

The Development of Agritourism Village Area (case study at Kemuning Lor Village Arjasa Subdistrict Jember Regency)

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Abstract.

One of the famous tourist attractions in Jember and became the icon of the agritourism village since 2009 in Jember Regency is Kemuning Lor Village, Arjasa subdistrict, Jember regency. This case makes the background of the research entitled the development of Agrowisata Village in Kemuning Lor Village, Arjasa District, Jember Regency. The objectives of this research are: 1) to know the economic empowerment of the community in the village of agritourism; 2) to identify the impact of tourism village development on community income; 3) to identify regional cooperation in the management of agritourism areas; and 4) to analyze the appropriate policy to the development of agritourism areas. This research uses descriptive research type. Research results are (1) the empowerment that already exists in the village of agritourism for example economic learning through the formation of skill groups with training models, economic learning through the formation of art groups, empowerment models through agent of change .; (2) The impact of tourism village development on community income does not affect the income of the community. The increase of community income that occurred at the time of the study was due to the outside income of the farm, not the existence of an agritourism village. (3) Local government cooperation in managing the agritourism area included aspects: 1) Human Resource; 2) capital; 3) production; 4) distribution; 5) marketing; 6) competitiveness; and (7) Analysis of development policy of agritourism village in Kemuning Lor in, Arjasa sub-district, Jember regency as follows: tourism development policies especially agritourism villages already exist but have not run optimally in accordance with the vision and mission of the Tourism Office.

Keywords: Regional development, Agritourism Village

1. INTRODUCTION

The central government through the East Java Province Tourism Office since 2009 has intensified tourism villages aimed at attracting domestic and non-domestic tourists [1]. In Jember Regency 3 villages are packed including Kemuning Lor Village Arjasa subdistrict, Sukorambi Village, Sukorambi subdistrict and Sumber Rejo Village, Ambulu subdistrict.

One of the tourism objects in Jember Administrative town is precisely the Rembangan tourism object located in the village of Kemuninglor, Arjasa subdistrict, Jember Regency. This area can be said to be a cool and fresh air resting place. Besides, there are also accommodation facilities, restaurants, children's playgrounds and others

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located on an area of 13.45 hectares. another potential natural wealth is the potential dairy farm and Rembangan milk factory, the existence of Rayap plantation, and dragon fruit plantations that should have been able to be packaged into tour packages, in which tourists can pick the dragon fruit directly from the tree. But all the potential of agribusiness has not yet been developed maximally [2].

According to the Head of Jember Regency Tourism and Culture (2009), it was found that on holiday visitors in the Rembangan area are 100-150 per day, while the number of the visitors on long holiday increased by 30%, both tourist visits and staying at the hotel. Yet, the room of the hotel in Rembangan is not always full. The impact of tourism potential that has not developed yet, is that the welfare of the community has not increased. According to [3] the population is 40,816 people, whereas many as 9,500 are farmworkers.

Seeing the magnitude of the natural tourism potential found in the tourist area of Rembangan, Jember, especially potential agritourism with plantation products, namely: Arabica and Robusta coffee, it is banana, durian, and papaya which have always been the main attraction for domestic and foreign visitors with various interests both for study and tourism. This potential has not developed optimally due to the limited attention and capacity of local human resources in capturing tourism sector opportunities. The potential possessed by the agrotourism area is not sufficiently explored to the fullest, as a result, the information about the existence of this area is very minimal. These facts lead to the background of the research entitled the development of agritourism village area in Kemuning Lor Village, Arjasa subdistrict, Jember Regency.

The objectives of this research are: 1) To know the economic empowerment of the community in the village of Agritourism; 2) to identify the impact of tourism village development on community income; 3) to Identify regional cooperation in the management of agritourism areas; and 4) to analyze the appropriate policy to development of agritourism areas.

II. METHODS

This research uses descriptive research type. Descriptive research is research that describes the facts as it is in the field. The description is about variables, symptoms or circumstances and does not require administration or control of treatment. This research was carried out for approximately 8 months starting from April 2013. While for the second year it was started on February 2014 and was conducted for 8 months.

Table 1 Data Collection Techniques

Purpose	Data Needs	Population	$\sum n$	
Knowing empowerment	economic	Economic empowerment	Social organization	330
Identify the development	impact of	Community income	Local community	550
Identify policies	Policy model	Local government and village government, community, businessmen, experts and academics		110

The collection of data and information can be done through observation / direct observation of situations and conditions that occur in the research area, as well as other social contexts involved. The data collection techniques used in this study are as follows: a. Primary data collection is done by 1) Interview / Questionnaire that is an activity to find information and data from selected sampling. 2) Direct observation / observation. The results of observations/observations in this study were recorded descriptively. The data and information can be in the form of quantitative and qualitative data tables, images and maps in the study area, as well as photo visualization. b. Secondary data, obtained from library books and related institutions and the validity of the data can be accounted for.

III. RESULT AND DISCUSSION

Economic empowerment programs that have been implemented in the village of Kemuning Lor to prepare tourism villages are the promotion of the National Tourism Independent Community Empowerment Program (PNPM-P). PNPM-Tourism is a poverty reduction program aimed at the poor in tourist villages, villages around tourist attractions, and villages around tourism businesses. Mandiri Tourism PNPM is part of Mandiri PNPM which is implemented through community empowerment, capacity building of stakeholders and giving the direct assistance to the community to improve the welfare of the community with tourism development in tourist villages, villages around tourist attractions and villages around tourism businesses [4].

The National Program for Community Empowerment Mandiri Tourism in the village of Kemuning Lor Arjasa Subdistrict has been running for 3 years since 2009. The economic empowerment model in the village of Kemuning Lor is also based on local wisdom based on the creative economy by the guidelines for implementation in PNPM-P. The local wisdom means the exploration of natural potential and the social-cultural and economic potential of the local community. The Economic Empowerment Model of Kemuning Lor Village in the form of learning is learning by forming skill groups with training models, Learning economics through the formation of art groups and learning through agents of change. The empowerment model is as follows:

a. Economic Learning Through the Formation of Skill Groups with Training Models.

This empowerment model is formed by making small groups to sharpen training consisting of 15 to 20 adults. According to the results of the interview with the key person from the Jember Tourism Office, there were several models of economic empowerment based on existed local economies: Training. The training to support the activities of the agritourism village Kemuning Lor are: a) The bamboo-based skills training is: (1) Skill to make skewers made from bamboo wood; (2) Skill of making guest tables and chairs made from bamboo wood; (3) Skill in making woven waste containers and coffee containers; (4) Skill of making birdcages; b) Skill training based on dragon fruit, as follows (1) Training to make dragon fruit chips (2) Training in making dragon fruit crackers, (3) Training in making dragon fruit syrup; (4) Training on making dragon fruit ice cream; (5), training in making dragon fruit lipstick; c) Tire skills training, as follows the training makes pots made from used car tires. d) Training of tour guides and homestay management. In managing the homestay the material is the understanding of agritourism, the basics of catering services and management, homestay standardization. The homestay training aims to prepare decent stay facilities based on the community. b. Economic Learning Through the Formation of Art Groups This art empowerment model is 15 to 20 people consisting of young women of art called local lumbago dance. Where the dance can be presented in welcoming RI Independence Day or other social events, and mass arts events.

c. Empowerment Model Through Change Agents

The empowerment model in empowerment through two forms: the first form of training carried out by local village PKK leaders along with the ranks under PKK administrators who are usually done once every 1 to 2 weeks. Furthermore, the organizers provide training to the groups that have been formed by the village government and the community.

The second is carried out by the local Tourism Office which is usually done when certain activities are held. Tourism service culture conducts assistance to village PKK administrators by looking at the type of assistance through the training that will be carried out, for example, training in the preparation of food ingredients from dragon fruit usually 3 to 6 working days, training in bamboo basic materials around 4 days to 7 working days. all come from the Tourism Office. In this study using the PRA (*Participatory Rural Appraisal*) approach is used to describe the desires and needs of the Kemuning Lordalam village community economic empowerment related to promoting agro-tourism villages.

The desires and needs that become problems in economic empowerment to prepare the village of agrotourism are a) It does not have the sincerity and readiness of all local village communities in empowering the community's economy through the village of agrotourism. It was involved in participating in the implementation of the PNPM-P empowerment program that not all members of the training group consistently carried out, for example, tour guide groups that received paddling bicycle assistance.

The community only receives its assistance without understanding the intent and purpose of the assistance. This is because the recipients of the assistance feel that they are not by what they need. Another example is that the community is not ready to understand the local community-based homestay management that was recommended by the Tourism Office. Another inhibiting factor is that The homestay program does not work because there are parties who voluntarily rent houses and yards of the local community for homestay activities. b) The community has not been able to market the results of the skills that have been made. The results of skills training provided to the community have been numerous and the community is good enough in creating skill results, but the constraints resulting from the skills of the village community are marketing strategies and marketing areas. the example is the crafting bamboo tables and chairs which they found difficult to market. c) Limited facilities owned by the community within the limitations of facilities owned by the community are all forms of equipment, equipment, and infrastructure that are owned by the community to support agritourism. For example, facilities for homestays are difficult to find where places can be used. d) Socio-cultural conditions it means that the Kemuning Lor villagers are not yet able to utilize the existing economic empowerment because of the mindset of the local community that empowerment should be given funding and facilities. The community will accept the empowerment program if many people follow the program, the results of the empowerment program can be seen in a short time and the results are quite large.

Identifying the Impact of Tourism Village Development on Community Income

In this study, to see the impact of the development of agritourism areas, an income function model was created. The factors used to determine this model are farm income (PUT), non-farm income (PLUT), household head age (U), number of families (JKlg) and dummy variables impacting the development of agrotourism (Dagr). All of these income factors are independent variables (X) which will predict people's income in the study area (Y). The estimation results obtained for linear models are: $Y = 6,529 + 0.032 \text{ PUT} + 0.216 \text{ PLUT} + 1.229 \text{ U} + 1,236 \text{ JKg} + 0.172 \text{ Dagr}$.

Based on the estimation of multiple linear models, the coefficient of determination (R²) is 59.5 percent, while the corrected coefficient of determination (R_{adj}) is 49.3 percent. This result showed that 49.3 percent of the variables in the model can be explained by variations in the independent variables that explain the farming income, outside farm income, age, number of families and the impact of developing agrotourism. While 40.5 percent is influenced by other factors outside the model. F Test states that the variables in the model simultaneously have a significant effect on the 99 percent confidence level [5]. While the variables that affect income partially for this model are carried out by P-value test.

Impact of Developing Agrotourism Areas

Based on the respondents' answers to the community in the study area, it was produced that as many as 81 percents answered that the development of agritourism areas did not have an impact on people's income, while as many as 19 percents answered that the development of agro-tourism areas had an impact on the income of the community in the study area.

According to the results of the regression analysis, it was found that the development of agritourism does not affect the income of the community. This can be seen from the significance value of the Agrotourism Area Development variable of 0.77. This value is greater than 0.2 so that the variable does not affect the 80 percent confidence level. The development of the agritourism area in Kemuning Lor Village, Arjasa Subdistrict, has not yet revealed the results of improving the welfare of the community. The increase in community income that occurred at the time of the study was due to the community obtaining it from outside the farm. Income from the average farming community in Kemuning Lor village is Rp. 2,525,000, - per month, but the results are not caused by the existence of an agritourism development area but from businesses outside the village of agritourism.

Identifying Regional Cooperation in the Management of Agritourism Areas

Regional Cooperation in the management of agrotourism areas has been carried out in overcoming various problems, some of which are, among others, Management Issues faced include lack of socialization regarding regional development efforts programmed by the Government. Coordination, synchronization, and integration between related agencies are still lacking so that development integration has not been realized, especially in the field of agritourism Regional government cooperation in managing the agrotourism area includes aspects.

Human Resource; To develop agritourism areas, there is a need for competent and competitive human resources. For this reason, efforts are needed to develop human resources. Without the support of adequate human resources, the development of the agritourism area will experience many obstacles. The development of human resources carried out by local governments to be more competent and competitive through various means, among others by providing training, counseling, and apprenticeship agribusiness development.

Capital; The problem faced by the community in the capital sector is because the community generally does not have their capital and does not have credit guarantees to obtain capital, especially for processing and marketing activities. It appears that the condition of the community is still relatively weak. The problem of capital, in general, can be overcome with the availability of capital for the community in the area of agritourism through the development of rural economic institutions to help provide credit for the community. Assistance system capital can be done through business partnerships.

Production; The level of productivity of agribusiness products in the community of agrotourism is still weak. This is evidenced by the low annual production increase in the field of agribusiness and the field of skills that from year to year there are even those that have not been produced anymore. So that the regional government improves with various agribusiness training ranging from upstream to downstream to the local community.

Distribution; distribution problems are also still an obstacle in the development of agrotourism areas. Distribution activities in marketing activities are parameters of product competitiveness. The activists of the distribution of agribusiness products and processed products as well as the skills of the agro-tourism village community in Kemuning Loryang Village are already generally not market-oriented. This means that the activities carried out are not oriented to the broad market. The level of distribution is only limited to the local area. The local government of Jember Regency, in this case, should also begin to provide cooperation with village business examples that have been successful in distributing their products or channeling to other tourist attractions in the city of Jember.

Marketing; the problems faced in the development of agribusiness are due to the weakness of the existing marketing system [6]. Until now, the marketing method used is only through traditional markets where the marketing scale is still dominated at the sub-district level. Also, there are still many marketing activities that have not been accompanied by promotional activities and are not market-oriented but are still oriented to local consumption.

Analysis of Agrotourism Development Policies

Based on the instrument above, the policy analysis of the development of the area of Agrowisatadi Village, Kemuning Village, Subdistrict of Arjasa, Jember Regency, Jember Regency is as follows:

- 1). Judging by the legal aspects of the device Tourism development policies, especially the agrotourism villages, already exist but have not yet run optimally by the vision and mission of the Tourism Office. One of the policy efforts in supporting the development of tourism in the agro-tourism village of Desa Kemuning Lor is by establishing the Kemuning Lora Village as one of the tourist villages in Jember Regency. While the policy has not been maximally seen from the absence of events or festivals that promote its natural mountain tourism potential, its agricultural potential includes its agriculture, its plantations, livestock, food crops and horticultural crops that have high value and diversity and the way to cultivate the land is in the village of Kemuning Lor. Also, there is no promotion in the form of publications or selling places for processed products and handicrafts from the Kemuning Lor village community.
- 2) Institutional arrangements related to organizational arrangements

In institutional arrangements related to organizational arrangements related to tourism development policies carried out by the Government of Jember in supporting the existence of tourism, especially agricultural tourism. This institutional order is related to the support of various parties in the development of tourism, especially agritourism, especially the Regional Government of Jember Regency through its Tourism Office. Jember Government support can already be seen from coaching, mentoring / counseling and providing physical facilities (installation of electricity to the area of agritourism, as well as roads, communication networks, providing facilities in agritourism village preparation) and non-physical (training, mentoring staff, and counseling). Besides, it also provides an opportunity for private stakeholders to support the agritourism by providing opportunities for the establishment of villas, homestays, restaurants or something like them. While the opportunity for the surrounding community to be given the freedom to establish a small restaurant located on the left and right of the agritourism location was allowed to make the local superior product, given the opportunity to become an independent tour guide and others. The role of other institutions is given by educational institutions, namely the State Polytechnic of Jember to establish a horticultural training center along with its cultivation, the Agriculture Service with its dragon fruit agrotourism and the Animal Husbandry Department as a place for cattle to be found along with dairy cattle nurseries. However, the potential for agrotourism in the agrotourism area has not been fully integrated and coordinated both in the management and development of local businesses to support the development of Kemuning lor village agritourism. So the regional potential is still managed partially and does not support each other / complement.

3) Operational mechanisms related to all patterns, methods and procedures and processes in carrying out activities In supporting the agritourism, the local government through its Tourism Office has cooperated with several local agencies and local universities, but all of the cooperation is partial and not supportive. For example, only promoting the potential of agrotourism through the internet without socializing the agritourism village as a village tourism icons in the Regency Jember. In the area of agro-tourism management, there should be a kind of tour package that can be developed into education/training tour packages, entertainment/outbound tour packages, local cultural exhibition tour packages along with culinary places that are in one place or divided into several agro-tourism places that are managed with integrated.

4) Social order in supporting policies

The social order is a form of policy instrument in supporting the development of agritourism villages in Jember Regency. The form of social order that already exists in the agritourism village is the Sadar Wisata group (known as SaWi). The group is proof that the surrounding community also participated in the development of Kemuning Lor village, but the participation of the community is only at the level of implementation. Another form of community participation is by planting dragon fruit in front of their house. It is very supportive to be made an agritourism village in the village of

Kemuning Lor. awaiting plans and evaluations from the Tourism Office in the form of mentoring and counseling that is still needed by the local community. While tourism stakeholders help promote their tourism objects without socializing to tourist visitors that the village of Kemuning Lor is one of the Agritourism villages in Jember Regency.

IV. CONCLUSION

The Empowerment that already exists in the agrotourism village, for example, economic learning through the formation of skill groups with training models, economic learning through the formation of art groups, empowerment models through change agents,

The impact of tourism village development on community income is that the development of agrotourism does not affect people's income. The increase in community income that occurred at the time of the study was because the community obtained it from outside the farm, not the existence of an agrotourism village. Regional government cooperation in managing the agrotourism area includes aspects: 1) HR; 2) capital; 3) production; 4) distribution; 5) marketing; 6) competitiveness

Policy analysis of the development of Agrowisata, Kemuning Lor Village, Arjasa District, Jember Regency, as follows: Tourism development policies, especially the agrotourism villages, already exist, but have not run optimally according to the vision and mission of the Tourism Office. There has been cooperation in the Tourism Service with several local agencies and local universities, but all of the cooperation is partial and not supportive, and the form of social order that already exists in the agrotourism village is the Tourism Awareness group.

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