

## AGROTOURISM DEVELOPMENT: COMMUNITY-BASED TOURISM IN KARO REGENCY

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### *Abstract*

Sebraya village, located in Karo Regency, has 5.5 ha of agricultural land and livestock that is managed directly by the local villagers. This agricultural land includes fruits, vegetables, diverse types of flowers, medicinal plants, etc. Moreover, this village also has animal husbandry such as sheep, chicken, fish, and pigeon cultivation. This study attempts to examine what agrotourism activities can be explored, what extent agrotourism has been developed, and how the villagers contribute to agrotourism activities. Qualitative method was used in this study. Data collection was conducted by observation, interviews, and documentation. The primary data sources were obtained from the villagers who work in agriculture and the secondary data sources were directly collected by researchers as support data to the first source. The findings revealed that the agrotourism of Sebraya Village could potentially be developed as agrotourism. Yet, the local villagers really needed assistance in the field of planning, counseling about the concept of agrotourism, and facilities that support the development and management of agrotourism in Seberaya Village.

**Keywords:** agritourism, community-based development

## INTRODUCTION

Some tourism experts have the idea of developing agrotourism by empowering agricultural fields in rural areas which have the potential to be explored as an alternative tourist destination. Many studies have been burgeoning related to the development of tourism based on agricultural resources, called agrotourism. Previous studies revealed that there has been a shift in tourist interest towards tourism products that people want. The tourists prefer doing various activities in quiet and natural places which not only have clean and fresh air, but also interesting and unique attractions. Rural areas generally have these characteristics. Encountering this problem, it is required a careful action to develop tourism synergy with agriculture by forming friendly environmental tourism, such as agrotourism. Agrotourism or agricultural tourism is as a series of tourist travel activities that use agricultural sector from the production to post-harvest processing in various systems to develop knowledge, understanding, experience, and recreation in agriculture (Nurisjah, 2001). The development of agrotourism in rural areas based on local communities is expected to provide many benefits, not only for the local villagers, but also urban communities to understand, appreciate, and manage agriculture as a means of education.

Agriculture and livestock are the main milestones in the development of agrotourism. Focusing on their potential role, agrotourism will develop and advance rapidly. Most rural areas in Indonesia have agricultural and livestock land like in Seberaya Village, Karo Regency. The agriculture in Seberaya Village has been developing rapidly. It can be proved from the livelihood of the local people in Seberaya Village. Most of them make a living as farmers, such as farmers of rice, fruits, flowers, vegetables, and herbs.

The local villagers in Seberaya Village have a huge agricultural land. They planted several crops which the agricultural products mostly become their local consumption of the in Seberaya Village. Some harvest products were sold to collectors to earn money from their agricultural products. However, the profit is not too much since the lack of an economic mindset of farmers in the future. Nevertheless, the local farmers in Seberaya Village feel sufficient and satisfied for their economic fulfillment.

Seberaya Village has future potential combined with tourist attractions and its beautiful scenery. The superior potential found in the agricultural land of Seberaya Village includes flower plants, corn plants, medicinal plants and others which are interesting for tourists to come. This village is also a friendly environment since the local farmers never use chemicals substances. The visitors and tourists can do several activities on this farmland, including gardening and together with the local farmers harvest agricultural products. The purposes of these tourism activities can influence improving local people welfare (Ramly, 2017).

## **LITERATURE REVIEW**

### **Development of Agrotourism**

Essentially, the daily habits of rural people still have a mutual assistance. It proves that life is always accompanied by various efforts to survive. Agriculture is a hereditary activity that has been around for a long time. It has become part of the livelihood of people in rural areas. Agricultural activities have shaped people's lifestyles not only just cultivating fields, gardens, rice fields, and forests, but also attracting other people to know more. For instance, a farmer who is plowing a field using buffalo as a ploughing animal, indicating the nuances of the community's cultural traditions that attract other people. The expanse of rice fields has formed a natural feel. The rice field spread like a tapestry forming an amazing natural hue that attracts many people. The green vegetables have also

formed greenery and beauty on the hillsides. The variety of fruit products from the local gardens has been able to attract tourists to enjoy the delicacy. All are the potential of agricultural products that combine agricultural products and attraction for other people to visit. This is the nature of agriculture that can develop tourism products and become an important part of diversifying tourism products. The local farmers and their crops are a harmonious integration that can encourage the development of tourism.

Agrotourism has been successfully developed in Switzerland, New Zealand, Australia, and Austria. While in the USA is just the beginning phase and has only been developed in California. Some farming families are attempting to increase their income by offering overnight lodging for tourists (Sudiasa 2005).

The development of agrotourism is a combination of agriculture and tourism for having holidays in the village. This concept gives a different attraction to other types of tourism, as revealed by Damanik and Weber (2006) that tourist attraction has four things, namely, uniqueness, originality, authenticity, and diversity. Thus, agrotourism offers a unique potential that can be enjoyed by tourists.

Several studies have been conducted (Ulfa, 2015; Sumantra, 2015; Sastrayuda, 2010) related to the development of agrotourism. The attraction of agrotourism is farming experience and self-service harvesting. The motivation of agrotourism is to generate additional income for local farmers.

However, agritourism is also an opportunity to educate people about agriculture and ecosystems. The pioneers in agrotourism are farmers, visitors/tourists, and governments or institutions. Their participation and contribution on agritourism development are important to succeed the agrotourism in the future (Yuesti 2015)

### **Community-Based Tourism**

Community-Based Tourism (CBT) is tourism that considers aspects of environmental, social, and cultural sustainability (Nurhidayati, 2012; Ernawati, 2010; Hadiwijoyo, 2012; Sznajde, 2019). CBT is a tool to promote sustainable tourism development. Suansri (2003) stated some basic principles of CBT as follows:

- a. Recognizing, supporting, and developing community ownership in the tourism industry.
- b. Involving the members to start the plan.
- c. Developing community pride.
- d. Developing the quality of life of the community.

- e. Ensuring environmental sustainability.
- f. Maintaining the uniqueness of character and culture in the local area.
- g. Assisting the development of learning about cultural exchange in the community.
- h. Respecting for cultural differences and human dignity.
- i. Distributing profits fairly to community members.

These ten basic principles as foundation that play a role in determining the percentage of income (distribution of income) in projects in the community. These basic principles is also as a direction and basic principles for the sustainability of tourism development.

Conceptually, Nurhidayati's CBT (2012) is defined as an alternative approach that emphasizes community participation and involvement. CBT is also a tool for community economic empowerment. The following application of CBT requires the fulfillment of several principles which can be displayed as follows. According to Suansri (2003), Isnaini (2007), and Yemen (2004), the principle of Community Based Tourism can be noticed from several aspects as follows:

- 1) Economical, providing job vacancies in tourism sector, increasing the local people's income, making of community funds.
- 2) Social, improving the quality of life, increasing community pride, giving a fair division of roles (gender, age), making a mechanism for strengthening community organizations.
- 3) Cultural, encouraging people to respect other cultures, promoting cultural exchange, increasing the culture of development.
- 4) Political, increasing the participation of local people, developing the power of the wider community, making a mechanism that guarantees the rights of local communities in the management of natural resources.
- 5) Environmental, developing of carrying capacity, desining environmentally friendly waste disposal system, concerning for conservation.

### **Swot Matrix Analysis**

Rangkuti (2017) proposed SWOT matrix as a tool used to compile the company's strategic factors. This matrix can clearly illustrate how the external opportunities and threats faced by the company can be adjusted to their strengths and weaknesses.

## METHODOLOGY

Qualitative research method is conducted to this study is. Qualitative research is humanistic research, can explain naturalistic perspectives, and interpretive perspectives of human experience. This study was conducted systematically and completely through observation, interviews, and documentation studies. Observation is expected to know directly how the description of (1) Agrotourism in Seberaya Village, (2) Community-Based Agrotourism in Seberaya Village, (3) Agrotourism Development in Seberaya Village.

Based on the above concepts, this study used observation, interviews, and documentation studies as its data collection techniques. The form of observation used in this qualitative research is "participatory observation, unstructured observation, and structured observation". In-depth interviews were conducted in this qualitative research as a process of obtaining information for research purposes by asking and answering questions face to face between the interviewer and informants without using guidelines. The instrument items were interviews with (1) Seberaya Village Farmers, (2) Seberaya Village Breeders, (3) Seberaya Village Working Group, (4) Seberaya Village Community.

## RESULTS AND DISCUSSION

Seberaya Village is in the herbal agrowista area. Seberaya Village is in Kubucolia regency and lies on Sukanulu road with site boundaries, namely: the north is bordered by Sukanulu Village, the south is bordered by West Kubucolia Village, the east is bordered by Jalan Sukanulu, the west is bordered by Jalan Kubucolia Seberaya. In this village there are many relics from his ancestors such as traditional houses, handicrafts, and interesting tourist destinations. That is, this village is known as a tourism village in Karo regency.

### Seberaya Village Agrotourism

#### Agrotourism in Agricultural Land

##### a. Medicinal Plants

Seberaya Village has agricultural land including medicinal plants. This farmland has been around for a long time since this medicinal plant was pioneered in 1990 with a land area of 1.5 ha. Originally, this agricultural land had not been mapped properly. It is still on mixed plants that were used for their properties and local consumption.

Having some assistance from the local government, this agricultural land developed to be well conceptualized, such as mapping according to the type of crop. The types of plants in this agricultural land are bone perennials, kirinyuh, mahogany Leaves, sambung nyawa, honje, laja, turmeric, memeniran and others that can cure minor diseases and severe diseases such as heatiness, laryngitis, flu and cough, diabetes, cancer, and other diseases.

#### b. Ornamental Plants

Seberaya Village also has ornamental plants, these ornamental plants grow on an area of 0.5 ha. This ornamental plant was managed directly by the owner who lives in Seberaya Village. The types of ornamental plants such as: kemuning plants, pucuk merah, red roses, etc. This ornamental plant is well managed and used as a place for tourists who come to enjoy it and even buy for a souvenir. Nevertheless, these ornamental plants are not well mapped.

#### c. Vegetable Garden

In Seberaya Village there is also a vegetable farm, covering an area of 2 ha, the beauty of this vegetable farm can attract the tourists to come. There are several types of plants such as: corn, cabbage, lettuce, beans, onions, tomatoes, chili, etc. The agricultural products of these vegetables are usually for their own consumption. Moreover, they will sell the vegetables to others to earn some money. Yet, road access to this vegetable farm is still too small for tourists and has not been managed properly.

#### d. Orchards

Moreover, Seberaya Village also has a Fruit Farming land with an area of 1 ha, Types of Fruits grown on this agricultural land such as: guava, water Guava, jackfruit, cocoa, and others. Fruit crops in agricultural land in this village are arguably still underdeveloped because people who grow fruits are still rare, a small part is managed by the owner directly as well as vegetables from this fruit farm are usually consumed by individuals and a small part is sold to collectors and processed to be used as food products. In terms of tourists, this orchard is only a supporting aspect in the sale of fruits considering the location of the garden is not concentrated in a park.

e. Coffee Plantation

This coffee farm is still new in Seberaya Village, because coffee farming has only appeared in Tourism at this time. With a land area of 0.2 ha, this coffee plantation can produce tens of kilos of coffee fruits which later the results of this coffee harvest are collected and sold by the owner to collectors. In terms of agrotourism, it is more seen in the aspect of education (Eduwisata).

The results of research on agrotourism in agriculture show that the existing agro has fulfilled the elements of agrotourism, where medicinal plants have been well organized and have received attention from the local government. For ornamental plants, they already have diversity that meets the elements of agrotourism, but nevertheless have not been conceptually mapped. For vegetable gardens have a diversity of vegetables but access to plant areas is still narrow, for fruit gardens planted individually is not specifically mapped. For coffee plantations, it is more on the educational aspect. When viewed from a community-based aspect, it has been fulfilled, because this agricultural land is fully managed directly by the surrounding community,

### **Agricultural Activities**

Agricultural activity is one of the utilizations of biological resources carried out by humans to produce food, industrial raw materials, or energy sources. In Seberaya Village, the habits of farmers farming are quite good because judging from the good and sustainable management process from season to season, farmers in Seberaya Village have also tasted such as types of fertilizers and plant vitamins to fertilize the soil and plants to be healthy and the harvest is satisfactory, but that way there is still a lack of understanding about the sale of food products outside Seberaya Village.

They assume that the agricultural products produced are mostly consumed for personal use, only a few are sold to collectors, the lack of equitable training for all farmers in Seberaya Village, and the lack of government assistance for agricultural development in Seberaya Village.

### **Community-Based Agrotourism in Seberaya Village**

#### **1. Economic Aspect**

The economic aspect is an impact that can be felt in real terms by the community, Agrotourism Development in Seberaya Village, Karo Regency is described as follows:



**a. Open of Business Opportunities in Tourism**

Sustainable tourism is able to open business opportunities for the community in the field of tourism, this has not happened well in Seberaya Village, Karo Regency. The resulting business opportunities are still small and in the way the community continues to develop as a source of livelihood such as becoming farmers, ranchers, and some becoming collectors of agricultural products. The resulting business opportunities are still small and in the way the community continues to develop as a source of livelihood such as becoming farmers, ranchers, and some becoming collectors of agricultural products. The business opportunities found in Seberaya Village are expected to be able to attract people to earn higher incomes.

**b. Increase in Business Actors' Income**

With the existence of supporting agrotourism, it has had an economic impact that can be felt directly by the community in Seberaya Village. With this business opportunity and agrotourism development, people can feel by getting more income from their agricultural land which is cultivated and visited by tourists.

**1. Social Aspect**

Seberaya Village is part of the Karo Regency area where the community itself is dominated by Sundanese tribes; this shows the development of community-based agrotourism. The discussion carried out by researchers is as follows.

**a. Improving the Quality of Life of the Community**

The economic and social benefits of the development of community-based agrotourism in Seberaya Village will improve the quality of life of those who previously did not know to know about the development of tourism, which previously the community only got income or income from agricultural products sold but with the development of tourism that can increase income that will improve their quality of life.

**c. Improve Community Soft Skills**

By developing community-based agrotourism in Seberaya Village, which plays an important role, namely the community itself. The community is required to be able to direct the course of tourism business activities in Seberaya Village to welcome tourists friendly, drop the direction of the intended place and so on. With that, people can already feel the changed behavior in themselves to be more responsive when tourists visit.



d. Fostering people's self-confidence

In the development of tourism can also make people more confident in themselves, seen from the community who already know that their environment has the potential to be used as a tourist spot and they also have expertise that is what it is but very attractive to tourists.

e. People are members of the Community

With the tourism business, this invites the community to create a special tourism community with the aim of developing tourism in Lamajang Village well, the community is more active in organizing and creating working groups devoted to tourism development in Seberaya Village.

## **2. Environmental Aspects**

The development of Community-Based Agrotourism in Seberaya Village provides hope for the community that can be managed sustainably. The sustainability of this village is inseparable from the environmental conditions, both natural conditions, agricultural land, and supporting facilities. Researchers discuss this in environmental aspects as follows,

a. Improving Environmental Sustainability

The development of tourism and the environment has a very close relationship, especially agrotourism that utilizes environmental land to make it a tourism potential. This Seberaya Village has arranged the environment as well as possible by mapping areas or land that are ready to be used for agrotourism development and do not interfere with other community activities to work, also the community has arranged and arranged the environment in Seberaya Village so as not to change the environment and even damage it.

b. Optimal Facilities and Infrastructure

Environmental aspects that are influential in the development of agrotourism in Seberaya Village are not only sustainability, but aspects of facilities and infrastructure also play an important role in developing agrotourism in Seberaya Village. The Seberaya Village community only has some infrastructure facilities that support small things for the development of this Agrotourism such as toilets, gathering points and have not been able to have good facilities to further support the development of good Agrotourism.

## **3. Cultural Aspects**

Seberaya Village has people who prefer to be a farmer in their livelihood, because farming activities become their culture in improving their quality of life and encouraging the

younger generation to continue it. That way the researcher describes as follows: Maintaining the unique character and culture of Seberaya Village, the people of Seberaya Village have farming habits in their daily lives, this shows that the community already has the ability to farm well.

#### **4. Political Aspect**

The government and the community have their respective roles in the development of agrotourism in Seberaya Village, but the two parties cannot be separated because they have a relationship in the development of this agrotourism. The researcher describes one of the political aspects in the development of agrotourism as follows: Government Involvement in Supporting Agrotourism Development, Seberaya Village does not deny that there is government assistance in it for the development of Agrotourism in Seberaya Village, the Government provides plant seeds to the people of Seberaya Village in order to support the development of Agrotourism in this Village, the Community responds well to the provision of plant seeds provided by the government and is well managed until now.

#### **Agrotourism Development in Seberaya Village**

##### **Development Strategy Using SWOT Matrix**

The SWOT matrix provides a clear picture of the factors that are strengths and weaknesses as well as the opportunities and threats that Seberaya Village agrotourism has. The SWOT matrix contains a combination strategy of S-O (Strength Opportunities), S-T (Strength-Threats), W-O (Weakness-Opportunities), and W-T (Weakness-Threats).

After knowing the position of Seberaya Village agrotourism and obtaining the core strategy based on strengths, weaknesses, opportunities and threats, alternative strategies can be formulated. The formulation of this strategy is carried out using a SWOT matrix. The SWOT matrix of Seberaya Village agrotourism can be seen in the following table.

**SWOT Matrix Analysis Table**

<b>IFAS</b>          <b>EFAS</b>	<b>STRENGTH</b> 1.Has an extensive vegetable farm 2.Has a medicinal plant farm 3.Has a coffee farm 4.Owns a flower plantation 5.Has a chicken farm 6.Has fish farming 7.Has pigeon livestock 8.good planting techniques 9.Improve people's soft skills	<b>WEAKNESS</b> 1.Poor fruit farming 2.Low sheep farming 3.Opening business opportunities for the community 4.Facilities and infrastructure that have not been supported
	<b>OPPORTUNITY</b> 1.Beautiful natural beauty 2. Government Involvement in Seberaya Village Agrotourism Development 3. There are quite a lot of agrotourism enthusiasts 4. Good enough access	<b>STRATEGIY SO</b> 1. Expanding Agrotourism marketing (S1,S2,S3,S4,S5,S6,S, O1) 2. Maintaining the quality of agricultural products (S8,O3) 3. Make good service to tourists in order to increase interest in Agrotourism (S9,O2,O4)
<b>TREATH</b> 1. More famous competitors 2. Natural factors	<b>STRATEGI ST</b> 1. Developing a unique Agrotourism concept (S9, T1) 2. Implement hydroponic farming (S8, S9, T2)	<b>STRATEGI WT</b> 1. Improving the quality of agriculture (W1, W2, T1) 2. Improving the quality of Agrotourism Management (W3, T1) 3. Providing supporting facilities for hydroponic farming (W4, T2)

Source: Processed data (2023)

## CONCLUSION

Based on the results of research and discussion, hereby the researcher concludes as follows:

### 1. Agrotourism in Seberaya Village

Seberaya Village has a fairly large agricultural land, including vegetable farming, fruits, flower plants, coffee plants. This farm is managed and developed by the local community

who are also farmers in their agricultural fields, In addition to agriculture in Seberaya Village, it also has quite good farms including chicken farming, sheep farming, fish farming, and pigeons. However, there is no good enough mapping and no facilities that support the Development of Agrotourism in Seberaya Village.

## 2. Community-Based Agrotourism in Seberaya Village

Agricultural land, livestock in Seberaya Village is managed directly by the people of Seberaya Village, this shows that Agrotourism in Seberaya Village is community-based seen from several suspects including social, economic, cultural, environmental, and political aspects that can make community business opportunities in the field of tourism. However, people still do not understand the concept of good agrotourism.

## 3. Development of Agrotourism Based in Seberaya Village

The position and condition of Agrotourism in Seberaya Village in Internal 2.88 and External 2.47, With quadrant points using GE Selectivity Matrix, which is in the middle position which means that Seberaya Village has advantages that can be used as opportunities for tourist attraction in the field of Agrotourism and can minimize weaknesses by developing Agrotourism to be able to compete with competitors as well as control existing threats. And then agrotourism managers in Seberaya Village need to develop short-term, medium-term, and long-term strategic plans.

No	Program Description	Strategy Plan		
		Short-term	Medium-Term	Long-Term
1.	Expanding Agrotourism Marketing	✓		
2.	Maintaining the quality of agricultural products	✓		
3.	Make a good service to tourists in order to increase interest in agrotourism		✓	
4.	Create training on Agrotourism		✓	
5.	Improve the quality of fruit farming			✓
6.	Improving Sheep farming Specialization			✓
7.	Creating supporting facilities for Agrowisata activities			✓
8.	Developing a unique agrotourism		✓	

	concept			
9.	Implementing hydroponic farming		✓	
10.	Improve agricultural quality	✓		
11.	Improve the quality of Agrotourism Management	✓		
12.	Provide supporting facilities for hydroponic agriculture		✓	

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