

KAJIAN AGROWISATA BERBASIS MASYARAKAT DAN DAYA DUKUNG LAHAN DI KALISENTUL, KALIBAWANG KULON PROGO

Study Of Community Based Agrotourism And Land Carrying Capacity In Kalisentul, Kalibawang, Kulon Progo

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ABSTRAK

Tujuan : Mengkaji potensi Agrowisata yang terdapat di Kawasan Kalisentul, di mana dalam pelaksanaannya diawali dengan identifikasi potensi pertanian yang terdapat di Kalisentul yang memiliki potensi yang dapat dikembangkan menjadi Kawasan Agrowisata. Kondisi lahan di Kalisentul mempunyai karakteristik lahan berupa lereng tetapi pada beberapa bagian memiliki lahan datar dan luas sehingga dapat digunakan untuk aktivitas pertanian. **Metodologi :** menggunakan metode survei dengan pendekatan deskriptif, sehingga dapat menjelaskan hasil identifikasi potensi pertanian dan menjelaskan fenomena yang terdapat pada masyarakat Kalisentul. Survei lokasi dan plotting area telah dilakukan untuk menentukan area agrowisata, perencanaan pelatihan acara wisata berbasis pertanian serta pelatihan budidaya tanaman buah dan sayuran. **Hasil :** Penelitian ini memberikan hasil bahwa Potensi pengembangan Kawasan Agrowisata di Desa Kalisentul, setelah dilakukan analisis konsep perencanaan dan perancangan, sangat besar dan profitable yang didukung oleh peran serta masyarakat yang berperan aktif, ketersediaan lahan yang luas dan dukungan pemerintah dan/atau pihak swasta. **Temuan :** Hasil penelitian ini tentunya didukung dengan adanya potensi sumberdaya alam yang dimiliki Kalisentul sehingga dapat dikembangkan menjadi Kawasan Agrowisata. **Kebaruan :** Berdasarkan hasil penelitian, Kalisentul memiliki daya dukung lahan yang baik dalam pengembangan Kawasan Agrowisata, di mana bentuk Agrowisata yang dapat dikembangkan adalah edukasi pertanian khususnya tanaman hortikultura. **Keaslian :** Keunikan yang dimiliki daerah ini adalah adanya lahan dan sumberdaya alam yang masih sangat layak untuk dapat dikembangkan menjadi Kawasan Agrowisata serta adanya peran serta masyarakat yang baik dalam pengelolaannya. **Kesimpulan :** Wilayah Kalisentul layak dikembangkan menjadi Kawasan Agrowisata berbasis edukasi pertanian. **Luaran :** Hasil penelitian ini dituangkan menjadi naskah publikasi yang diterbitkan pada Jurnal Nasional Terakreditasi SINTA.

Kata Kunci: agrowisata; tanaman hortikultura; daya dukung lahan; Kalisentul; edukasi pertanian

ABSTRACT

Purpose: To study the potential of Agrotourism in the Kalisentul Area, where in its implementation it begins with the identification of agricultural potential in Kalisentul which has the potential to be developed into an Agrotourism Area. The land conditions in Kalisentul have the characteristics of sloping land but in some parts have flat and wide land so that it can be used for agricultural activities. **Methodology:** using a survey method with a descriptive approach, so that it can explain the results of the identification of agricultural potential and explain the phenomena found in the Kalisentul community. Location surveys and area plotting have been carried out to determine the agrotourism area, planning for agricultural-based tourism event training and training in cultivating fruit and vegetables. **Results:** This study provides results that the potential for developing an Agrotourism Area in Kalisentul Village, after analyzing the planning and design concepts, is very large and profitable which is supported by the active participation of the community, the availability of extensive land and support from the government and/or private parties. **Findings:** The results of this study are certainly supported by the potential of natural resources owned by Kalisentul so that it can be developed into an Agrotourism Area. **Novelty:** Based on the research results, Kalisentul has good land carrying capacity in the development of Agrotourism Areas, where the form of Agrotourism that can be developed is agricultural education, especially horticultural plants. **Originality:** The uniqueness of this area is the existence of land and natural resources that are still very feasible to be developed into an Agrotourism Area and the existence of good community participation in its management. **Conclusion:** The Kalisentul area is feasible to be developed into an Agrotourism Area based on agricultural education. **Output:** The results of this study were published in the SINTA Accredited National Journal.

Key words: agrotourism, Kalisentul, land carrying capacity, plant cultivation.

INTRODUCTION

Agritourism is a series of tourism activities that utilize the potential of agriculture as a tourist attraction, both in the form of agricultural areas and the diversity of production activities and agricultural technology and the culture of the farming community. This agritourism activity aims to broaden the horizons of knowledge, tourism and business relationships in agriculture which include food crops, horticulture, plantations, fisheries and animal husbandry. In its development, this agritourism activity will raise education about agriculture. Research on the Study of Community-Based Agrotourism Potential and Land Support was conducted in Kalisentul village, Kalibawang, Kulon Progo. Kalisentul is one of the areas in Kulon Progo that has the potential to be developed into an Agritourism Area. An area can be utilized as an agro-tourism area if it has good land, agricultural and institutional potential that supports it. The current condition at the research location is a location that has

land characteristics in the form of slopes but in some parts has flat and wide land characteristics so that it can be used for agricultural activities. One of the potential agricultural crops that characterize the Kalisentul area is Durian. The purpose of this research is to assess the potential of agritourism in Kalisentul. In its development, the stages that are passed after identifying the potential of agricultural commodities in Kalisentul are mapping locations that can be used as tracks for agritourism activities. The involvement of the surrounding community, especially the younger generation who are still in productive age, is expected to be a support system for activities to explore the potential of agritourism in Kalisentul village.

Indonesia is an agricultural country that has great potential for the development of agritourism. Agriculture-based tourism will provide a breath of fresh air for farmers and the general public to be able to expand the agricultural sector that they have been working on into tourism objects for special interest tourists. The cultivation and expansion of the role of the agricultural sector is expected to improve the welfare of society in general, and farmers in particular. This certainly requires various efforts and collaboration from other sectors to achieve it, taking into account the principle of sustainability and the cooperation of various related parties to alleviate poverty, especially for farmers and the general public (Utama, 2015). Therefore, integrating the role of farmers in agro-tourism based on horticultural plants (fruit, vegetables, ornamental plants and medicinal plants) in the form of educational agro-tourism activities that include planting-picking-selling can be presented. In its implementation, an architectural approach is needed that can accommodate all activities in the original conditions of the area that is the target of planning and designing the agritourism (Romadhon et al, 2015).

The participation of the role and aspirations of the community in optimally utilizing the potential of natural and human resources can be done with the development of community-based agritourism in order to provide maximum results for farmers, village communities, and entrepreneurs (Despica, 2016). Especially the empowerment of farming communities to be able to get added value both in terms of agricultural products and from tourist visits and the double effect of absorbing agricultural products by tourism businesses and developers by establishing agritourism areas by the government or private parties as assisted villages.

In the biophysical perspective of the region, land carrying capacity is defined as the maximum number of populations that can be supported by an area in accordance with

existing technological capabilities (Aridiansari, 2015; Kano, n.d.; Kartika & Edison, 2021; Lozano-Oyola et al., 2019; Malkanthi & Routry, 2011; Yusnita, 2019). Land designated as an agro-tourism area in Kalisentul village is available around 150 hectares after aerial photo mapping in the form of flat land and some slope land. The existence of the location in the highlands allows it to also be used as a viewing area towards the city of Yogyakarta. The productive age ratio of the Kalisentul community is 1:4, where this age ratio allows for empowerment and involvement in land management. The environmental capacity and natural and human resources of this size are very supportive of activities that use space for survival (Krittayaruangroj et al., 2023; Marwanti, 2015; Moniaga, 2011; Nugrahapsari et al., 2021; Songkhla & Somboonsuke, n.d.; Sururi, 2017, 2019).

Research by Suwarsito et al (2022) entitled Study of the Potential for Agritourism Development in Sambirata Village, Cilongok District, Banyumas Regency aims to assess the potential for agritourism development in Sambirata Village, Cilongok District, Banyumas Regency. This research uses the observation method with a qualitative descriptive approach. The results showed that the potential of agritourism in Sambirata Village, Cilongok District, Banyumas Regency as a whole was in the low category. The low potential is caused by several factors including tourist facilities, accessibility and tourist support services. Another research was conducted by Alfian et al (2020) with the title Study of Agrotourism Potential in Coban Jahe Tourism Area, Pandansari Lor Village, Jabung District, Malang Regency. This study aims to 1) assess the potential of agritourism in the Coban Jahe tourist area, 2) provide recommendations for the development of agritourism in the Coban Jahe tourist area, Pandansari Lor Village, Jabung District. The method used in this research is an inventory with a qualitative descriptive approach. The results showed that Pandansari Lor Village has agritourism potential formed from physical, biophysical, social and cultural aspects to give rise to many agritourism objects and attractions and their supporters that can be developed. Based on the land suitability analysis, Pandansari Village is suitable to be developed as an agro-tourism area while taking into account several considerations. Research by Pambudi et al (2018) entitled Agrotourism Development Strategy in Supporting Agricultural Development - Case Study in Kaligono Tourism Village (Dewi Kano) Kaligesing District Purworejo Regency aims to 1) determine the perception of the Dewi Kano Community towards the development plan of the Dewi Kano agrotourism area, 2) determine the impact of Agrotourism development, 3) formulate an Agrotourism development strategy. The strategy that can be carried out in the development of Dewi Kano agro-tourism is a progressive strategy, meaning that the research location is in good and prime condition so that it can be

developed as an agro-tourism area by using available opportunities to increase the strengths possessed.

RESEARCH METHOD

The methods used in this research are survey and descriptive methods. The survey method is used to identify the agricultural potential found in Kalisentul, while the descriptive method is used to explain the results of research and phenomena that exist in the community as actors supporting activities in realizing Kalisentul Agrotourism. Data collection techniques used include observation, identification, interviews and questionnaires. The data analysis used is descriptive qualitative, where in explaining the results of the research based on the findings in the field and based on information obtained from the sources. The research was conducted from June to August 2023 in Kalisentul, Kalibawang, Kulon Progo. The stages in this study began with identifying the potential of agricultural commodities found in Kalisentul, then mapping the location to be used as an Agrotourism location and plotting the agricultural commodity centers as educational facilities in Agrotourism.

RESULT AND DISCUSSION

Potential Identification and Survey of Agroeducation-Based Tourism Studies

The potential agricultural commodities found in Kalisentul are mainly fruit crops, including durian, longan, avocado, banana, coconut, pomegranate, salak, mango, jackfruit and papaya. Meanwhile, the potential food crop cultivated in Kalisentul is cassava. In addition, a survey of the carrying capacity of the land and location mapping was also carried out to determine the plotting area to be used as the location of Kalisentul Agrotourism. Based on the survey results, several results were obtained, among others: 1) The main commodity that characterizes Kalisentul Agrotourism is the Durian commodity; 2) Other commodities that will be developed to support Kalisentul Agrotourism are longan, avocado, guava and vegetable plants grown in polybags; 3) There needs to be a center for processing agricultural products and 4) It is necessary to procure barcode tagging of plant names as a means of education in the Kalisentul Agrotourism area. The survey was conducted to map the Agrotourism area for education and tourism by involving farmer groups who would later act as part of the Agrotourism management and the younger generation to jointly learn in fields related to: 1) how to make a tour program (itinerary) related to educational activities in agriculture, 2) how to determine the cost and price of tourism (Rai et al, 2015; Indrawati et al, 2016). Related to this, identification and inventory of tourist attractions that are possible to be

passed by tourists and to determine the stop over for some things to do and some things to learn for tourists have been carried out. The team has also identified various tourist attractions that will be used as stopovers during the journey of education-based tour packages that will be packaged so that they are integrated. This activity was carried out in the context of packaging education-based agro-tourism, namely "Kalisentul Tracking: Cycling Track and Farm Trip".

Determination of Agro-tourism plotting area and Training on Creating Agro-based Tourism Events

The Agrotourism area will be focused on RT 3 Kalisentul, Kalibawang, with consideration of the high interest and motivation of farmer groups and the younger generation to realize Agrotourism in Kalisentul. The plotting area is carried out for the entire RT 3 Kalisentul with a total of 20 households and 15 active households, where every two households will be used as centers for agricultural education. For example, every two households will be a center for vegetable cultivation and one specific type of vegetable crop. In the agricultural education, several activities will be presented, from nursery to harvest and post-harvest processing. In addition, visitors can also buy plants in polybags. Related to this, training was also conducted for Agro-tourism managers to make education-based tour events (itinerary) so that they were able to fill the event and as tour guides (Andini, 2013; Fabac & Zver, 2011; Nasution et al., n.d.; Qoriah et al., 2019; Suprayitno et al., 2018; Supriatna, 2014). This practical training is carried out by applying some of the theoretical basic principles in making tourist events that are applied directly in the field, which is associated with all the potential of rural tourism owned by Kalisentul Village and its surroundings. The basic principles applied in making tourist events in Kalisentul Village include: a) The travel route should be in the form of a round or circle route, unless conditions do not allow it. b) The variety of objects is arranged in such a way that it reflects variation so that it is not monotonous. c) Regarding the selection of which objects come first or are placed at the end, it is based on the conditions and needs of tourists, for example those that are closely related to the conditions and needs of tourists: conditions and needs of tourists, for example those that are closely related to predetermined times (catching time) d) The level of boredom and physical strength of tourists, because basically interesting components cannot necessarily be included in the program, this is related to the element of boredom and the physical strength of tourists, for example to reach tourist sites with downhill and steep roads are not suitable for older tourists (Rai et al, 2015).

Counseling Related to the Promotion of Agrotourism Packages in Kalisentul Village

In this counseling activity, training materials were provided on how to determine the cost and price of tours so that participants were trained to be more careful in determining the cost of each component of the tour package to be offered to tourists (Budiarti & Muflikhati, n.d.; Soelistyari, n.d.; Untari et al., 2023). To avoid errors in determining the cost of tour package components, participants were introduced to the term fix cost, which is the cost component paid by the group or group of tourists, for example: vehicle costs, guide fees, local guide fees, donations and variable cost terms, which are costs borne by each participant, for example: lunch, snacks and coffee breaks, entrance fees at several stopovers. After all the components of the tour cost are arranged, then the manager is trained to determine the price of the tour package by adding a surcharge or profit in the form of a certain percentage of the total cost required by tourists per person. Then the manager is also trained to determine the selling price to third parties who are possible intermediaries in the sale of rural tour packages that have been made by adding the price of the tour package with a certain percentage (ranging from 20%-30%) as a reward for services for the intermediary. The existence of this extension activity aims to improve knowledge, skills, attitudes and motivation for farmer groups so that farmer groups can accept new ideas and have the ability to change farmer groups to be better (better farming), more profitable (better business) and more prosperous (better living) (Romadi and Warnaen, 2019).

The next step taken to promote Kalisentul Agrotourism is to make a leaflet. The leaflet contains the agro and tourism potential that exists in the Kalisentul hamlet, especially at the Agrotourism location. The leaflet was made in two languages, Indonesian and English, with the hope that Kalisentul Agrotourism is not only known by domestic tourists, but also foreign tourists. In addition to information related to the potential of Agro-tourism in Kalisentul, the leaflet also contains cultural arts in Kalisentul. It aims to introduce the cultural arts in Kalisentul in addition to its agro and tourism potential. This leaflet was also made as a guide for prospective Kalisentul Agro-tourism guides in guiding tours. This leaflet contains a description of all the potential and uniqueness of the nature and culture of Kalisentul Village, so that all guides (local guides) have the same understanding of the uniqueness of the culture and nature they have in their village, so that tourists who are handled get the right information (something to learn) (Lozano-Oyola et al., 2019).

Off-season Fruit and Vegetable Cultivation Training

Fruit and vegetable commodities that will be presented in Kalisentul Agrotourism are durian, longan, avocado, papaya and guava; while for vegetables are lettuce, pakcoy, kale,

spinach, celery and leeks. Durian is a superior and seasonal commodity owned by Kalisentul hamlet. The existence of this seasonal nature so that other commodities are needed that can be cultivated outside the season. The training aims to sustain Agrotourism in providing fruits and vegetables at tourist sites. The development of off-season commodities in Agrotourism such as longan, avocado, papaya and guava; while for vegetables will be planted sustainably. Training related to cultivation was initially intended for the Ngudi Rahayu farmer group with the hope that when Kalisentul Agrotourism is running, the farmer group will be the guide in every activity in Kalisentul Agrotourism. This training activity will certainly involve people who are experts in the field of Agronomy so that they can provide the right information through a sustainable mentoring program on the cultivation of fruit and vegetable plants. This farmer group in the future has the opportunity to synergize in management so that the agricultural production produced can complement each other to be packaged into agrotourism packages. With the cultivation of horticultural crops, especially vegetable and fruit crops, it is hoped that farmer groups that carry out cultivation activities can benefit, including as food providers, can optimize natural resource management and can support the economy for the community (Saputra et al., 2018).

CONCLUSION

The potential for the development of horticultural crops in the Agrotourism Area in Kalisentul Village, after analyzing the concept of planning and design, is very large and profitable which is supported by the participation of people who play an active role, the availability of large land and the support of the government and/or the private sector.

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