

Conference Paper

Community-based Agrotourism Development: The Analysis Strategy of Government of Bantaeng Regency, Indonesia

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Abstract.

The development of agrotourism can not only encourage economic growth but also increase the positive perception of farmers and the public for preserving agricultural land as new business land. For this purpose, the government needs to take steps for preserving the environment, through means of agrotourism development in order to benefit the community. Through qualitative methods, this study aims to analyze the strategies and efforts that can be made by the government in developing community-based agrotourism. Research data were obtained from observation, education literature, and interviews, before initiating the analysis, data triangulation process was conducted. The results of the analysis show that the government needs to develop space utilization so that people can develop new agrotourism business products, make promotional efforts to attract visitors, and provide new plant nursery facilities to the community. In addition, to maximize community-based agritourism in Bantaeng district, the government needs to provide training to increase human resources and outreach to the community.

Keywords: agrotourism development, government, business land

1. Introduction

Agrotourism is a tourism activity to get to know more closely the process of agricultural production, the use of agricultural land, as well as being a place for tourists to enjoy agricultural products directly [1], [2]. Agro-tourism activities have existed since the 20th century. For countries in the world, agro-tourism is an effort to diversify tourism products, thereby creating opportunities for local farmers to increase income and standard of living [1], [3].

The development of agro-tourism has quite prospective opportunities in driving economic growth [4]–[6]. Both directly and indirectly, the development of agro-tourism can increase the positive perception of farmers and the public about the importance

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of preserving agricultural land resources as new business land [7], which will ultimately create jobs and increase farmers' income beyond the value of the quantity of production [7], [8]. In addition, the development of agro-tourism activities can conserve resources, preserve local wisdom and technology, and increase the income of the community around agro-tourism [9].

Bantaeng Regency is one of the agro-tourism areas in South Sulawesi, Indonesia. This agro-tourism area has existed since 2008. Existing agro-tourism is a place of recreation to enjoy the phenomenon of expanses of plantations, beautiful and neat garden arrangements. Agrotourism destinations consist of Muntea Apple Garden destinations and Mini show farm,, namely a garden with various flower plants. The tourist attractions offered have made the area one of the favorite places for tourists to relax.

The presence of agro-tourism increases the source of regional income, as well as the income of the people involved in managing agro-tourism. This is because each visitor is charged an entry fee for the apple orchard fields and strawberry as well as a mini show park farm. In addition, for visitors who want to bring apples and flowers as souvenirs, they are given the freedom to pick the fruit themselves according to what they want. be calculated per kilo is IDR 4,000 thousand for apples and IDR 5,000-10,000 for flowers per stem.

Behind the success of increasing regional income, regional development agrotourism Bantaeng Regency has problems. The inability of the Banteng Regency government to finance the area after the covid 19 pandemic, caused one of the Muntea apple orchards to close. In addition, the lack of quality human resources (HR)public being one of the most important parts in the development of agro-tourism, is also an inhibiting factor in the development of agro-tourism in Bantaeng Regency. Therefore, the local government of Bantaeng Regency as a person responsible in managing agro-tourism, it is necessary to carry out a development strategy, because things the will provide a high control contribution to overcome all the problems encountered in developing the area agrotourism in Bantaeng district.

2. Method

This study used qualitative research methods. The determination of this method is based on the researcher's understanding of qualitative methods as a method that can facilitate researchers in presenting research data, providing narratives to readers in

accordance with the results of the research and the researchers' own understanding, so that researchers can easily and confidently present the results of their analysis.

To obtain research data, researchers did things that have been done by many previous researchers, who also used qualitative methods, namely obtaining data by conducting interviews. The interviews conducted were more unstructured interviews. This was done so that researchers could casually ask questions and develop questions according to the informants' answers. A review of several documents obtained in the field was also carried out to make it easier for researchers to triangulate data sources. In addition, during the interview process and visits to several locations related to agro-tourism, researchers made indirect observations. This is also done to strengthen the data that has been obtained previously.

The purpose of this study is to analyze the strategies that can be carried out by the government of Bantaeng Regency in developing community-based agro-tourism, so that in order to get good results in accordance with the research objectives, researchers will analyze two main indicators, namely development strategies and community-based agro-tourism. The first step is to examine the development strategy that has been carried out by the Banteng Regency government. The second step is to examine the implementation of agro-tourism in Banteng Regency. The third step is to determine the strengths, weaknesses, opportunities and threats of developing community-based agro-tourism in Bantaeng Regency based on the results of the studies in the first and second steps, which are also supported by researchers' observations and literature studies.

Research data analysis was carried out using the SWOT analysis technique to facilitate researchers formulating strategies that can be carried out by the Bantaeng Regency government in developing agrotourism community-based, by looking at the opportunities and strengths that exist in overcoming weaknesses and threats.

3. Result and Discussion

3.1. Development strategy

Bantaeng Regency has fertile land for agriculture. Based on the statistical reports of Bantaeng Regency in 2018 - 2022, the agricultural sector is the sector that makes the largest contribution to regional income. Seeing this potential, the government of Bantaeng Regency focuses on the development of agro-tourism in the agricultural sector. The community that has been developed is the cultivation of vegetables and

various types of flowers. The agricultural sector is the choice of the Bantaeng Regency government because the location of the agricultural sector cultivation which is on a plateau has natural beauty, so in addition to developing agriculture, it is also used as natural tourism. Another reason is that the majority of the population are vegetable farmers and rice farmers.

Agrotourism currently being developed is potato and onion fields, gardens horticulture apple and strawberry. In addition, the government is also developing agrotourism by utilizing vacant land by the side of the road by making a mini garden along the road. Good road access supports the development of agro-tourism in the area of Bantaeng district.

Since the change in leadership in 2018, the development of agro-tourism in Bantaeng Regency has experienced a setback. The budget for the development of agro-tourism is experiencing problems. This has an impact on the abandonment of several facilities and infrastructure in management agrotourism. Development location agrotourism there is still a shortage of chairs and tables for visitors who want to enjoy the plantation while looking at the scenery. Visitors still have difficulty finding canteens in the area agrotourism RegencyBantaeng.

The development of agro-tourism in Bantaeng Regency is not only the responsibility of the Bantaeng District Agriculture Office. The Bantaeng Regency Tourism Office also has responsibility for development agrotourism which currently exists. The Department of Agriculture has the task of providing training, technical guidance and outreach in area management agrotourism, while the Tourism Office is in charge of developing a promotion system for the agro-tourism area of Bantaeng Regency. Currently the promotion of agro-tourism areas has utilized social media. The social media used is Facebook. Promotion through social media has attracted many visitors. Based on the report of the district agro-tourism managerBantaeng, a spike in visitors began to occur in 2017, in 2020 – 2021 it had experienced a decline due to covid 19. but experienced a surge in visitors again in early 2022. The majority of visitors who came were people around the Banteng Regency area. Hope through cooperation with the Department of Tourism in promoting the area agrotourism can attract visitors from various regions throughout Indonesia and even abroad.

3.2. Community based agrotourism

In this section the analysis is carried out by taking into account five aspects, namely human resources, management, social and economic conditions, level of concern for

the environment and training. According to field findings, agro-tourism implemented in Bantaeng Regency is not supported by human resources. Initially, the management of agro-tourism was managed by eight people, now there are only two people who are husband and wife. The decline in community participation in the management of agro-tourism is caused by the ineffectiveness of the socialization process carried out by the Bantaeng District Agriculture Office. Since agro-tourism was implemented, only about three socializations have been carried out. The socialization is only active in the beginning-beginning of the implementation of agro-tourism

Facts on the ground reveal that outreach is needed to provide understanding to the local community, that the implementation of agro-tourism which is an agricultural tour can bring in visitors from various regions, who have different cultures. Because one of the reasons why people discouraged from continuing the management of agro-tourism is that they cannot accept visitor culture. Local people don't like it when young couples come alone together hold on hands, or enjoy the beauty of agro-tourism alone with your partner. Generally visitors are teenagers, so this needs to be considered by the district government Bantaeng, so that local people can understand the culture of visitors for the development of the region.

Currently in the midst of budget problems, the Bantaeng District Agriculture Office is still preparing plans for the development of agro-tourism areas. The natural beauty found in plain Bantaeng Regency is currently increasingly being looked at by young people to find photo spots to fulfill their social media pleasures. The planned development includes adding areas for planting orchids, chrysanthemums, increasing photo spots, planting apples and strawberry with the concept offered, namely visitors can have recreation and pick fruit directly.

In addition, to increase the income and welfare of the community, the Bantaeng Regency Agriculture Office together with the Tourism Office have prepared a plan for community involvement not only in the agricultural sector, but in other fields that can support the development of agro-tourism, of course, namely the government invites the community where agro-tourism development is to provide accommodation. and restaurants, by utilizing community residences. This is done as an effort to support the development of agro-tourism by minimizing the use of the government budget through the involvement of the local community. Due to being hampered by culture and the lack of public knowledge, until now this plan is still difficult to realize.

In addition to cultural factors and low community understanding which are obstacles to the implementation of government planning, efforts that have not been maximized have also become obstacles to the implementation of community-based agro-tourism

in Bantaeng Regency. The training provided by the government to the community is limited to increasing the capacity of farmers and agricultural extension workers in crop management. Currently, the government has not conducted training and guidance regarding the management of the agricultural sector to become a tourism business for the community.

3.3. Community based agrotourism development strategy

In accordance with the results of the presentation of aspects of the development strategy and agrotourism community-based, found various things that become strengths, weaknesses, opportunities and threats in the development of agro-tourism in Bantaeng Regency. From these results a strategy was formulated that could be carried out by the government of Bantaeng Regency in developing community-based agro-tourism as presented in table 1.

Several things can be done by the government of Bantaeng Regency in developing community-based agro-tourism according to table 1 above, including:

3.3.1. Land Development/Room Agrotourism

The development of agro-tourism in Bantaeng Regency based on the potential of existing land is very promising. Agro-tourism development should reflect the characteristics of the geographical area [10]. Looking at its geographical area, agro-tourism products in Bantaeng Regency can be developed from the agricultural and fishery sectors. By adding types of agro-tourism products, it will open up new business opportunities for the community and improve the economy. The agricultural sector that can be developed according to geographical area is the use of paddy fields. The government can carry out the concept of rice planting tourism. In the agricultural sector, the concept that can be offered is that people can fish themselves which will be processed to become lunch / dinner dishes.

The government's role in the development of agro-tourism cannot be ignored [11]. The government has a role to determine land use policies and community involvement. Limited government land in the development of agro-tourism requires the involvement of the land owner community. The government analyzes the fertility and types of plants that can be cultivated, and the community plays a role in providing land as well as managing agro-tourism.

TABLE 1: SWOT Analysis Matrix.

Internal external	Strengths	Weaknesses
	Promotion development Agrotourism Fertile land conditions for various type of plant Development of agrotourism by exploiting the beauty of the contours of the mountains	The budget for the development and management of agro-tourism is not optimal. The lack of socialization and training provided by the government to the community Lack of support from the community
Opportunities	Strengths + Opportunities	Weaknesses + Opportunities
Product development agrotourism new Increased number of visitors Economic Improvement and Community Welfare	Development of community land use for the development of new agro-tourism products and supporting agrotourism management. Development of agrotourism promotion methods to attract national and international tourists Provision of new plant seeds assistance by the government to the community.	Revision of the Government's budget to support the development of agro-tourism Dissemination of agrotourism opportunities for economic improvement to the community Providing training and guidance on the management of natural tourism-based agricultural products, as well as handling new cultures to the community.
Threats	Strengths + Threats	Weaknesses + Threats
Competition in product development agrotourism Economic Gap	Development of spatial use by using community land can reduce economic disparities. The development of promotion methods and the development of new plant seeds can overcome agrotourism competition	By revising the budget, manager agro-tourism and the Department of Agriculture can provide facilities and infrastructure that support the development of agro-tourism to support increased buying and selling of agro-tourism products, thereby increasing the community's economy. Making effective socialization of the benefits of agro-tourism can increase people's understanding of the importance of agrotourism for the economy and dealing with new cultures that are under visitors.

3.3.2. Promotion Strategy Development

For the tourism sector, promotion is carried out not using the concept of product marketing, because tourism offers services not products, but this does not apply to agro-tourism. Agro-tourism promotion according to Jerez's view (2023) can adopt the

concept of marketing or product promotion [12], because agrotourism can offer services and products at the same time. Recognizing the type of business being undertaken is critical to determining the type of promotion that is effective. According to losim (2013) promotion of agro-tourism can be done by paying attention to changes in people's lifestyles [13].

Seeing the current lifestyle of people who use more social media, the Bantaeng district government can make the most of its usage social media such as facebook, instagram and tiktok. In addition, through collaboration with the Tourism Office, strategy Promotion can be done by using the website. The use of technology in promotion apart from saving costs can also be more effective in attracting public attention [14].

3.3.3. Provision of New Plant Seeds

The many types of agro-tourism in an area can attract many visitors, because visitors have many alternative choices. Increasing the agro-tourism area can be done by increasing the types of planting new plants in Bantaeng Regency. The Regional Government, in this case the Bantaeng Regency Agriculture Office, has the responsibility to provide new plant seeds to be given to the agro-tourism management community.

3.3.4. Revision of the Budget for the development of Agro-tourism

Development Agrotourism requires the support of adequate facilities and infrastructure. To get this the availability of sufficient budget is a major factor in the development of agro-tourism. Limitations of the regional budget in supporting the development of agro-tourism can take advantage of the use of village fund allocations, in villages where agro-tourism is developed [15]. This can be done by maximizing the support and encouragement of the local government to the village government in prioritizing the development of agro-tourism in implementing village development. When this can be implemented properly, the local government can reduce the responsibility for the budget for the development of new agro-tourism land [15], so that the local government only focuses on the budget for providing facilities and maintaining facilities and infrastructure. infrastructure agrotourism development.

3.3.5. Effectiveness of Outreach and Training to the Community

Community support for the development of agro-tourism is important to support the realization of community-based agro-tourism development. Providing training and streamlining socialization are activities that need to be maximized by local governments. These two activities are determinants of the success of sustainable community-based agro-tourism management. Training is provided to improve skills in managing agro-tourism. Socialization is needed to increase public understanding of the benefits of developing agro-tourism.

4. Conclusions

According to the previous explanation, you can pulled the conclusion that the development of community-based agro-tourism in Bantaeng Regency can be carried out by developing the use of space that is adapt with the conditions of the geographical area, so that people can develop new agro-tourism business products. Make promotional efforts to attract the number of visitors by paying attention to changes in people's lifestyles, providing nursery facilities for new types of plants to the community. In addition, to maximize Community-Based Agritourism in Bantaeng district, the government needs to provide training to increase human resources, increase outreach to the community, and maximize the budget for management and development of agro-tourism.

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