating these agro-tourism programs. The establishment of the Lorong Council is carried out by the Camat through the election of Lorong Council members conducted by the Lurah, with the involvement of local RT and RW heads. The Head of Village conducts administrative selection according to the requirements and continues with deliberations among community members in Lorong Wisata. The results of the election of the elected Lorong Council candidates are recorded in the Berita Acara and then submitted to the Camat to be determined. The elected Lorong Council members are also willing to sign a statement letter containing a commitment to carry out their duties properly and are willing to be dismissed at any time. The Lorong Council consists of 3 members consisting of community leaders, youth leaders, and women leaders.

In addition, the Makassar City Government established the Women Farmers Group to empower women

in the area, support their economic independence, and encourage sustainable agriculture. The Women Farmers Group established by the Makassar City government also plays an important role in empowering local women by helping to increase their independence and encourage agriculture in the area. Through their collaborative efforts, the Women Farmers Group not only produces products from the cultivation of plants using hydroponic techniques, but also conducts freshwater fish farming.

To boost the people's economy, the government actively organizes various activities such as traditional markets and festivals, creates employment opportunities, and provides training on crop cultivation. In addition, the government allocates a budget to support the implementation of these programs and improve alley infrastructure that is important in supporting the agro-tourism sector. With these initiatives, the Makassar City Government plays a central role in shaping positive changes in the social and economic sectors of the area.

Social change in Kelurahan Tamalanrea involves the role of community leaders as agents of change. The agent plans the process of change in Tamalanrea Village which was originally stagnant to become an agro-tourism area that is visited by many people, both local and foreign. The presence of a change agent in Kelurahan Tamalanrea is very important because the agent mobilizes the community to make changes. It is as Hook (Sztompka, 2010) views that social change is the result of human achievement, which occurs as a result of their actions and initiatives. In this case, the social change manifested in Kelurahan Tamalanrea is a consequence of the actions taken by community members, particularly by the agents of change.

Social change does not happen by itself, but rather is the result of the efforts and active role of individuals or groups who initiate and drive such change. These change-initiating agents have a central role in driving the initiative and influencing the direction of social change taking place in Kelurahan Tamalanrea. In other words, they are the main drivers behind this social change process, which involves changes in the norms, values and social structures of the local community. Agents who mobilize the community to make



changes by bringing the concept of changing Kelurahan Tamalanrea into agritourism.

In carrying out the social practice of transforming Tamalanrea Village into agro-tourism, the agent is motivated by his motivation to develop and channel the potential of the community in order to develop the area. Seeing that the area could previously only be utilized through one sector only, the agent through his discursive awareness, refers to awareness that can be expressed in the form of words or language by the individual or actor. This discursive awareness reflects an understanding or awareness that can be articulated in the form of verbal communication (Priyono, 2016). In this context, agents have the ability to explain and communicate their thoughts, views, or ideas using language or verbalization. This discursive awareness plays an important role in understanding how individuals contribute to social change through communication and the thoughts they express in a broader social and cultural context. This is because there is a lot of tourism potential in the Tamalanrea Urban Village area and the tourism sector is considered the fastest sector in efforts to save and develop the environment to increase community surplus in the economic sector. This shows that the existence of agents can affect the structure. Vice versa, the existence of the structure can influence the agent in taking action.

The birth of an agent's action is the result of a combination of their underlying personal drive and the influence of the structures they interpret or interpret. (Nirzalin, 2013). This opinion explains the process of social change that occurs in Tamalanrea Village. Where the changes made by the agent are motivations that arise from within the agent because of his understanding of the environmental conditions and the influence of the structure of the Tamalanrea Village community, which mostly depends on the agricultural sector. From the agent's knowledge of the structure, the agent must take action to change the structure towards a better one.

The actions taken by agents are to introduce the various potentials of agro-tourism and the uniqueness of Tamalanrea Village, especially the Zurich Tourism Hall to the public and potential tourists through various promotional activities. Tourism promotion activities by holding tourism

exhibitions with various activities involving the community and cultural and tourism observers, promotion through social media such as Instagram by uploading unique and cool photos so that it attracts people to visit, and agents also cooperate with the media in promotional activities. Promotional activities carried out by agents are very instrumental in attracting the attention and interest of tourists so as to increase the number of visitors which has an impact on the progress of Tamalanrea Village as agritourism. In some cases, agritourism has a great opportunity to create opportunities for farmers to market their products directly to tourists (Srisomyong, 2010).

The process of social change in Tamalanrea Village into agritourism takes place gradually. Because in changing the mentality of the agricultural community into a tourism community requires time that is not fast and not easy. But thanks to the hard efforts that continue to be made by the community and change agents, the community has finally experienced change and supports various initiatives carried out by the agent.

Apart from the role of the community, social change in Tamalanrea Village also received support from the government. The government structure is the Makassar City government by holding the Lorong Wisata program in every village in Makassar City. The role between agents and government structures is very important in the change and development of agritourism. The government has a role in providing infrastructure and creating a regulatory framework that can encourage private sector involvement and active community participation in building and developing agritourism in Tamalanrea Village. Therefore, it is necessary to develop and improve effective and efficient relationship patterns in supporting regional agritourism development and increasing the competitiveness of regional agritourism. The government also plays a role in increasing the resources of tourism managers. Efforts are made to improve management resources by providing socialization, tourism awareness training and seminars on tourism management. Improving the quality of management resources is very important in the development of agritourism. With good relations and cooperation between agents, government and the community will have an impact on increasing income in the Lorong



Wisata Zurich area and can encourage the realization of community welfare and will increase regional income.



Figure 1. Activities in Zurich Tourism Hallway, Tamalanrea District

### Socio-Economic Changes in the Community Through the Lorong Wisata Program

The process of social change in Tamalanrea Village into agritourism takes place gradually. Because in changing the life of an agricultural community into a tourism community requires a process that is not easy. But because of the hard work carried out by all stakeholders involved in the end the community experienced changes both from the social and economic aspects, among others:

#### a. Increased Community Solidarity

Community solidarity in Lorong Wisata Zurich is one of the keys to success in supporting government programs. The local community feels that they have a shared responsibility in maintaining and developing the agro-tourism area, such as maintaining the cleanliness, safety and beauty of the tourist aisle. This creates a sense of solidarity and shared identity among local communities in the Lorong Wisata Zurich area.

#### b. Women's Empowerment

The Lorong Wisata program is also a forum for the community, especially women, to improve the existence of their role and status in society. They can be involved in the Women Farmers Group in management to ensure their interests in maintaining the sustainability of the agro-tourism area in Lorong Wisata Zurich.

#### c. Development of Community Micro, Small and Medium Enterprises

The Lorong Wisata Program also creates an environment that allows local economic actors to have the opportunity to develop their businesses. Through assistance from the Makassar City Government, with the involvement of local economic actors in various activities, this certainly provides access for local communities to market and promote their products, such as Makassar culinary specialties, souvenirs, and plant cultivation products that have been attractively packaged.

#### d. Skill Enhancement

The presence of the Lorong Wisata Program has increased community participation when attending training and education on the governance of tourist areas characterized by agro-tourism. Because, the Lorong Wisata Program is not only about the tourist area being able to get attention for tourists, but also about creating the skills needed to ensure that the tourist area can be maintained and developed sustainably. Improved skills acquired by the community in Lorong Wisata Zurich include plant cultivation with hydroponic techniques, freshwater fish farming techniques, packaging techniques to home product promotion.





Through the initiative and the Makassar City government together with the community made changes in Tamalanrea Village, precisely in the Lorong Wisata Zurich hall area to change the condition of Tamalanrea Village to become agritourism as it is today. The presence of agro-tourism in Tamalanrea Village has an impact on social change in the surrounding community. Social changes that occur in Tamalanrea Village are not limited to changes in environmental conditions. But there are changes in social and economic aspects. From the social aspect, increased solidarity and awareness of the community in preserving and managing the environment by empowering the increasing role of women so that social interactions between communities are increasingly harmonious. From the economic aspect, the development of Micro, Small and Medium Enterprises has increased income, which previously the local community only depended on one source of income, then after the development of agro-tourism through the Lorong Wisata program automatically provides alternative sources of income for the community. Alternative sources of income are obtained from the sale of plant cultivation, food products, freshwater fish farming, stalls, plant craftsmen, and others. All of these jobs can be done by the community through skills training, so that local people can earn additional income without having to leave their main job.



Figure 2. Crop Cultivation and Fisheries

### **AGIL Concept (Adaptation, Goal Attainment, Integration, Latency)**

The Lorong Wisata program is an initiative to increase tourism in a certain area such as a lorong or alley that is utilized for its potential to create new tourist destinations combined with agriculture, fisheries, crafts, and culture. The lorong wisata program can be seen as one aspect of the social structure of society that plays a role in achieving several elements in the AGIL theory:

- a. Adaptation  
Parsons' principle of adaptation refers to the community's ability to respond to external changes. In the context of the Lorong Wisata program, adaptation refers to the ability of the community and the Makassar City government to respond to environmental, social and economic issues by issuing regulations and ensuring that the Lorong Wisata Program can be a solution to various problems that exist in urban areas.
- b. Goal Attainment  
Parsons highlights that it is important to achieve the goals that have been set by the government and the community in a planned manner. In the Lorong Wisata program, this means that the program must have clear and measurable goals. These goals relate to the Lorong Wisata model, types of activities, economic programs, environmental conservation



methods, and efforts to improve the quality of life of the local community.

c. Integration

The concept of integration regulates the relationship between other components. In the Lorong Wisata program, integration ensures that the Lorong Wisata Program, especially Lorong Wisata Zurich, does not only benefit one party, but also provides benefits to the wider community. Integration involves coordination between various parties involved, such as the City Government, Subdistricts, Villages, community leaders, communities, and local people in the Lorong Wisata Zurich hall area. With good coordination and cooperation between stakeholders in the management of Lorong Wisata Zurich, it is expected to create a good ecosystem for the development of the local economy, tourism sector, and benefits for the community.

d. Latency

The maintenance function sees that a system must be maintained, repaired, and complemented. The maintenance function includes not only the physical maintenance aspect of the lorong infrastructure, but also continuous improvement and development. With proper maintenance, good governance, and driven by strong cooperation between stakeholders that continues to this day, Lorong Wisata Zurich has become one of the leading examples of Lorong and has become an attraction for both local and foreign tourists.

#### IV. CONCLUSION

The Lorong Wisata program in Tamalanrea Village, particularly Lorong Wisata Zurich, is an initiative that involves the active role of the local government and community in creating sustainable social and economic change. The role of the Makassar City government includes the establishment of regulations, lorong councils, and the establishment of Women Farmers Groups to support the development of agro-tourism. In addition, the government supports by involving products from the Lorong Wisata program in various activities, budget allocations, and infrastructure improvements.

The social change that occurred involved a change agent who tried to change the mindset of the community from agriculture to a tourism community. The change involves the agent's motivation, community awareness, and the interaction between the change agent and the social structure. In addition, the Lorong Wisata Program has positive social and economic impacts, including increased community solidarity, women's empowerment, micro, small, and medium enterprise development, increased community skills, and increased income. All of these contribute to the development of the community and the agritourism area.

The concept of AGIL (Adaptation, Goal Attainment, Integration, Latency) can also be applied in understanding this program, with adaptation referring to the ability to adapt to external changes, goal attainment emphasizing the importance of achieving program goals, integration involving coordination between the parties involved, and latency indicating the importance of maintenance and continuous development.

Thus, the Lorong Wisata Program in Kelurahan Tamalanrea is a good example of how cooperation between the government, change agents, and the community can create positive social and economic change in a community.

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