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## **Linkage Between Tourism And Agricultural Micro and Small Enterprises In Kediri (East Java – Indonesia)**

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4

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**Abstract:** Each region has potential resources that can be utilized. Agricultural-tourism development is an alternative that can encourage economic potential, as the development of small medium enterprises. This research aims to analyze the development of agro-based tourism in Kediri, East Java. The type of research is qualitative with data collection carried out by interviews, documentation and observation. Based on the research that has been carried out, it can be concluded that the development of agro-tourism in Kediri includes Community-Based Tourism. In developing agrotourism, there are several factors such as age, gender, education, employment, and length of stay, but education cannot be a supporting factor. For consideration, the Department of Agriculture and the Tourism Office in Kediri too providing training to process agricultural products to farmer groups and communities and complete facilities and infrastructure as well as promotional aspects.

**Keywords:** Tourism; Agricultural, Small Medium Enterprises

### INTRODUCTION

Indonesia has the third largest biodiversity in the world. Likewise, with diverse soil and climate conditions, opportunities to develop various agricultural commodities are greater by implementing appropriate land management systems. This is reflected in various local agricultural technologies that are developing in society by adapting them to land typologies. These uniquenesses are assets that can attract other nations to visit/travel to Indonesia (Hutama & Purnomo, 2016).

There are many agricultural industries in East Java, both on a micro and large scale. In carrying out the agricultural process, to increase income, entrepreneurs develop it by combining the agricultural industry with tourism. We often hear or know about the combination of the agricultural industry with tourism, which appears in several areas, for example "Orchid Village", "Durian Village", "Hydroponic Village", and others.

The combination concept includes elements of tourism in the agricultural industry, which can attract tourist visits. Tourists who attend can have an impact on the surrounding environment, for example by providing parking or stalls. Development involves various actors in the implementation process, actors in development are referred to as stakeholders (Torres,

2003). The development of tourism in Indonesia is currently experiencing a significant increase, progress in the tourism sector has made tourism a key factor in export earnings, job creation, business and infrastructure development so that tourism development has become one of the government's flagship programs (Vera, 2009).

The development of agricultural tourism is in line with the Minister of Agriculture's Decree No.357/KPTS/HK.350/5/2002 concerning guidelines for plantation business licensing. In article 1 number 9 it is stipulated "that plantation tourism, hereinafter referred to as agro tourism, is a form of activity that utilizes plantation businesses as tourist attractions with the aim of diversifying businesses, expanding employment opportunities and promoting plantation businesses."

In this era, people's lives on earth are filled with boredom, routine and a lot of busyness. In the future, the prospects for agrotourism development are predicted to be very bright. Agrotourism development can be directed in the form of closed spaces (such as museums), open spaces (gardens or landscapes), or a combination of both (Dhyana & Bali, 2015). Closed room agrotourism displays can include collections of typical and historically valuable agricultural tools or manuscripts and visualizations of the history of land use and the processing of agricultural products. Open air agrotourism can take the form of a unique land arrangement that is in accordance with land capabilities and typology to support an effective and sustainable farming system (Raihan et al., 2023).

Agrotourism in this article is defined as a form of tourism activity that utilizes the potential of nature, agriculture (agro), culture and rural community activities as a tourist attraction, with the aim of expanding knowledge, experience, recreation areas and rural agribusiness business relationships. Agrotourism is developed based on the concept of regional development, through the utilization of natural potential, agriculture, culture and local community activities and referring to the principles of sustainable tourism development (Gunawan, 2016).

Kediri has great potential to be developed in terms of tourism, because in the district there are mountains, namely to the west & east which have a lot of promising potential to become an independent village. In Kediri Regency, development can be done through village funds handed down from the central government, in the Kediri City area they also always carry out development activities, including the PRODAMAS program (Community Empowerment Program) which is a superior policy of the Mayor of Kediri (Utami, 2023).

Kediri Regency has extraordinary natural potential from agro-tourism areas planted with various kinds of plants including horticultural, plantation and food crops, the existence of these potentials can support Kediri Regency to have various tourist villages by providing vegetable plants as picking tourism. vegetables, providing fruit as fruit picking tours and small and medium

businesses as local products, and later can be used as souvenirs for tourists visiting the village (Mukti et al., 2022) .

According to Sutjipta in Utama and Junaedi (2018:86) Agrotourism is an integrated and coordinated system of activities for the development of tourism as well as agriculture, in relation to environmental preservation, improving the welfare of farming communities. According to Sulistiyani in Suwardianto (2015:16), etymologically, empowerment comes from the basic word "daya" which means strength or ability. Agricultural Small Medium Enterprises have varying taxonomies, some call them "agribusiness small and medium enterprises" and others call them "agribusiness small and medium enterprises (Mang'ana et al., 2023).

Starting from this understanding, empowerment can be interpreted as a process towards becoming empowered or a process of providing power (strength/ability) to parties who are not yet empowered. (Wanhill, 2000). Community empowerment is a form of participation to free themselves from mental and physical dependence. The goal to be achieved from community empowerment according to Sulistyani in Suwardianto (2015:19) is to shape individuals and communities to become independent. This independence includes independence in thinking, acting and controlling what they do.

## **METHOD**

The type used in this research is descriptive qualitative research. Bogdan and Taylor in Moleong (2017:4) define a qualitative approach as a research procedure that produces descriptive data in the form of written or spoken words from people and observable behavior.

The aim of this qualitative research is to see the experience of community involvement in agrotourism development. The location of this research was carried out in the Kediri City & Regency area. The types of data used in this research are primary data and secondary data. The data collection techniques in qualitative research that are most independent of all data collection techniques are: interviews, observation or direct observation and documentation.

## **RESULT**

### **Natural Resource Potential**

In Semen District, which is a mountainous area in Kediri Regency, there is a forestry area where under the pine trees it is used as a café, so it can become a tourist area. At the top, there is a cliff, where the view is the city of Kediri, if it is foggy, it can be called the country above the

clouds, so it has also become a tourist area, many cafes have been built which are managed by local residents

Natural resources are something that can be utilized for various interests and needs for human life to be more prosperous in our natural environment. Through the development of agrotourism which emphasizes local culture in using land, it is hoped that it can increase farmers' income while preserving local resources and technology which are generally in accordance with natural environmental conditions. Based on the following table, agricultural tourism is part of Nature Tourism:

**Portofolio Produk Pariwisata Republik Indonesia**

|                      |                                       |   |
|----------------------|---------------------------------------|---|
| PORTOFOLIO<br>PRODUK | Alam<br>(Nature)<br>35%               | 1. <u>Wisata Bahari (Marine Tourism) – (35%)</u>                                  |
|                      |                                       | 2. <u>Ekowisata (Eco Tourism) – (45%)</u>   |
|                      |                                       | 3. <u>Wisatawan Petualangan (Adventure Tourism) – (20%)</u>                       |
|                      | Budaya<br>(Culture)<br>60%            | 1. <u>Wisata warisan budaya dan sejarah (Heritage &amp; Pilgrim) – (20%)</u>      |
|                      |                                       | 2. <u>Wisata Belanja &amp; Kuliner (Cullinary &amp; Shopping Tourism) – (45%)</u> |
|                      |                                       | 3. <u>Wisata Kota &amp; Desa (City &amp; Village Tourism) – (35%)</u>             |
|                      | Buatan<br>Manusia<br>(Man Made)<br>5% | 1. <u>Mice &amp; Event Tourism (25%)</u>  |
|                      |                                       | 2. <u>Wisata Olahraga (Sport Tourism) – (60%)</u>                                 |
|                      |                                       | 3. <u>Kawasan Wisata Terintegrasi (Integrated Area Tourism) – (15%)</u>           |

Sumber : (Kementrian Pariwisata Republik Indonesia : 2018)

**Utilization of Natural Resources**

Kediri has agricultural potential which can be exploited both to benefit from agricultural or plantation products, as well as as an agricultural tourism object. The following are some of the uses of natural resources used for Agricultural Tourism in Kediri:

### Jenis Wisata Agrikultur di Kediri



Sumber :  
[https://www.google.com/search?q=pariwisata+agrikultur+kediri&sca\\_esv=588609601&tbm=isch&sxsrf=AM9HkKnWFizxV49WKJE\\_Vq-cy9wji7tyBg:1701921690184&source=lnms&sa=X&ved=2ahUKEwinp52uuPyCAxWaR2wGHWmDDV4Q\\_AUoA3oECAEQBQ&biw=1280&bih=585&dpr=1.5](https://www.google.com/search?q=pariwisata+agrikultur+kediri&sca_esv=588609601&tbm=isch&sxsrf=AM9HkKnWFizxV49WKJE_Vq-cy9wji7tyBg:1701921690184&source=lnms&sa=X&ved=2ahUKEwinp52uuPyCAxWaR2wGHWmDDV4Q_AUoA3oECAEQBQ&biw=1280&bih=585&dpr=1.5)

In accordance with the examples above, utilizing pineapple gardens, forest areas, fruit plant nursery areas as agro-tourism can increase the income of farmers and local communities. The local village government supports tourism by providing security/regulatory assistance during the holiday season and there are lots of visitors. On the other hand, adding to village levies is that several places charge tickets for visiting tourists.

The importance of community empowerment in tourism development considers that tourism development must be a "community-based activity", with mainstreaming that the resources and uniqueness of local communities, both in the form of physical and non-physical elements inherent in the community, must be the main driving element of tourism activities alone.

### **Agricultural Tourism Management**

Community activities in protecting nature are carried out through community service activities. The impact of community service activities on environmental sustainability is to maintain the sustainability and neatness of the agrotourism environment. This is because in community service activities, planting and environmental management activities are carried out, for example tidying up plants, cutting down dangerous trees, planting trees on empty land and so on. Some agro-tourism locations are managed individually, so the business owner is also responsible for the condition of his business and the preservation of the surrounding environment.

### **Agrotourism Marketing Strategy**

To make it attractive to tourists, of course the thing to do is think about the existing marketing process, using STP Theory (Sangadah & Sukidin, 2016):

1. Segmentation.

The market segment for agrotourism in Kediri does not only come from the City/Regency of Kediri, but also from cities around Kediri, consisting of a) individuals and also families whose goal is only to eat and enjoy the views around agrotourism, b) Institutions/corporate / Educational institutions, namely institutions that serve the public interest with a full package including meal packages and tour packages. c) Certain communities with coffee break + meal packages.

2. Targeting

By determining the segmentation above, the target market for agrotourism in Kediri is as follows: a) individuals/individuals/families who are transiting or deliberately coming for tourism, b) agencies/companies which include schools, universities and government, cooperatives, Limited Liability Companies, Public Limited Liability Company, Trade Unit and Foundation, c) gymnastics community, social gathering, car/motorcycle club.

3. Positioning

Positioning or positioning is a communication strategy to enter consumers' minds, so that the products offered have a certain meaning for consumers. Agrotourism in Kediri generally positions itself as a new tourist destination that combines Café & Outbound in one tourist area.

### **Analisis Streght, Weaknes, Opportunity, Threat (SWOT)**

#### 1. Streght

The main strength of agrotourism in Kediri is the beautiful natural conditions of the mountains. There are buildings for places to eat that are designed to resemble gazebos so that they provide a feeling of comfort to consumers, there are outdoor ones in rice fields, there are some that are above the river (irrigation) route. So tourists who visit this place can enjoy the culinary delights provided while enjoying the fresh mountain air. The next strength is the menu served, several places serve regional specialties, for example fried tiwul/roselle tea, traditional snacks.

#### 2. Weaknes

The weakness is related to the route to the tourist attraction. The road is still not very wide and is uphill, so vehicles must be in good condition to anticipate busy conditions which could cause traffic jams on the hill. The next weakness is that it is located far from the city center, so it cannot be used as a place for sudden meetings or a place to eat during office breaks.

#### 3. Opportunity

There are still many opportunities that arise, namely agrotourism, that can be explored, because the area is still large. The next opportunity is that many sporting events are held in this agro-tourism area, so that many tourists come from outside the area and are fascinated so that in the future they will come back again and help improve micro and small businesses.

#### 4. Threats

The threat that arises is the proliferation of cafes/hangout places in the city center. With so many choices of new cafés in Kediri, consumers prefer to spend their money to enjoy cafés in the city area with an "instagrammable" concept so they feel more suitable for uploading on their social media.

### **DISCUSSION**

The development of agrotourism will basically create jobs, especially in micro and small businesses, because this business can absorb labor from rural communities, so that it can withstand or reduce the current increasing flow of urbanization. (Hutama & Purnomo, 2016). The benefits that can be obtained from agrotourism are conserving natural resources, preserving local technology, and increasing the income of farmers/communities around tourist locations. Therefore, the construction of agrotourism can provide a huge contribution to the region in terms



of tourism, preservation of natural resources, education, economy, equitable development, food security and so on.

In developing agrotourism, guidance is also needed, both for the community and for visitors. Guidance to the community is carried out with direction so that the community has the same perception in dealing with various problems when their area is converted into agrotourism. If the community has the same perception, then they will provide attitudes and behavior that support agro-tourism.

An important way to develop the visitor community is to mobilize visitors to behave in a tourism conscious manner, for example, they do not engage in vandalism, do not damage the environment, or throw waste carelessly. To overcome this, it is necessary to know the characteristics of visitors because the characteristics of visitors will reflect their attitudes and behavior in their place (Sastrayuda, 2010).

### CONCLUSION

Agrotourism development in Kediri uses community methods, where the community manages its own tourism. The community has felt the positive impact of implementing agrotourism, namely being able to help the community's local economy, creating jobs, having new knowledge in developing agrotourism resources, and utilizing social media for promotion. In developing agrotourism there are factors including age, gender, education, employment and length of stay. However, education itself is not a supporting factor because the average community education level is only elementary and middle school. In this case it causes a low participation factor. Several obstacles that need to be improved include the lack of regulations for managing the environment, culture and tourism, this has a negative impact on public awareness, lack of facilities and infrastructure in developing agrotourism, the mindset is less advanced, making it difficult to understand training, lack of capital to cover all activities .

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