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Perancangan E-Guidebook Wisata Bahari di Kabupaten Kepulauan Selayar, Provinsi Sulawesi Selatan
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INTISARI

Penelitian berjudul Perancangan *E-Guidebook* Wisata Bahari di Kabupaten Kepulauan Selayar, Provinsi Sulawesi Selatan bertujuan mengidentifikasi komponen destinasi wisata berdasarkan kerangka 6A, yaitu *attraction, activity, amenity, accessibility, ancillary services,* dan *available packages,* serta merancang *e-guidebook* wisata bahari di Pulau Bahuluang, Tambolongan, dan Polassi. Penelitian ini dilatarbelakangi oleh keterbatasan informasi wisata yang tersedia bagi wisatawan, khususnya mengenai komponen 6A yang masih terbatas, belum lengkap, dan belum tersusun secara sistematis. Penelitian menggunakan metode kualitatif dengan teknik pengumpulan data melalui observasi lapangan, wawancara, dokumentasi, dan studi pustaka. Data yang diperoleh kemudian diklasifikasikan berdasarkan komponen destinasi wisata sebagai dasar penyusunan konten *e-guidebook.* Hasil penelitian menunjukkan bahwa ketiga pulau memiliki potensi wisata bahari berupa pantai berpasir putih, panorama laut, pasir timbul, gugusan karang mati, gua pesisir, dan panorama perbukitan. *Activity* yang dapat dilakukan meliputi *snorkeling, diving, hiking, cave exploration*, dan berkemah. *Accessibility* menuju kawasan wisata masih mengandalkan transportasi laut menggunakan kapal milik masyarakat dengan waktu tempuh yang dipengaruhi kondisi cuaca dan pasang surut air laut. *Amenity* yang tersedia meliputi akomodasi, area berkemah, toilet umum, gazebo, dan tempat ibadah, sedangkan *ancillary services* mencakup pemandu wisata, penyedia informasi wisata, layanan kesehatan, dan layanan keuangan. Berdasarkan temuan tersebut, dirancang *e-guidebook* wisata bahari berjudul ‘Pesisir Tana Doang’ dalam format A4 yang dapat diakses melalui kode QR dalam versi FlipBook. Hasil uji pasar menunjukkan bahwa *e-guidebook* memperoleh tingkat penerimaan yang tinggi serta dinilai informatif, mudah dipahami, dan bermanfaat sebagai panduan wisata bahari di Kabupaten Kepulauan Selayar.

Kata Kunci: *E-Guidebook*, Wisata Bahari, Komponen Destinasi 6A, Kepulauan Selayar, Media Informasi Digital

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ABSTRACT

This study entitled Designing an E-Guidebook for Marine Tourism in Selayar Islands Regency, South Sulawesi Province aims to identify tourism destination components based on the 6A framework, namely attraction, activity, amenity, accessibility, ancillary services, and available packages, as well as to design a marine tourism e-guidebook for Bahuluang, Tambolongan, and Polassi Islands. This study is motivated by the limited availability of tourism information, particularly regarding the 6A destination components, which remains incomplete, fragmented, and not systematically organized. A qualitative method was used, and data were collected through field observations, interviews, documentation, and literature review. The collected data were classified based on the tourism destination components as the foundation for developing the e-guidebook content. The findings indicate that the three islands offer various marine tourism attractions, including white sandy beaches, coastal landscapes, sandbars, dead coral formations, coastal caves, and hilltop panoramas. Tourism activities include snorkeling, diving, hiking, cave exploration, and camping. Accessibility to the destinations relies on local boat transportation, with travel time depending on weather conditions and tidal patterns. Available amenities include accommodation, camping areas, public toilets, gazebos, and places of worship, while ancillary services consist of tour guides, tourism information providers, health services, and financial services. Based on these findings, an A4-sized marine tourism e-guidebook entitled 'Pesisir Tana Doang' is designed and made accessible through a QR code in FlipBook format. Market testing demonstrates a high level of acceptance, indicating that the e-guidebook is informative, easy to understand, and useful as a marine tourism guide for Selayar Islands Regency.

***Keywords**: E-Guidebook, Marine Tourism, Selayar Islands, 6A Destination Components, Digital Information Media*