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THE ROLE OF HORTICULTURAL COMMODITIES IN LORONG WISATA FOR MITIGATING INFLATION IN MAKASSAR CITY

Zainal Abidin[1]*, Faisal Rizal Zainal[2], Ahmad Firman[3], N. Ikawidjaja[4], Andi Bukti Djufrie[5], Haidil Adha[6], Muhammad Amri[7], Budi Armansyah[8], Rachmatan Haya[9], Ifrah[10]

[1,2,3]*Institute Technology and Business Nobel Indonesia, Indonesia*
[4]*STIE Ciputra Makassar, Indonesia*
[5,6,7,8,9,10]*Badan riset dan Inovasi Daerah (BRIDA) Kota Makassar, Indonesia*
**Corresponding Author: Zainal Abidin*

Abstract: This research is to examine the impact of horticulture products in the Lorong Wisata (tourist lanes) on inflation control in Makassar City. This research was carried out at Lorong Wisata around the city, focusing on the production of horticultural plants. The study duration spanned from March 2023 until September 2023. The research population included 1,095 tourist alleyways. The research sample included tourist alleys associated with a Farmer Group (KT) or Women Farmer Group (KWT) that generated a minimum of 20 kg of horticultural plants between February 2023 and July 2023, resulting in a total of 135 tourist alleyways included in the study. This research is a quantitative descriptive analysis using multiple regression with SPSS 25. The study's findings reveal that (1) the cultivation of pakcoy, cayenne pepper, tomatoes, mustard greens, eggplant, spinach, and shallots in Lorong Wisata can mitigate inflation in Makassar City, albeit not significantly, and (2) the production of kale, red chilies, and long beans in Lorong Wisata has proven ineffective in controlling inflation in Makassar City and is also not significant. The recommendations in this study are: (1) to optimize land management in Lorong Wisata, particularly for unproductive land, (2) to enhance knowledge transfer in horticultural cultivation, (3) to strengthen collaboration among all stakeholders using the Pentahelix Collaboration model, (4) to augment the role of technology, and (5) to improve business processes in Lorong Wisata.

Keywords: Lorong Wisata (tourist alleys), Horticultural Plants, Inflation.

I. INTRODUCTION

Inflation index is one of the most important economic indicators that affect people in their daily lives. Because everyone needs to buy and use various goods and services that directly (implicitly) experience price changes at any time. Inflation is defined as a general or broad-based increase in the prices of goods and services over an extended period (Höflmayr, 2022). Inflation measures changes in the general price level of an economy and reflects the phenomenon that nominal currency tends to lose value over time. It is usually measured as the year-on-year change in the average price level across the economy (OECD, 2022). An increase in the overall price level is called inflation and in a situation where inflation is high, the purchasing power of goods and services decreases (Atigala et al., 2022).

Inflation is one of the problems in the economy. High inflation is more dangerous for consumers and the economy as a whole because it will increase the prices of products and services significantly and reduce people's purchasing power far below their current standard of living (Akinsola & Odhiambo, 2017). The consequences of inflation on the economy in both developed and developing countries are well known. Therefore, it has a serious impact on consumption decisions by households and investment decisions by investors, for example reducing the purchasing power of money, worsening the country's trade conditions (Adayleh, 2018). Inflation, causes many negative effects discussed by economists. Regardless of the level of development, growth and price stability are considered as basic performance criteria in all countries. Price stability and employment problems in an economy must be solved to ensure stability (Aydın et al., 2016). Economic inflation affects many factors and causes economic problems that can bring down the economic growth of a particular country. According to Friedman (1977), he claims that inflation is always and everywhere a monetary phenomenon where he says that inflation is a situation that causes the price level to increase gradually without limits in a particular country (Islam et al., 2017). Excessive inflation and especially very abnormal inflation often trigger social unrest and even lead to dramatic regime changes. High inflation and very excessive inflation often lead to serious social problems, high crime and social instability (Chen, 2022).

The price fluctuation of vegetables is generally higher than that of fruits, rice and secondary crops, in other words, the imbalance between volume and consumer needs occurs more often in vegetables. These chili, shallot

and garlic commodities are superior horticultural commodities that have high price fluctuations (Indah Nur Qalbi, 2022). The fluctuating price of horticultural commodities is a recurring phenomenon throughout the year. The phenomenon of the spike in the price of horticultural commodities is monitored by the government because it can cause inflation for the economy. The demand for these commodities tends to increase every year along with the increase in population and their use as raw materials for industry. Likewise in the city of Makassar, which has a population growth percentage that continues to increase every year, namely in 2018 as many as 1,508,154 people to 1,526,677 people in 2019 so that the consumption needs for horticultural commodities, especially chilies, shallots and garlic also continue to increase. One of the success factors in controlling the rate of inflation is controlling horticultural prices (Prastowo et al., 2008). Real income of the community decreases due to high inflation, so that the purchasing power of the community decreases. Inflation instability makes economic actors hesitate in making decisions (Riyadh et al., 2009).

The alley is like a city cell and its brain is the government. "Cells and brains determine whether the city can continue to live, be healthy or even die. The Makassar City Government, said Danny, one of the things that his government will do is restore the spatial planning of Makassar City to world standards. Therefore, he saw the need to restore the alley. There are many social problems in the alley. Starting from the problem of motorbike muggings, people with low health levels, to many poor people who live in the alley. "So our approach is not a community, but a spatial approach that includes multi-communities, he explained. He explained, the Lorong Garden will be developed by planting chilies. It is hoped that this will generate large income for the people who live in the alley (Rahmat, 2017).

Lorong wisata (a tourist alley) is an alley in an area that has character and potential as a tourist destination. (Perwali No. 82 Tahun 2022, 2022). If previously it was called Lorong Garden, then starting in August 2022 it will be called Lorong Wisata (a tourist alley). The development of tourist alleys as an effort to develop the economy of the alley community. Because the lives of the people in the City of Anging Mammiri generally come from the alley. The existence of the tourist alley which was previously called the garden alley not only creates a clean and beautiful alley, but also how to develop the community's economy, the development of alleys that are able to provide positive contributions to the community, especially in realizing the economic independence of the community indirectly helps to encourage the improvement of a better city if the conditions in the alley are good, then of course the conditions of the community will be good. This will affect the condition of the city for the better, and vice versa. That's why our mayor is developing alleys as a starting point for developing the city to be better (Nurfitri, 2023). One of the functions of the tourist alley is to control inflation. The tourist alley (Lorong wisata) is the Makassar City Government's strategy to handle and prevent inflation. Longwis is a priority program of the Makassar City Government which is believed to be able to help the community to meet their needs. Both food needs and other needs that are carried out independently by the residents of the alley. Makassar City is trying to control inflation by utilizing the tourist alley. There are many activities in the tourist alley that can suppress inflation, for example planting chilies and various other food crops, for example chilies which are a contributor to inflation and in the tourist alley chili cultivation is carried out in the alley to suppress inflation (Siti Aminah, 2022).

Makassar is a city with controlled inflation, this can be seen from the inflation for 2018-2022 as follows:

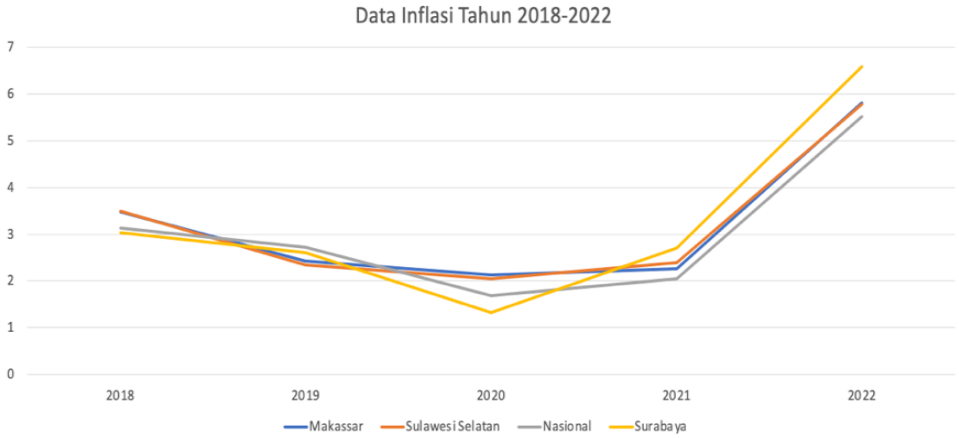
Table 1. Inflation Data 2018-2022

Years	2018	2019	2020	2021	2022
Makassar	3,48	2,43	2,13	2,226	5,81
South Sulawesi	3,50	2,35	2,04	2,40	5,77
Surabaya	3,13	2,72	1,68	2,04	5,51
Indonesia	3,03	2,60	1,33	2,71	6,59

Source: Central Statistics Agency (BPS)

In 2018, Makassar City inflation was still lower than South Sulawesi inflation, although it was still above national inflation and Surabaya City. In 2019, Makassar City inflation was below National Inflation and Surabaya City, although it was above South Sulawesi inflation. In 2020, Makassar City inflation was above South Sulawesi, National and Surabaya City inflation. In 2021, Makassar City inflation was below South Sulawesi and National inflation, although it was still above Surabaya inflation, and in 2022, Makassar City inflation was below Surabaya City inflation but still above South Sulawesi and National inflation.

Overall, Makassar city inflation is in the controlled category because it is still in a range that is not too far from the inflation rate of South Sulawesi, National and Surabaya City. This can be seen from the following picture:



Gambar 1. Inflation Curve

The controlled inflation in Makassar City is certainly inseparable from the important role of the Makassar City Government which is very serious in controlling inflation in Makassar City. One of the strategic programs of the Makassar City Government in an effort to control inflation is the Tourism Corridor Program (Lorong Wisata) which is expected to contribute to controlling inflation in Makassar City. Based on this background, the researcher is interested in raising the research title, namely: The Role of Tourism Corridors in Efforts to Control Inflation in Makassar City.

II. LITERATURE REVIEW

Lorong Wisata (The Tourism Alley)

The tourist alley is a flagship program of the Makassar City Government, as an effort to restore the community-based economy. The tourist alley has a wider scope and is not just a new tourist destination. The Tourist Alley Program is one of the efforts of the Makassar City Government to restore the economy in its region. The Tourist Alley, hereinafter referred to as LONGWIS, is an alley in an area that has character and potential as a tourist destination. (Perwali No. 82 Tahun 2022, 2022). The Makassar Tourism Alley (Longwis) Program is an innovation of the Makassar City Government (Pemkot) that activates previously abandoned alleys into independent community entrepreneurial centers, helping local economic growth, controlling inflation, and increasing community satisfaction, with the support of public participation and digitalization, including Makassar Metaverse as the latest breakthrough. Longwis is a multi-innovation that involves the community as a whole so that the community is empowered with the independence of entrepreneurship in the alleys (Said, 2023).

The Tourism Alley (Lorong Wisata) Program initiated by the Mayor of Makassar, Moh Ramdhan Pomanto, is not only to present new tourist destinations, but has a wider scope. Even through the Tourism Alley program, the Makassar City Government (Pemkot) promises to resolve the issue of school dropouts. Especially those who live in alleys. This is in line with the strategic program of the Education Revolution All Must Go to School which is an elaboration of the mission of the HR revolution and the acceleration of bureaucratic reform towards superior city HR with world-class public services free from indications of corruption. So the Tourism Alley is the door to all strategic programs of the city government. So the existence of the tourism alley which was previously called the garden alley not only creates a clean and beautiful alley, but also how to develop the community's economy. That is why the development of this tourism alley is one of the priority programs. This tourism alley or tourism alley is built with an instagrammable concept that can attract the attention of tourists. The tourism alley is beautified with mural art with various attractive color combinations. The alleys of Makassar City which are identical to 'narrow' and 'dirty' are now transformed into clean and beautiful. In this tour, several photo spots are prepared for visitors who want to take selfies and several places to play. The tourist alley program aims to improve and restore the economy in Makassar City in accordance with the program summarized in Makassar Recover by empowering Micro, Small and Medium Enterprises (MSMEs). Later, the City Government will upgrade the tourist alley to a garden alley until a business entity is formed.

Inflation

Inflation is the long-term increase in the prices of goods and services due to the devaluation of a currency. While inflation is a bad thing, it can be a good thing for businesses. Usually the problem of high inflation rates arises when there is an unexpected increase. If incomes do not increase with inflation, everyone's

purchasing power will decrease which in turn causes the economy to stagnate or slow down. In other words, Inflation, as mentioned, is basically how much the dollar is worth at any given time in terms of purchases. The idea behind inflation as a force for good in the economy is that a moderate level of interest rates can spur economic growth without devaluing the currency so much that it becomes almost worthless. Inflation is also a quantitative measure of the rate of increase in the average price level of a given basket of goods and services in an economy over a given period of time. Often expressed as a percentage, inflation indicates a decline in the purchasing power of a country's currency (Ibrahim, 2019).

Inflation is a symptom of a general and continuous increase in the price of goods. In other words, inflation is a symptom where there are many increases in the price of goods that occur intentionally or naturally that occur not only in one place, but in all corners of a country or even the world. This price increase occurs continuously and can increase the price of the goods even higher if no solution is found to solve the deviations that cause the inflation. Inflation is a symptom of an intentional or natural increase in the price of commodities that occurs in a country, not just in one location. In addition, inflation is described as a process of continuous price increases in general. In addition, inflation is a process in which the value of currency continues to depreciate.

Impact of Inflation on the Economy

In conventional theory, inflation is a symptom of a general and continuous increase in the price of goods. Inflation is caused by two things, namely, supply-pull inflation (demand full inflation), and cost-push inflation (cost push inflation). In addition to these things, inflation is caused by three conditions, namely, first, natural inflation caused by natural causes, where people have no control in suppressing inflation. Second, human error as inflation caused by human error itself. Third, emotional market, namely high demand for goods and services due to issues, religious activities, or related to culture or behavior. The impact of inflation is the worsening distribution of income, and the disruption of economic stability. So from the description above, two very significant impacts can be categorized when inflation occurs, namely: Decreasing the level of public welfare and worsening income distribution.

Rising prices, known as inflation, affect the cost of living, the cost of doing business, borrowing money, mortgages, corporate and government bond yields, and every other aspect of the economy. Inflation can be good for economic recovery and, in some cases, negative. How does inflation affect businesses? When the prices of energy, food, commodities, and other goods and services rise, the entire economy is affected. Rising prices, known as inflation, affect the cost of living, the cost of doing business, borrowing money, mortgages, corporate and government bond yields, and every other aspect of the economy. Even small increases in inflation can hurt a company's capital expenditures and increase its production costs. However, when controlled, inflation can be a healthy stimulus to the economy. Large companies can weather the effects of inflation, while smaller companies are often directly affected. High inflation can also have a negative impact on currency exchange rates, which can ultimately lead to a decline in exports (Ibrahim, 2019).

Currently, most countries are required to have sustainable economic growth and price stability. Price stability is still one of the main objectives of macroeconomic policies of these countries. The growth rate and inflation rate of the global economy are always moving, and to achieve stable economic growth, the relationship between inflation and economic growth remains one of the problems considered problematic in the macroeconomic realm (Kasidi F., 2012). When talking about the relationship between the inflation rate and the economic growth rate, professional literature is revived, noting that in previous economic theories it came to the conclusion that there was no relationship between these variables. However, today this opinion has changed and there is now a consensus that the variables of economic growth and inflation are interrelated. Therefore, when the inflation rate is low, the economy will definitely grow, and when the inflation rate exceeds two digits or when the inflation rate is higher, this will also be detrimental to the economic growth tren (Kryeziu & Durguti, 2019).

H1: Pakcoy production in Alley Wisata has a positive and significant effect on controlling inflation in Makassar City.

H2: Water spinach production in Alley Wisata has a positive and significant effect on controlling inflation in Makassar City.

H3: Chili pepper production in Alley Wisata has a positive and significant effect on controlling inflation in Makassar City

H4: Tomato production in Alley Wisata has an effect on controlling inflation in Makassar City

H5: Mustard greens production in Alley Wisata has an effect on controlling inflation in Makassar City

Horticultural Plants

Horticulture is a field of science and practice that deals with the cultivation, care, and maintenance of ornamental plants. Horticulture focuses on plants that are typically grown for aesthetic, decorative, and aesthetic purposes, rather than for consumption or other commercial use. Horticulture is often associated with gardening, landscape design, and green space planning. Activities in horticulture involve the selection, planting, care, and maintenance of ornamental plants, such as flowers, ornamental plants, trees, shrubs, and other plants. The main

goal is to create a beautiful garden, beautify the environment, and enhance the visual quality of an area. Horticulturists, or people who are involved in horticulture, may work as gardeners, landscape designers, or flower shop owners. They often understand aspects such as selecting plants that are appropriate to climate and soil conditions, proper planting techniques, plant care, and aesthetic garden design. Horticulture also involves an understanding of seasonal changes and the growth cycles of ornamental plants. In practice, horticulture can be a satisfying hobby that also contributes to the improvement of the environment and the beauty of a residence or public area.

The history of horticulture is a long story of the development of the practice of growing and caring for ornamental plants and gardens over the centuries. Here is a brief narrative of the history of horticulture: The practice of horticulture can be found in ancient civilizations such as Ancient Egypt, Ancient Greece, and Ancient Rome. Nobles and the upper classes often had beautiful gardens with various ornamental plants and statues. During the Middle Ages, monastic gardens or church gardens became common, tended by monks and nuns as part of their religious duties. Herbs were often grown here. The Renaissance period in Italy brought a major change in horticulture. Formal gardens with well-organized geometry, ponds, and statues became the trend. The Villa d'Este and Villa Lante in Italy are famous examples of Renaissance garden design. During the 17th and 18th centuries, horticulture continued to develop in Europe. Baroque and Rococo gardens with statues, oddly shaped trees, and elaborate terraces became the trend. The 19th century saw the popularity of English-style gardens, which created more relaxed, naturalistic gardens filled with ornamental plants. Charles Darwin, a renowned scientist, also made contributions with his research on plant marriage. In the 20th century, garden design and horticulture underwent various innovations. Modernist garden styles, such as the urban garden and the tropical garden, became popular. Modern agricultural technologies, such as the use of pesticides and hydroponics, also influenced the development of horticulture. In the late 20th and early 21st centuries, environmental awareness and sustainability became a major concern in horticulture. Many horticulturalists strive to adopt environmentally friendly practices and maintain biodiversity in garden design. Over time, horticulture has continued to evolve and change, reflecting changing cultural tastes, science, and technology. Today, horticulture is an important field in the gardening industry, landscape design, and environmental conservation. Horticulturalists continue to innovate in their efforts to create beautiful, healthy, and sustainable gardens.

H6: Does eggplant production in Alley Wisata have a positive and significant effect on controlling inflation in Makassar City?

H7: Does spinach production in Alley Wisata have a positive and significant effect on controlling inflation in Makassar City?

H8: Does red chili production in Alley Wisata have a positive and significant effect on controlling inflation in Makassar City?

H9: Does shallot production in Alley Wisata have a positive and significant effect on controlling inflation in Makassar City?

H10: Does long bean production in Alley Wisata have a positive and significant effect on controlling inflation in Makassar City?.

The conceptual framework in this study uses 10 (ten) independent variables and 1 (one) dependent variable with the following description:

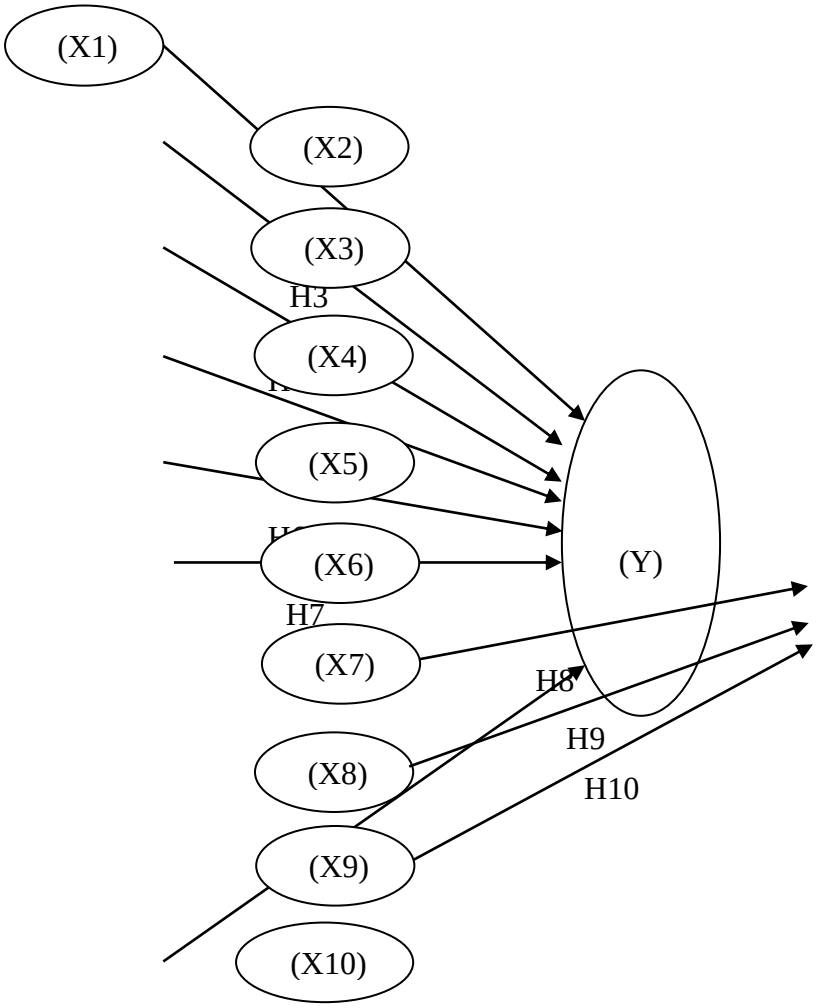


Figure 1. Conceptual Framework

III. RESEARCH METHODS

Research Design

Research is basically to show the truth and problem solving of what is being researched to achieve these goals, an appropriate and relevant method is carried out for the purpose of the research. Definition of Research Method (Sugiyono, 2016) is a research method interpreted as a scientific way to obtain data with certain goals and uses. With the research method, the author intends to collect historical data and observe carefully certain aspects that are closely related to the problem being studied so that data will be obtained that support the preparation of the research report. In this study, the research method used by the author is the empirical study method, namely research on empirical facts obtained based on observation and experience.

In this study, the approach used is quantitative research with a descriptive method approach, because the object of research in the Tourist Alley in Makassar City which will be studied by the researcher, in addition to the research results from the variables that will be explained in relation to each other. The quantitative method is a type of research whose specifications are systematic, planned and clearly structured from the beginning to the creation of the research design. According to Sugiyono (2013) The definition of quantitative methods is as follows: Quantitative methods can be interpreted as research methods based on the philosophy of positivism, used to research certain populations or samples, data analysis is quantitative/statistical in nature with the aim of testing established hypotheses. The definition of descriptive methods according to Sugiyono (2014), is a method in researching the status of a group of people, an object, a condition, a system of thought, or an event in the present. The purpose of this descriptive research is to create a description, picture or painting systematically, factually and accurately regarding the facts, characteristics and relationships between the phenomena being investigated.

The purpose of descriptive research is to analyze the effect of cayenne pepper, tomato, kale and spinach production on inflation control in Makassar City. To answer the existing research questions, the author tries to conduct this research first by explaining what variables will be studied and collecting initial information

including in-depth information searches regarding the matter to be studied. The data obtained are then processed, analyzed and further processed with the basic theories that have been studied.

Population and Research Sample (Data Source)

Population according to Sugiyono (2017) is a generalization area consisting of objects or subjects that have certain qualities and characteristics that are determined by researchers to be studied and then conclusions drawn. Population is not only humans but also objects and other natural objects. Population is also not just the number of objects or objects being studied, but includes all the characteristics or properties possessed by the subject or object. According to (Handayani, 2020), Population is the totality of each element to be studied that has the same characteristics, it can be an individual from a group, an event, or something to be studied. According to (Suryani & Hendryadi, 2015) Population is a group of people, events or objects that have certain characteristics and are used as research objects.

The population in this study is all tourist alleys in Makassar City recorded in 2023, namely 1,095 tourist alleys spread across 15 sub-districts or 153 urban villages in Makassar City. The sample is part of the population used for research. According to Sugiyono (2017) A sample is a part of the number and characteristics possessed by the population. The number of units in a sample is symbolized by the notation n. A sample is a part of the number and characteristics possessed by the population. If the population is large and researchers cannot study everything in the population, because they have limited funds, manpower and time, then researchers can use samples taken from a representative population (Darmanah, 2019). According (Gay, 2009) for descriptive method research, a minimum of 10% of the population, for a relatively small population a minimum of 20%, while for correlation research a sample of 30 respondents is required.

The sampling technique in this study is proportional sampling. The sampling technique is a sampling technique to determine the sample to be used in the study (Darmanah, 2019). According to Handayani (2020), Sampling technique or commonly called sampling is the process of selecting a number of elements from the population being studied to be used as samples and understanding the various properties or characteristics of the subjects being sampled, which will later be able to generalize from the population elements. Definition of sampling technique according to Margono (2004) is: Sampling technique is a way to determine a sample whose number is in accordance with the sample size that will be used as the actual data source, by paying attention to the characteristics and distribution of the population in order to obtain a representative sample.

The sampling technique in this study is a criterion sample. The criterion sampling technique is a method of selecting samples in research that involves the use of certain criteria or characteristics as a basis for selecting individuals or sample units from a larger population. In this technique, researchers set certain conditions or criteria that must be met by individuals or units to qualify as part of the research sample. These criteria are usually related to the research objectives and the variables being studied. The main purpose of the criterion sampling technique is to narrow the sample population into groups that have certain characteristics or traits that are relevant to the research question. In this way, the research can focus on groups that meet certain criteria, which can produce more relevant and informative results in accordance with the research objectives.

Given the large population, the sample in this study was a tourist alley that had a Farmer Group (KT) or Women Farmer Group (KWT) and had harvested the results of planting horticultural crops of at least 20 kg during the period February 2023 - July 2023, so the sample in this study was 135 tourist alleys.

Data collection technique

To obtain accurate and scientific data, several techniques are used in collecting data, namely:

A. Interview

In the interview, various kinds of questions have been prepared, but it is possible that other questions will arise during the research. Through this interview, the researcher digs up data, information, and a framework of information from the research subjects. The interview technique used is a guided free interview, meaning that the questions asked are not tied to the interview guidelines and can be deepened or developed according to the situation and conditions in the field. Interviews were conducted with the manager of the Tourism Alley, the Alley Council, the Head of the Food Security Service and related agencies.

Interview technique is a method used in qualitative research to collect data from participants or informants through direct conversation. Interviews can be a very useful tool for gaining an in-depth understanding of the views, experiences, and attitudes of research subjects. The choice of interview technique will depend on the purpose of the research, the nature of the desired data, and the limitations of the research. Sometimes, researchers can also combine various interview techniques to obtain more complete and in-depth data.

B. Observation

Observation is a scientific method that can be interpreted as observation through focusing attention on an object using the senses. The form of observation used is a free form that does not require an answer but records what appears to support the research results, including taking the form of participants and non-participants. Documentation

Documentation techniques are used in obtaining a number of data through recording from a number of

documents or written evidence such as population conditions, organizational structures, data and so on. The documents collected are selected according to the objectives and focus of the problem to be studied. To collect existing data, the author uses several documentation tools such as digital cameras and cellphone recordings that the author uses in conducting interviews. The author uses a digital camera to document interview activities in the form of photos. Thus, recording and documentation tools are very important to support research in collecting data.

Data Analysis Techniques

Before describing the data on food crop production and the contribution of the tourism sector of Lorong Wisata, first a classical assumption test is carried out, namely:

a. Normality test

The normality test in SPSS is one of the statistical procedures used to test whether the distribution of the data you have follows a normal distribution (Gaussian distribution) or not. The normal distribution has a bell shape and is a symmetrical distribution with most of the data centered around the mean with little data spread across the extreme tails.

b. Multicollinearity Test

The multicollinearity test is one of the tests in regression analysis used to identify whether there is a multicollinearity problem in the regression model. Multicollinearity occurs when two or more independent variables in a regression model have a strong relationship with each other, which can interfere with the interpretation of the regression coefficient and reduce the reliability of the multicollinearity test to determine deviations by looking at the linear influence between independent variables in the regression model. The test method used is by looking at the Inflation Factor (VIF) value in the regression model. If VIF <10 and Tolerance approaches> 0.1, then there is no multicollinearity between the independent variables.

c. Heteroscedasticity test

The heteroscedasticity test aims to test whether in the regression model there is inequality of variance from the residuals of one observation to another observation remains, then it is called homoscedasticity and if it is different it is called heteroscedasticity. A good regression model is one that is homoscedastic or does not have heteroscedasticity. Most cross-section data contain heteroscedasticity situations because this data collects data that represents various sizes (small, simple, and large).

d. Linearity Test

The linearity test aims to determine whether two variables have a linear relationship or not significantly. This test is usually used as a requirement in correlation analysis or linear regression. Testing in SPSS using the Test for Linearity with a significance level of 0.05. Two variables are said to have a linear relationship if the significance (Linearity) is greater than 0.05. The linearity test uses SPSS software for windows version 25.

Multiple Linear Regression Test

According to Jonathan Sarwono (2006) Linear regression estimates the magnitude of the coefficients produced by a linear equation, involving two independent variables, to be used as a predictive tool for the value of the dependent variable. The equation model used is as follows:

$$\mathbf{Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e}$$

Where:

Y = dependent variable, namely Inflation

a = constant

β1,β2, β3 = temporary regression coefficients independent variables

e = error term

This study was conducted by analyzing horticultural crop production data on the Tourism Alley in Makassar City. Where the results of the calculations were then tested using SPSS software version 25.0 with a significance level of 95% (a = 0.05).

T-test (Partial test analysis)

This test method aims to test the partial regression coefficient of the independent variable against the dependent variable. This t-test is basically to show how far the influence of one explanatory/independent variable individually in explaining the variation of the dependent variable. The decision-making criteria are carried out with a significance level of 5%. If sig t <0.05 then there is an influence between the independent variable and the dependent variable. If tcount>ttable then there is a significant influence between the independent and dependent variables. The T-test or partial (or individual) test in this study is used to prove whether there is an influence between pakcoy (X1), Kangkung (X2), cayenne pepper by (X3), tomatoes (X4), mustard greens by (X5), eggplant (X6), spinach (X7), red chili (X8), shallots (X9) and long beans (X10) on inflation in Makassar City.

F Test (Simultaneous Influence Analysis)

This F test aims to determine the joint influence of the independent variable with the dependent variable. To test this hypothesis, the F statistic is used with the decision-making criteria that if the significant value is > 0.05 then H1 is rejected, while if the significant value is < 0.05 then H1 is accepted. In this study, the F test is used to test the joint influence of direct evidence of pakcoy (X1), Kangkung (X2), cayenne pepper (X3), tomatoes (X4), mustard greens (X5), eggplant (X6), spinach (X7), red chili (X8), shallots (X9) and long beans (X10) on inflation.

Coefficient of Determination (R^2)

The determination coefficient test aims to determine how much the independent variable can explain the dependent variable. The determination test can be seen through R square, the R square value is said to be good if it is above 0.5.

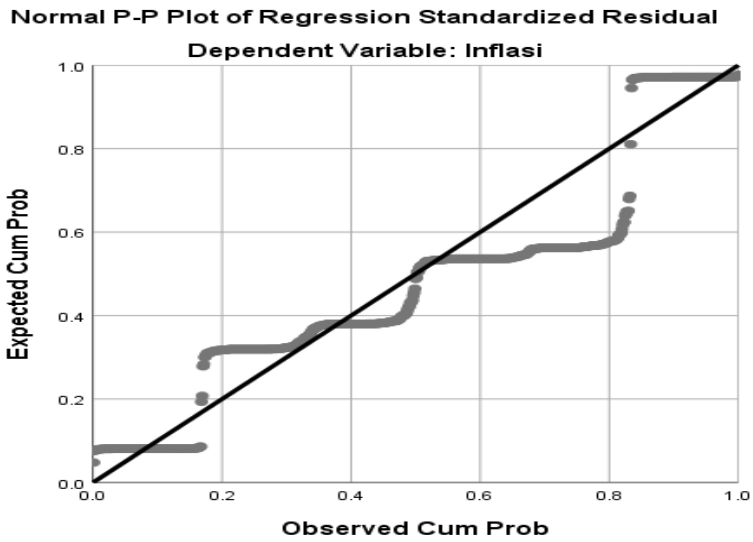
IV. RESULT AND DISCUSSION

Classical Assumption Test

Normality Test

The normality test is conducted to see whether the regression model used has residuals that are normally distributed or not. Where, decision-making data is said to be normally distributed, if the data or points are spread around the diagonal line and follow the direction of the diagonal line. Conversely, it is said to be not normally distributed, if the data or points are spread far from the direction of the line or do not follow the diagonal. The results of the graphical normality test in this study can be seen in the following graph:

Figure 5.1. P-P Plot Regression Graph



Source: SPSS 25 processed data output (2023)

In Graph 5.1, the normal P-Plot of Regression Standardized Residual shows that the distribution of points is along the diagonal line and follows the flow of the diagonal line. The data distribution test conducted using this graphical method shows results that can be concluded that the regression model is suitable for measuring the influence of independent variables on independent variables and has met the assumption of normality.

Multicollinearity Test

The multicollinearity test in this study aims to test whether there is a correlation between independent variables. This test is one part of the classical assumption in conducting multiple regression analysis. A good model is a model that does not have a correlation between independent variables.

Table 5.6. Multicollinearity Test Results

Coefficientsa

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Pak choy (X1)	0.996	1.004
	Water Spinach (X2)	0.791	1.265
	Cayenne pepper (X3)	1.000	1.000

	Tomato (X4)	0.990	1.010
	Mustard (X5)	0.854	1.171
	Eggplant (X6)	0.971	1.030
	Spinach (X7)	0.939	1.065
	Red chili (X8)	0.902	1.108
	Red onion (X9)	0.989	1.011
	Long beans (X10)	0.996	1.004

Dependent Variable: Inflation

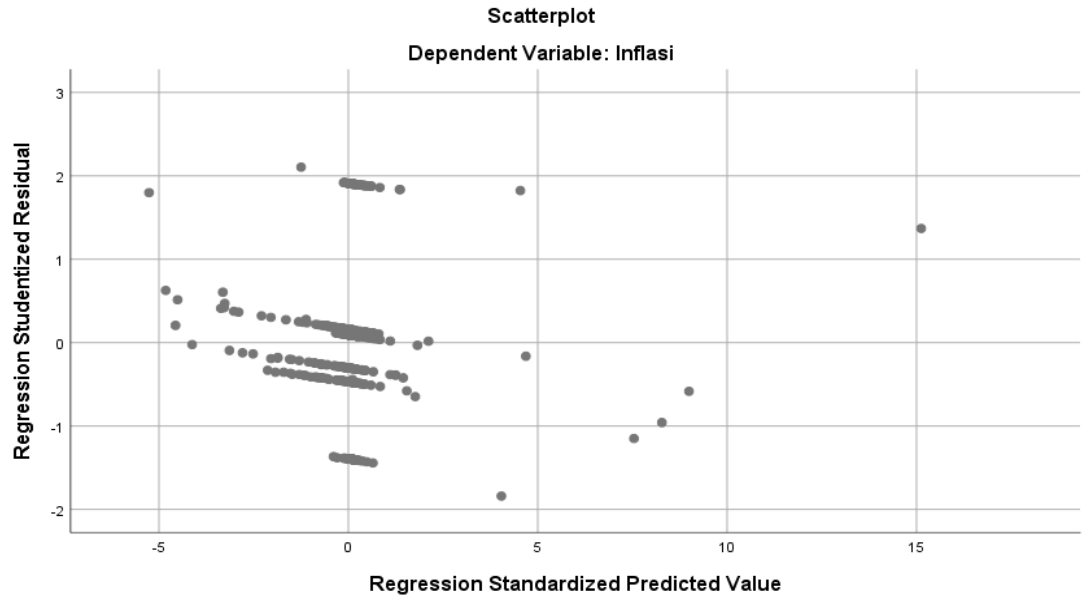
Source: SPSS 25 processed data output (2024)

Based on table 5.6 coefficients, the results obtained are Tolerance > 0.10 and VIF < 10.00, so it can be concluded that there is no deviation from the classical assumptions of the multicollinearity test between the research variables.

Heteroscedasticity test

The heteroscedasticity test aims to see whether in the regression model there is inequality of variance from the residual of one observation to another. The results of the heteroscedasticity test on the scatterplot graph can be seen in the following image:

Figure 5.2. Scatterplot Graph



Source: SPSS 25 Output (2024)

Based on Figure 5.2. The Scatterplot graph shows no unclear patterns, and the points in the image above are spread above and below the number 0 on the Y axis. So it can be concluded that there is no heteroscedasticity in the regression model of this study.

Regression Analysis Results

Multiple linear regression analysis is used to determine the magnitude of the influence of independent variables (free) namely pakcoy (X1), Kangkung (X2), cayenne pepper (X3), tomatoes (X4), mustard greens (X5), eggplant (X6), spinach (X7), red chili (X8), red onion (X9) and long beans (X10) on the dependent variable (bound) namely Inflation (Y), using multiple linear regression analysis. Based on the results of data processing carried out with the SPSS version 25 program, the following multiple linear regression results are obtained:

Table 5.8. Regression Analysis Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	.172	.012	
	Pak choy (X1)	-2.384	.000	-.010

	Water Spinach (X2)	.000	.001	.017
	Cayenne pepper (X3)	-6.335	.000	-.013
	Tomato (X4)	-.001	.004	-.010
	Mustard (X5)	-.001	.002	-.010
	Eggplant (X6)	-.005	.006	-.028
	Spinach (X7)	-.001	.005	-.009
	Red chili (X8)	.006	.009	.024
	Red onion (X9)	-.008	.019	-.015
	Long beans (X10)	.012	.009	.046

a. Dependent Variable: Inflation
Source: processed data (2024)

Based on the results of table 5.8 coefficients, the following regression equation is obtained.:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \beta_6 X_6 + \beta_7 X_7 + \beta_8 X_8 + \beta_9 X_9 + \beta_{10} X_{10} + e$$

or,

$$Y = 0{,}172 - 2{,}38 X_1 + 0 X_2 - 6{,}33 X_3 - 0{,}001 X_4 - 0{,}001 X_5 - 0{,}05 X_6 - 0.01 X_7 + 0{,}006 X_8 - 0{,}008 X_9 - 0{,}012 X_{10} + e$$

From the equation above, it can be interpreted as follows:

1. Constant Value (a)

The constant value of 0.172 means that if the variables pak choy (X1), water spinach (X2), cayenne pepper (X3), tomatoes (X4), mustard greens (X5), eggplant (X6), spinach (X7), red chili (X8), red onion (X9) and long beans (X10) have a fixed value or 0 (zero) then inflation has a value of 0.172.

2. Pak Choy (X_1)

The Regression Coefficient X1 (β1) is -2.38 and has a negative sign (non-directional relationship), meaning that if pak choy production increases by one unit, inflation will decrease by 2.38 or if pak choy production decreases by one unit, inflation will increase by 2.38.

3. Water Spinach (X_2)

The Regression Coefficient X2 (β2) is 0, meaning that if water spinach production increases by one unit, inflation will not increase/decrease, or if pak choy production decreases by one unit, inflation will also not decrease/increase.

4. Cayenne Pepper (X_3)

The Regression Coefficient X3 (β3) is -6.33 and has a negative sign (non-unidirectional relationship), meaning that if cayenne pepper production increases by one unit, inflation will decrease by 6.33 or if pak choy production decreases by one unit, inflation will increase by 6.33.

5. Tomato (X_4)

The Regression Coefficient X4 (β4) is -0.001 and has a negative sign (non-directional relationship), meaning that if tomato production increases by one unit, inflation will decrease by 0.001 or if tomato production decreases by one unit, inflation will increase by 0.001.

6. Mustard greens (X_5)

The Regression Coefficient X5 (β5) is -0.001 and has a negative sign (non-unidirectional relationship), meaning that if mustard greens production increases by one unit, inflation will decrease by 0.001 or if mustard greens production decreases by one unit, inflation will increase by 0.001.

7. Eggplant (X_6)

The Regression Coefficient X6 (β6) is -0.005 and has a negative sign (non-directional relationship), meaning that if eggplant production increases by one unit, inflation will decrease by 0.005 or if eggplant production decreases by one unit, inflation will increase by 0.005.

8. Spinach (X_7)

The Regression Coefficient X7 (β7) is -0.001 and has a negative sign (non-directional relationship), meaning that if spinach production increases by one unit, inflation will decrease by 0.001 or if spinach production decreases by one unit, inflation will increase by 0.001..

9. Red Chili (X_8)

The regression coefficient X8 (β8) is 0.006 and has a positive sign (unidirectional relationship), meaning that if red chili production increases by one unit, inflation will increase by 0.006 or if red chili production decreases by one unit, inflation will decrease by 0.006..

10. Red Onion (X_9)

The Regression Coefficient X9 (β9) is -0.008 and has a negative sign (non-directional relationship), meaning that if shallot production increases by one unit, inflation will decrease by 0.008 or if shallot production decreases by one unit, inflation will increase by 0.008..

11. Long Beans (X_{10})

The X10 Regression Coefficient (β10) is 0.012 and has a positive sign (unidirectional relationship), meaning that if long bean production increases by one unit, inflation will increase by 0.012 or if long bean production decreases by one unit, inflation will decrease by 0.012.

Partial Significance Test (t-Test)

The T-test is used to determine the relationship between independent variables individually (partially) affecting the dependent variable. This means explaining the variables pakcoy (X1), kale (X2), cayenne pepper (X3), tomatoes (X4), mustard greens (X5), eggplant (X6), spinach (X7), red chili (X8), red onion (X9) and long beans (X10) can individually affect inflation (Y). The following t-test results can be seen in the coefficients table:

Table 5.9. Partial Test Results (T-Test)

Coefficients[a]

Model		t	Sig.
1	(Constant)	14.650	.000
	Pak choy (X1)	-0.287	.775
	Water Spinach (X2)	0.419	.676
	Cayenne pepper (X3)	-0.357	.721
	Tomato (X4)	-0.289	.773
	Mustard (X5)	-0.264	.792
	Eggplant (X6)	-0.781	.435
	Spinach (X7)	-0.248	.804
	Red chili (X8)	0.647	.518
	Red onion (X9)	-0.420	.675
	Long beans (X10)	1.289	.198

a. Dependent Variable: inflation

Source: processed data (2024)

In table 5.9 coefficients, the results of partial hypothesis testing (t-test) can be seen, which can be explained as follows:

1. Pakcoy production variable (X1), obtained a calculated t value (-0.287) < t table (1.960) which is t calculated is smaller than t table and (sig) = 0.775 is greater than the probability which is 0.05 or 0.775 > 0.05. So it can be concluded that the pakcoy production variable has no significant effect on inflation..
2. The variable of water spinach production (X2), obtained the calculated t value (0.419) < t table (1.960) which is the calculated t is smaller than the t table and (sig) = 0.676 is greater than the probability which is 0.05 or 0.676 > 0.05. So it can be concluded that the variable of water spinach production has no significant effect on inflation.
3. The cayenne pepper production variable (X3), obtained a calculated t value (-0.357) < t table (1.960) which means that t is smaller than t table and (sig) = 0.721 is greater than the probability which is 0.05 or 0.721 > 0.05. So it can be concluded that the cayenne pepper production variable has no significant effect on inflation.
4. Tomato production variable (X4), obtained a calculated t value (-0.289) < t table (1.960) which means t count is smaller than t table and (sig) = 0.773 is greater than the probability which is 0.05 or 0.773 > 0.05. So it can be concluded that the tomato production variable has no significant effect on inflation.

5. The production variable of mustard greens (X5), obtained a calculated t value (-0.264) < t table (1.960) which means that the calculated t is smaller than the t table and (sig) = 0.792 is greater than the probability which is 0.05 or 0.792 > 0.05. So it can be concluded that the mustard greens production variable has no significant effect on inflation.
6. Eggplant production variable (X6), obtained a calculated t value (-0.781) < t table (1.960) which means t count is smaller than t table and (sig) = 0.435 is greater than the probability which is 0.05 or 0.435 > 0.05. So it can be concluded that the eggplant production variable has no significant effect on inflation..
7. Spinach production variable (X7), obtained a calculated t value (-0.248) < t table (1.960) which means t count is smaller than t table and (sig) = 0.804 is greater than the probability which is 0.05 or 0.804 > 0.05. So it can be concluded that the spinach production variable has no significant effect on inflation..
8. The red chili production variable (X8), obtained a calculated t value (-0.420) < t table (1.960) which is t calculated is smaller than t table and (sig) = 0.518 is greater than the probability which is 0.05 or 0.518 > 0.05. So it can be concluded that the red chili production variable has no significan effect on inflation.
9. The variable of red onion production (X9), obtained the value of t count (-0.420) < t table (1.960) which is t count is smaller than t table and (sig) = 0.675 is greater than the probability which is 0.05 or 0.675 > 0.05. So it can be concluded that the variable of red onion production has no significant effect on inflation.
10. Long bean production variable (X10), obtained tcount value (1.289) < ttable (1.960) which is tcount is smaller than ttable and (sig) = 0.675 is greater than probability which is 0.05 or 0.675 > 0.05. So it can be concluded that the long bean production variable has no significant effect on inflation.

Simultaneous Significance Test (F Test)

The F test aims to determine the influence of variables together, namely the independent variables of pak choy (X1), water spinach (X2), cayenne pepper (X3), tomatoes (X4), mustard greens (X5), eggplant (X6), spinach (X7), red chili (X8), red onion (X9) and long beans (X10) with the dependent variable of inflation (Y)..

Table 5.10. Simultaneous Test Results (F Test)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.342	10	.034	.373	.958[b]
	Residual	73.059	796	.092		
	Total	73.401	806			

a. Dependent Variable: Inflation
b. Predictors: (Constant), Long Beans, Pakcoy, Cayenne Pepper, Spinach, Eggplant, Tomato, Shallot, Red Chili, Mustard Greens, Water Spinach
Source: SPSS 23 output processed data, 2024

From the table 5.10 ANOVA, the F count value is 0.373 with F table of 2.061. Thus, F count (0.373) < F table value (0.373) and the level of significance is 0.958 because sig > 0.05, then the variables pak choy (X1), water spinach (X2), cayenne pepper (X3), tomatoes (X4), mustard greens (X5), eggplant (X6), spinach (X7), red chili (X8), red onion (X9) and long beans (X10) have no significant effect simultaneously on inflation (Y).

Determination Test

The Determination Coefficient Test is used to measure how much the model's ability to explain the variation of the dependent variable in the study. If the R2 value is small, it means that the ability of the independent variables to explain the variation of the dependent variable is very limited. The results of the determination coefficient test can be seen in the following table:

Table 5.11. Results of the Determination Coefficient Test (R^2)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.068[a]	.05	-.008	.30296

a. Predictors: (Constant)
b. Dependent Variable: inflation
Source: processed data (2024)

Based on table 5.11 Model Summary, the coefficient of determination (R2) is known to be 0.05 (5%). This figure shows that the independent variables, namely pakcoy (X1), kale (X2), cayenne pepper (X3), tomatoes (X4), mustard greens (X5), eggplant (X6), spinach (X7), red chili (X8), red onion (X9) and long beans (X10) explain the dependent variable inflation (Y) by 0.05% while the remaining 95% is explained by other factors outside this model..

V. DISCUSSION

The Influence of Pakcoy Production in Tourist Alley on Inflation Control in Makassar City

Based on the results of the regression equation analysis, it was found that the effect of pak choy production in Lorong Wisata on controlling inflation in Makassar City had a negative effect (not in the same direction) and was not significant. This shows that pak choy production in Lorong Wisata is able to control inflation in Makassar City where with the increase in pak choy production in Lorong Wisata, inflation can be controlled with a decrease in the inflation factor in Makassar City.

Pak choy production in Lorong Wisata is expected to be able to increase supply to meet the needs of the people of Makassar City, both for sale on the market and for personal consumption. Pak choy is a green vegetable that is the result of cultivation planted in a hydroponic container, one of the places for planting pak choy is in Lorong Wisata (Longwis) Amora, Minasa Upa, Rappoccini District. Lorong Wisata Amora, Minasa Upa has carried out several harvests from hydroponic planting systems. These cultivated vegetables are then distributed to residents in Longwis and its surroundings. Pak choy planting is also carried out in Lorong Wisata (Longwis). This time at the Bahagia II Rouen longwis, Jalan Bahagia, Sudiang Village, Biringkanaya District, which has also harvested several times.

Hydroponic plant cultivation that is often found in the tourist alley (longwis) Makassar is not only used as a plant to be consumed as a processed food. However, hydroponic plants such as spinach and mustard greens can be processed by residents to be made into drinks that have economic value. One of them is the Pakcoy Juice drink, a processed product from the hydroponic plant cultivation of the Zurich tourist alley located on Jl Karmila 4, Dewi Karmila Sari Complex, Tamalanrea Village, Tamalanrea District, Makassar. The ingredients or composition are quite simple, namely pakcoy mustard greens, water, granulated sugar, honey and flavor enhancer. This drink is green because it is made from mustard greens. The pakcoy juice produced at the Zurich Tourist Alley is preservative-free so it is very healthy to consume every day. Not only that, this pakcoy juice is also packaged in a contemporary drink bottle. So that it makes its appearance more attractive.

The Makassar City Government has succeeded in encouraging women's food independence through the Tourism Alley (Longwis) program. The Women Farmers Group (KWT) in the alley has proven to have created food independence in the midst of families. Hydroponic plants that have been managed in the Haderslev Tourism Alley on Somba Opu Street, Maloku Village, Ujung District through the guidance of the Makassar Food Security Service have succeeded in saving expenses and increasing family income. "So the results of agricultural development managed by the women farmers group are not only consumed by the community in the alley, but also marketed, which of course will provide additional income for the existing family economy. Hydroponic plants managed by the Tourism Alley such as Pakcoy and Lettuce vegetables. These commodities are not only sold in the form of vegetables, but are also managed into culinary products that can have a fairly high selling value and profit. We make ice cream and chips from this Pakcoy vegetable, this is sold to the community and there are already buyers from outside.

The Influence of Water Spinach Production in Tourist Alley on Inflation Control in Makassar City

Based on the results of the regression equation analysis, it was found that the effect of water spinach production in Lorong Wisata on controlling inflation in Makassar City had no effect and was not significant. This shows that the production of water spinach in Lorong Wisata has not been able to control inflation in Makassar City where with the increase in pakcoy production in Lorong Wisata, inflation will not increase/decrease in the inflation factor in Makassar City.

Water spinach production in Lorong Wisata is expected to be able to increase supply to meet the needs of the people of Makassar City, both for sale on the market and for personal consumption. Water spinach is a green vegetable that is the result of cultivation planted in hydroponic containers, one of the places for planting pakcoy is in Lorong Wisata Saint - Quentun, Sudiang Raya Village. Lorong Wisata Saint - Quentun, Sudiang Raya Village has carried out several harvests from hydroponic planting systems. These cultivated vegetables are then distributed to residents in Longwis and its surroundings. Water spinach planting is also carried out in Lorong Wisata (Longwis) Lorong Wisata Silves Kel. Ballaparang Kec. Rappocini has also done several harvests. Utilization of idle land for the cultivation of staple food commodities in Lisbon Cokonuri Tourism Alley located in the Gunung Sari Military Command Complex RW 08, Gunung Sari Village, Rappocini District, has shown proud results. Plant production, especially Okra, is actively distributed to supermarkets in Makassar City. In addition to Okra, other plants that have been successfully cultivated by the Lisbon Cokonuri Tourism Alley Farmers Group are Water Spinach, Pakcoy, Chili, Green Mustard Greens, Tomatoes, Onions, and tubers.

These horticultural plants are cultivated using the polybag method and aquaponics on minimal land. The Gunung Sari Village Government also continues to encourage residents in the tourism alley (longwis) to be more productive. Both in the agricultural, livestock, and micro, small and medium enterprises (UMKM) sectors..

The Influence of Chili Pepper Production in Tourist Alley on Inflation Control in Makassar City

Based on the results of the regression equation analysis, it was found that the effect of cayenne pepper in Lorong Wisata on controlling inflation in Makassar City had a negative effect or was not in the same direction and was not significant. This shows that the production of red chili in Lorong Wisata is able to control inflation in Makassar City where with the increase in pakcoy production in Lorong Wisata, inflation can be controlled with a decrease in the inflation factor in Makassar City. Chili is an icon in Lorong Wisata (Longwis) Maastricht which is located on Jl Abubakar Lambogo Lr 4, Bara-Baraya Village, Makassar District. It can be seen from the garden managed by the Anggrek Women Farmers Group (KWT). Of the total area of the KWT Anggrek garden, which is 25x20 meters. There are 2 plots of land specifically for cultivating chili. The first land with an area of 4x3 meters is located right in front of the entrance to the garden and the second land with an area of 3x3 meters is located inside the garden with a roof. From all the cultivation here, the most abundant is chili plants, that's why our icon is chili. In fact, because of the abundance of chili in Longwis Maastricht, the Anggrek KWT, which consists of 30 people, has marketed chili to several restaurants.

Residents of Mariso District in Makassar City have succeeded in utilizing 50 square meters of unused land to plant chili, which generates an income of around IDR 500 thousand per month. This success is the result of the solidarity of the residents and efforts to make the Tourism Alley (Longwis) program a success, which also includes the Continue Planting Movement. This program has also been implemented in several locations, including in Mariso District, precisely by the Community of RT 05/RW 01 in Mariso Village, on Jalan Nuri, Alley 302. Through the Tourism Alley Program, Mariso residents in collaboration with the Mariso Village Government, LPM, RT, and RW can transform 50 square meters of unused land into productive agricultural land. The Independent Farmer Group formed by residents has harvested chili four times. Each harvest produces around 14 to 19 kilograms of chilies, with an income of Rp. 500 thousand per month.

The Influence of Tomato Production in Tourist Alley on Inflation Control in Makassar City

Based on the results of the regression equation analysis, it was found that the effect of tomato production in Lorong Wisata on controlling inflation in Makassar City had a negative or non-unidirectional and insignificant effect. This shows that tomato production in Lorong Wisata is able to control inflation in Makassar City where with the increase in tomato production in Lorong Wisata, inflation can be controlled with a decrease in the inflation factor in Makassar City.

Tomato planting is carried out in Lorong Wisata Haderslev in Maloku Village, Ujung Pandang District. Lorong Haderslev is one of the culinary alleys that utilizes residents' yards for farming. In addition, Longwis also presents a number of cultivations including tomato cultivation. The use of residents' yards by planting various food commodities such as chilies, tomatoes, pakcoy, onions, and rice has brought Makassar to experience deflation of 0.11 percent based on BPS Makassar City data as of October 2022.

The Influence of Mustard Greens Production in Tourist Alley on Inflation Control in Makassar City

Based on the results of the regression equation analysis, it was found that the effect of mustard greens production in Lorong Wisata on controlling inflation in Makassar City had a negative or non-unidirectional and insignificant effect. This shows that mustard greens production in Lorong Wisata is able to control inflation in Makassar City where with the increase in mustard greens production in Lorong Wisata, inflation can be controlled with a decrease in the inflation factor in Makassar City.

Mustard greens production in Lorong Wisata is expected to be able to increase supply to meet the needs of the people of Makassar City, both sold on the market and consumed personally. Pakcoy is a green vegetable that is the result of cultivation planted in hydroponic containers. One of the places for planting mustard greens is in the Anchorage AFC AFC Amirullah Street, which has harvested the second Pakcoy mustard greens plant in a hydroponic container. This harvest was sold to local residents after the first harvest in the form of lettuce leaves was distributed for free. The proceeds from the sale will be used to buy seeds and fertilizers to plant the following plants and the rest is divided equally to support the family economy.

Longwis Jincheng (Shanxi) Jalan Kodingareng, Mampu Village, Wajo District. has very good readiness and completeness of the alley. Starting from the completeness of food commodities such as Shallots, Garlic, Rice, Chili, Pakcoy, Corn, Porang, Mustard Greens, Sweet Potatoes and Tomatoes. For this alley, it is quite complete, we just need to increase it more. The Metaverse also doesn't exist yet, the relevant Agency will take care of it. Only this UMKM can already run

The Influence of Eggplant Production in Tourist Alley on Inflation Control in Makassar City

Based on the results of the regression equation analysis, it was found that the effect of eggplant production in Lorong Wisata on controlling inflation in Makassar City had a negative or non-unidirectional and insignificant effect. This shows that eggplant production in Lorong Wisata is able to control inflation in

Makassar City where with the increase in eggplant production in Lorong Wisata, inflation can be controlled with a decrease in the inflation factor in Makassar City. Eggplant production in Lorong Wisata is expected to be able to increase supply to meet the needs of the people of Makassar City, both for sale on the market and for personal consumption. Eggplant is a green vegetable that is the result of cultivation that is planted.

One of the eggplant planting places is in Lorong Wisata (Longwis) Milan is one of the superior longwis in Makassar. It is located in Totaka Village, Ujung Tanah District, precisely on Jalan Cakalang 5 right next to the Nurul Iman Mosque. The length of the alley is 200 meters. There are 20 houses in this longwis. The residents number 21 Heads of Families (KK) or 80 people, consisting of 33 men and 47 women. This Longwis is also decorated with various cool murals, there is a Kareang Galesong mural located at the front of the hallway and an island mural located at the end of the hallway. Even uniquely in this Milan Longwis there is a vegetable garden. The garden with an area of 15x20 meters is planted with various types of vegetables including eggplant. KWT Seroja is also fostered in the development of yard-based agriculture or urban farming. Where a number of agricultural commodities are produced, including chilies, shallots, water spinach, spinach, eggplant, porang, and others. Extension workers or assistants not only foster but also provide assistance such as seeds that are given once a year, assistance with planting tools, compost, fertilizer, and others. Including we are diligently included in training classes. The existence of the tourist alley, especially the farmer groups that are fostered, is very helpful for the community. Both in increasing the economic independence of families, also providing new experiences and knowledge in utilizing home land as a location for farming.

The Influence of Spinach Production in Tourist Alley on Inflation Control in Makassar City

Based on the results of the regression equation analysis, it was found that the effect of spinach production in Lorong Wisata on controlling inflation in Makassar City had a negative or non-unidirectional and insignificant effect. This shows that spinach production in Lorong Wisata is able to control inflation in Makassar City where with the increase in spinach production in Lorong Wisata, inflation can be controlled with a decrease in the inflation factor in Makassar City.

Spinach production in Lorong Wisata is expected to be able to increase supply to meet the needs of the people of Makassar City, both for sale on the market and for personal consumption. One of the spinach planting locations is Lorong Wisata Adelaide, Karampuang Village, precisely on Jalan Racing Center Lr. I. The food commodities that are planted have entered the harvest period, one of the food commodities they produce is spinach. Residents in Lorong Wisata Adelaide, Karampuang Village, precisely on Jalan Racing Center Lr. I are happy. The Lorong Wisata program is now bearing fruit. The happiness of the residents of Lorong Wisata Adelaide is because the food commodities they planted some time ago have entered the harvest period, the food commodities they produce are kale and spinach. It is known that the results of the harvest are seeds that they obtained from the Tourism Corridor program provided by the Makassar City Government through the Makassar City Food Security Service.

The Influence of Red Chili Production in Tourist Alley on Inflation Control in Makassar City

Based on the results of the regression equation analysis, it was found that the effect of red chili production in Lorong Wisata on controlling inflation in Makassar City had a positive or unidirectional effect and was not significant. This shows that red chili production in Lorong Wisata has not been able to control inflation in Makassar City, where with the increase in red chili production in Lorong Wisata, inflation cannot be controlled with an increase in the inflation factor in Makassar City.

Red chili production in Lorong Wisata is expected to be able to increase supply to meet the needs of the people of Makassar City, both for sale on the market and for personal consumption. One of the places for planting pakcoy is in KWT Seroja in Lorong Wisata Haderslev (Lorong 293), Jalan Somba Opu, Maloku Village, Ujung Pandang District. Where through KWT Seroja, the community manages hydroponic plants through the guidance of the Makassar Food Security Service, as well as the use of home yards as a place to grow crops. KWT Seroja is also fostered in the development of home yard-based agriculture or urban farming. Where a number of agricultural commodities are produced, including red chilies.

The Influence of Red Onion Production in Tourist Alley on Inflation Control in Makassar City

Based on the results of the regression equation analysis, it was found that the effect of shallot production in Lorong Wisata on controlling inflation in Makassar City had a negative or non-unidirectional and insignificant effect. This shows that shallot production in Lorong Wisata is able to control inflation in Makassar City where with the increase in shallot production in Lorong Wisata, inflation can be controlled with a decrease in the inflation factor in Makassar City.

Shallot production in Lorong Wisata is expected to be able to increase supply to meet the needs of the people of Makassar City, both for sale on the market and for personal consumption. One of the shallot planting locations is in Lorong Wisata Bahagia II Rouen which is located on Jalan Bahagia, Sudiang Village, Biringkanaya District. Some of the plants in the tourist alley such as shallots, garlic, rice, several vegetable plants, catfish cultivation, lobster and many other UMKM products in the Lorong Wisata Bahagia II Rouen.

The Influence of Long Bean Production in Alley Tourism on Inflation Control in Makassar City

Based on the results of the regression equation analysis, it was found that the effect of long bean production in Lorong Wisata on controlling inflation in Makassar City had a negative or non-unidirectional and non-significant effect. This shows that the production of long beans in Lorong Wisata is able to control inflation in Makassar City where with the increase in pakcoy production in Lorong Wisata, inflation can be controlled with a decrease in the inflation factor in Makassar City.

Long bean production in Lorong Wisata is expected to be able to increase supply to meet the needs of the people of Makassar City, both for sale on the market and for personal consumption. One of the locations for planting long beans is in Lorong Wisata Houston, located on Jl Tanjung Lereh RT 03, RW 06. The length of the alley is about 100 meters. There are 24 houses, 30 Heads of Families (KK) with a total of 105 residents in this longwis. Entering this tourist alley, the eyes will be spoiled with a clean atmosphere. The walls are beautifully filled with murals. There are murals of waterfalls and phinisi boats. Various types of plants are neatly arranged on the right and left sides of the alley. There are medicinal plants called cat's whiskers, bidara, life-giving and keji shard. As for the types of vegetables, there are lettuce, pak choy mustard greens, eggplant, green beans, cabbage, long beans, Brazilian spinach, ginger and onions.

VI. Conclusion

Based on the results of data analysis and discussion in this study, the following conclusions can be drawn:

1. Pakcoy plant production in Lorong Wisata is able to control inflation in Makassar City, although it is not yet significant.
2. Water spinach plant production in Lorong Wisata has not been able to control inflation in Makassar City and is not yet significant.
3. Chili pepper plant production in Lorong Wisata is able to control inflation in Makassar City, although it is not yet significant.
4. Tomato plant production in Lorong Wisata is able to control inflation in Makassar City, although it is not yet significant.
5. Mustard green plant production in Lorong Wisata is able to control inflation in Makassar City, although it is not yet significant.
6. Eggplant plant production in Lorong Wisata is able to control inflation in Makassar City, although it is not yet significant.
7. Spinach plant production in Lorong Wisata is able to control inflation in Makassar City, although it is not yet significant.
8. Red chili plant production in Lorong Wisata is not yet able to control inflation in Makassar City and is not yet significant.
9. Red onion plant production in Lorong Wisata is able to control inflation in Makassar City, although it is not yet significant.
10. Long bean crop production in Lorong Wisata has not been able to control inflation in Makassar City, although it is not yet significant.

VII. Recommendation

Based on literature studies, observations at the tourist alley in Makassar City, and interviews with actors in the Makassar City Tourism Hallway, we propose the following recommendations:

1. Optimizing land management in tourist alleys throughout the city of Makassar with the following efforts:

a. Management of unproductive land (idle land) to be managed by the government together with the local community, where there is still government land that has not been managed optimally.

b. Utilization of land owned by residents that is not used (empty or unkempt). The role of the local government is needed to mediate the owners of houses/empty land to be used by local residents by planting horticultural crops.

c. If necessary, the government should carry out land acquisition on land owned by residents that is not managed properly.

2. Optimization of knowledge transfer by the Service, especially agricultural extension workers to provide understanding to residents in Lorong Wisata about horticultural plant cultivation so that they can produce well.
3. It is necessary to add agricultural extension workers, preferably every sub-district has agricultural extension workers. The status of agricultural extension workers can be ASN or PPTK, it can also be a collaboration with the community in the Lorong who have experience and knowledge about agriculture specifically in Lorong Wisata.
4. Optimization of collaboration of all parties as interpreted in the Pentahelix Collaboration model involving the Government, Community, Academics, Media and Business who support each other in increasing

horticultural plant production in Lorong Wisata throughout Makassar City. The Pentahelix model aims to motivate Lorong Wisata actors by increasing the role of government, academia, business, community, and media to generate value for the community and environmental benefits from Lorong Wisata.

5. The need to maximize the role of technology in increasing horticultural plant production. The role is like the use of technology for automatic watering so when the plant manager in the tourist alley is unable to monitor the agricultural plants, they can water them automatically.
6. Optimizing the use of technology can also be in the form of technology in monitoring the fertility of plants in the tourist alley.
7. Utilization of the Internet of Things (IoT) in each sub-district to be able to support horticultural planting activities in the tourist alley.
8. The need to maximize the business process in the tourist alley starting from the nursery to the marketing of the harvest from the cultivation of horticultural plants in the tourist alley.

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