

ABSTRACT

Putri Ihsani, 2024 "The Potential of the Watu Maeta Baths in Improving Community Welfare in Margolembo Village, Mangkutana District" Thesis of the Sharia Economics Study Program, Faculty of Islamic Economics and Business, Palopo State Islamic Institute. Supervised by Dr. H.M. Rasbi, S.E., M.M.

This thesis discusses the potential of the Watu Maeta Baths in improving community welfare in Margolembo Village, Mangkutana District. This research aims to find out how Watu Maeta Tourism is managed in Margolembo Village, to find out the potential created by Watu Maeta Tourism in improving the welfare of the people of Margolembo Village, to find out the role of Watu Maeta Tourism in improving the welfare of the people of Margolembo Village.

The research method used in this research is qualitative research with the research subjects being the village government, tourism managers, and the community around the Watu Maeta Bathing Tour. This research was conducted in Margolembo Village, Mangkutana District. The time of the research was carried out in October 2023. The number of informants used as sources of information was 6 people. Data collection techniques use observation, interviews and documentation. Data analysis techniques are data reduction, data presentation, and drawing conclusions.

The research results obtained show that the management of this tour is community-based and in accordance with POAC principles (planning, organizing, acting and controlling). The potential that this tourism has is natural potential in the form of natural views with clear river water straight from the mountains and water flows that are not so strong, and human potential or human resources. With the Watu Maeta Baths tourism in Margolembo Village, it can be said to have a very important role in improving community welfare, people can work in various economic activities in this tourism so that it can increase people's income.

Keywords: Bathing Tourism, Potential, Community Income, Community Welfare.