

DEVELOPMENT STRATEGY FOR COFFEE AGROTOURISM IN KUBU RAYA DISTRICT

Ismawati, Eva Dolorosa*, and Shenny Oktoriana

Agribusiness Study Program, Faculty of Agriculture, Tanjungpura University, Indonesia

*Correspondence Email: eva.dolorosa@faperta.untan.ac.id

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ABSTRACT

The problems faced by the group of young skippers group in realizing coffee plantations agro-tourism include not analyzing the potential of agro-tourism based on the 4A concept and the absence of a coffee plantation agro-tourism development strategy. This study aims to identify and analyze the potential for coffee plantation agro-tourism development based on the 4A concept, as well as developing a strategy for developing coffee plantations in Kubu Raya Regency. The research location is in Punggur Kecil Village, Sungai Kakap District, Kubu Raya Regency. The study started from August to December 2021. The primary data collection method was carried out by distributing questionnaires to respondents consisting of the Kubu Raya Regency tourism, culture and sports office, agricultural extension workers, village officials, visitors, coffee farmers and coffee skipper youth groups. The process of determining the strategy is carried out through the EFAS, IFAS, SWOT and QSPM matrices. The results show that the agro-tourism potential of coffee plantations is based on the 4A concept, namely attraction can be seen from the potential of plantations and natural potential. Sufficient accessibility and amenities available only in the from the parking area while other facilities are not yet available. Ancillary available in the form of Bank Kalbar ATM, Community Health Center and places of worship, from the SWOT analysis, describing alternative agro-tourism development strategies are in a position of the weakness-opportunity (WO) strategy, with the chosen strategy priority being strategy III. Attract investors to cooperate in building tourist facilities that are not yet available.

Keywords: *agrotourism, coffee plantation, strategy*

BACKGROUND

Indonesia has a wide variety of natural resources that can be used as one of the superior products for the Indonesian people's economy. The existence of the agricultural industry can provide employment opportunities so as to realize Indonesia's economic growth independently. The sector that absorbs the most labor is the agricultural sector, this is because it can provide income for some people in rural areas. As seen in 2017, as many as 39.68 million people or 31.86% of Indonesia's total population work in the agricultural sector.

Based on the data obtained, it shows that Kubu Raya Regency in 2011-2020 has an economic structure that has shifted from the agricultural sector to the industrial and service sectors (BPS, 2020). Then the problem that often occurs in Kubu Raya Regency is product prices which often fluctuate and young people usually choose to find work in big cities so that the agricultural sector is difficult to develop. This happens because young people think that work in the agricultural sector is not a job prospect that can improve family welfare (Sidharta et al., 2021).

According to Pambudi et al., (2018) one of the problems in agricultural development such as community appreciation of agriculture is still low while according to Chorzin et al., (2013) the problem can be seen from the agricultural system that has not been well integrated and limited. Therefore we need an alternative that can combine agricultural business with tourism (agrotourism). Agrotourism is a type of tourism that combines agribusiness (agriculture) as a tourist attraction with the aim of broadening knowledge, recreational experience, and business relations. Fathoni and Irwan (2020) while agro-tourism according to Kurniasanti (2019) which can provide employment opportunities for farmers and local communities.

One of the leading plantation commodities in Kubu Raya is coffee. Coffee production in this area in 2019 reached 1,369 tons with a planted area of 5,382 hectares (BPS, 2020). One of the centers for the Kubu Raya coffee plant comes from Sungai Kakap District, Punggur Kecil Village. The area of coffee plantations is around 21 hectares of the total plantation area of 5,178 hectares, while the rest is planted with various types of plants such as deep coconut, oil palm, sahang, banana, langsung, mangosteen, durian and areca nut (Punggur Kecil Village Profile, 2019). Besides that, it is also supported by natural conditions that support coffee in this area to grow well (BPTP. Pontianak, 2021).

However, this potential has not been managed optimally, so a plan is needed to utilize this potential. As well as the dependence on weather and climate so that it affects the productivity of the coffee produced. Planning for coffee plantation agrotourism in Punggur Kecil Village is also supported by its strategic location close to the city of Pontianak. The existence of this potential has made the young skipper group of Punggur Kecil Village plan to develop coffee cultivation into coffee plantation agrotourism.

The development of coffee cultivation into a coffee plantation agro-tourism in Punggur Kecil Village needs to be supported by four main components (4A). The 4A concept referred to is attraction, amenities, accessibility and ancillary components (Sulistiyadi et al., 2019). In addition to needing the 4A concept, a strategy is also needed in developing coffee plantation agro-tourism so that it can create an economy in the countryside and can realize environmental, social and economic sustainability of the community (Johannes et al., 2021). The purpose of this study was to identify and analyze the potential for developing coffee plantation agro-tourism based on the 4A concept in Kubu Raya Regency and develop a strategy for developing coffee plantation agro-tourism in Kubu Raya Regency and then determine the appropriate top priority strategy among several alternative strategies. It is hoped that the results of this study can contribute to prospective managers of coffee plantation agro-tourism and local governments in developing coffee plantation agro-tourism.

RESEARCH METHODS

This research is a qualitative research with descriptive analysis. The research location is in Punggur Kecil Village, Sungai Kakap District, Kubu Raya Regency with the consideration that coffee plantation agro-tourism is still relatively new, so it really needs various directions in its development. The research was carried out from August to December 2021.

The technique for determining informants used a purposive sampling technique. The selection of respondents was carried out deliberately with the consideration of the respondent's criteria being able to provide information related to the conditions of coffee plantation agro-tourism. The respondents obtained were 52 selected informants consisting of internal parties, namely 2 Punggur Kecil Village officials, 1 person from the Tourism, Culture and Sports Office of Kubu Raya Regency,

3 people from the Juragan Muda Youth Group, 30 coffee farmers, 1 agricultural extension worker. Little stubble. The informants were chosen because they were considered to have a better understanding of the existing problems so that they could determine the strategy for developing coffee plantation agro-tourism. Then as many as 15 visitors as informants from external parties. Data collection from this study was carried out by observation, interviews and documentation. Observations were made to observe the research location and the condition of the surrounding community. Then interviews with Punggur Kecil Village officials, the Tourism, Culture and Sports Office of Kubu Raya Regency, Young Juragan Youth Groups, Coffee Farmers, Punggur Kecil Agricultural Extension and Visitors, as well as documentation related to village data and research locations.

The research method used in this study is SWOT analysis which is used to determine external and internal factors that influence the development of coffee plantation agro-tourism with IFE analysis and EFE analysis and SWOT matrix. QSPM analysis is used to determine the priority of the coffee plantation agro-tourism development strategy.

RESULT AND DISCUSSION

Potency of Coffee Plantation Agrotourism

The potential of Coffee Plantation Agrotourism in this study is based on the 4A concept (Attraction, Accessibility, Amenity, Ancillary). The main attractions of visitors can learn about coffee cultivation Fathoni and Irwan (2020) starting from land preparation, coffee plant nurseries, maintaining coffee plants, controlling pests and diseases on coffee plants, and harvesting. Then, visitors can feel the beautiful natural atmosphere and beautiful natural panorama produced by the coffee plantations and the surrounding plants and can take pictures with the coffee plants both when they are flowering and when they are fruiting. Coffee garden agrotourism is designed to give visitors the experience of cultivating coffee plants (Siama et al., 2020).

Accessibility to coffee plantation agrotourism is fairly easy and feasible. The road to the coffee plantation agro-tourism can be passed through 2 routes, namely, through the road from the Raya Dalam area with a distance of about ± 14.5 km and takes about 40 minutes which has the condition of the road being paved and part of the concrete road and the second access through the Bemban River area the condition of the road has also been paved and partly concrete road with a distance of about ± 14 km and a travel time of about 35 minutes. Means of transportation that can be used are motorbikes and cars.

Public facilities and infrastructure as well as special facilities are not yet available in the coffee plantation area, while the supporting facilities available are only a parking area which is not so wide, only about 10 meters. Public facilities and infrastructure that need to be provided are clean water and electricity. Supporting facilities that need to be provided are trash cans, toilets, prayer rooms, information galleries, counters, security posts and souvenir shops while supporting facilities that must be provided are lodging, diners and cafes as well as special facilities that must be provided, namely warehouses for storing crops, coffee processing and recreational facilities. However, the prospective manager of this coffee plantation agro-tourism already has a coffee cafe (coffee skipper) which is outside the coffee plantation area so that visitors who come if they want to buy roasted coffee beans or want to drink coffee can go directly to the cafe. The availability of facilities in an agro-tourism can

increase the comfort and satisfaction of visitors and the lack of facilities in tourist attractions can reduce a person's interest in visiting a place and not wanting to make a return visit.

Ancillary namely additional components that must be provided by the Regional Government for tourist destinations. The additional components provided are in the form of marketing, physical development (railways, roads, drinking water, electricity) as well as coordinating all kinds of activities and all laws and regulations both on the roads and in tourist objects. As for ancillaries that have been provided by the Regional Government such as Bank Kalbar ATMs, Health Centers as health facilities, and Worship Facilities such as Surau, Mosques and Temples which are located quite close to the main road and have provided adequate road infrastructure while organizations that play an active role in the development of agro-garden tourism coffee comes from the youth group of coffee skippers.

Identification of Internal and External Factors

In the early stages of research in formulating a coffee plantation agro-tourism development strategy is to analyze the internal environmental conditions (IFE) and external environmental conditions (EFE).

Table 1. Internal Factor Analysis (IFE)

No	Strength Factor	Important score	Weight	Ratings	Score
1.	Agrotourism with educational concept	3,70	0.158	3,53	0,559
2.	Beautiful natural atmosphere and strategic location	3,62	0.152	3,27	0,498
3.	The area is suitable for growing coffee	3,43	0.150	3,53	0,530
	Total	10,75			1,588
No	Weakness Factor	Important score	Weight	Ratings	Score
1.	Less varied tourist attractions	2,11	0.102	3,00	0,307
2.	Not yet available tourist facilities	2,27	0.114	3,53	0,403
3.	Inadequate human resources	1,95	0.103	3,47	0,358
4.	The promotion has not been optimal	1,78	0.101	3,40	0,342
5.	Limited funds	2,38	0.118	3,60	0,427
	Total	10,49	1,000		1,838
Total Internal Factors		21,24			

Source: Primary Data, 2022

The results of the IFE analysis above show that coffee plantation agro-tourism has 3 strengths, namely: (1) Agro-tourism with an educational concept (Rusadi et al., 2019), (2) The natural atmosphere is still beautiful and the location is strategic (Sari et al., 2020), and (3) the area suitable for coffee cultivation (Bahur et al., 2020), and there are 5 weaknesses including: (1) Tourist attractions are still limited (Permatasari & Umilia, 2021), (2) The unavailability of tourist facilities (Chaerunissa & Yuningsih, 2020), (3) Inadequate human resources (Khotimah & Luchman, 2017), (4) The promotion has not been optimal (Nurani et al., 2020), and (5) Limited funds (Ramadani & Mayarni, 2021). The total score of weaknesses is greater than the total score of strengths. The difference between these two total scores is $1.588 - 1.838 = -0.25$, so the X-axis score obtained in the SWOT diagram in the development of coffee plantation agro-tourism is -0.25. This is obtained because the score of weaknesses is greater than strength, thus indicating that the internal condition of Coffee

Plantation Agrotourism is weak, thus in the development of Coffee Plantation Agrotourism it is not able to take advantage of its strengths to overcome existing weaknesses.

Table 2. External Factor Analysis (EFE)

No	Opportunity Factor	Important score	Weight	Rating	Score
1	Open job opportunities for local people	3.49	0.137	1.93	0.264
2	People's taste in tourism based on agro-tourism	3.59	0.134	1.40	0.187
3	Development of information technology	3.65	0.136	2.00	0.272
4	There is support from the local community	3,62	0.138	1.80	0.248
5	There is cooperation with other parties	3.68	0.141	1.93	0.273
Total		18.03			0.686
No	Threat Factor	Important score	Weight	Rating	Score
1	Changes in weather and climate	1.81	0.083	1.93	0.160
2	There are competitors in the field of Agrotourism	1.49	0.070	1.73	0.121
3	There is a change in the function of agricultural land	1.78	0.072	1,13	0.081
4	Covid 19 pandemic	1.97	0.089	2.00	0.179
Total		7.05	1,000		0.542
Total External Factors		25.08			

Source: Primary Data, 2022

The results of the EFE analysis above show that coffee plantation agro-tourism has 5 opportunities, namely: (1) Opening job opportunities for the local community (Pramusita & Sarinastiti, 2018), (2) Community tastes in tourism based on agro-tourism (Hulfa et al., 2020), (3) Development of information technology (Hulfa et al., 2020), (4) There is support from the local community (Kurniawan, 2020), and (5) There is cooperation with other parties (Kurniati & Dolorosa, 2020). There are also 4 threats, namely as follows: (1) Changes in weather and climate (Fadlil et al., 2020), (2) There are competitors in the field of agro-tourism (Kapriyanto et al., 2020), (3) The occurrence of conversion of agricultural land (Kapriyanto et al., 2020), and (4) the covid 19 pandemic (Febriana & Merinawati, 2021). The opportunity score is higher than the threat score. These results indicate that the development of coffee plantation agro-tourism is quite good and has the potential to be developed. The Y-axis score obtained is $Y = 0.686 - 0.542 = 0.14$. These results are obtained because the opportunity score is greater than the threat score. This also shows that the external condition of Coffee Plantation Agrotourism is in good condition, because the business opportunities owned by Coffee Plantation Agrotourism can overcome existing threats.

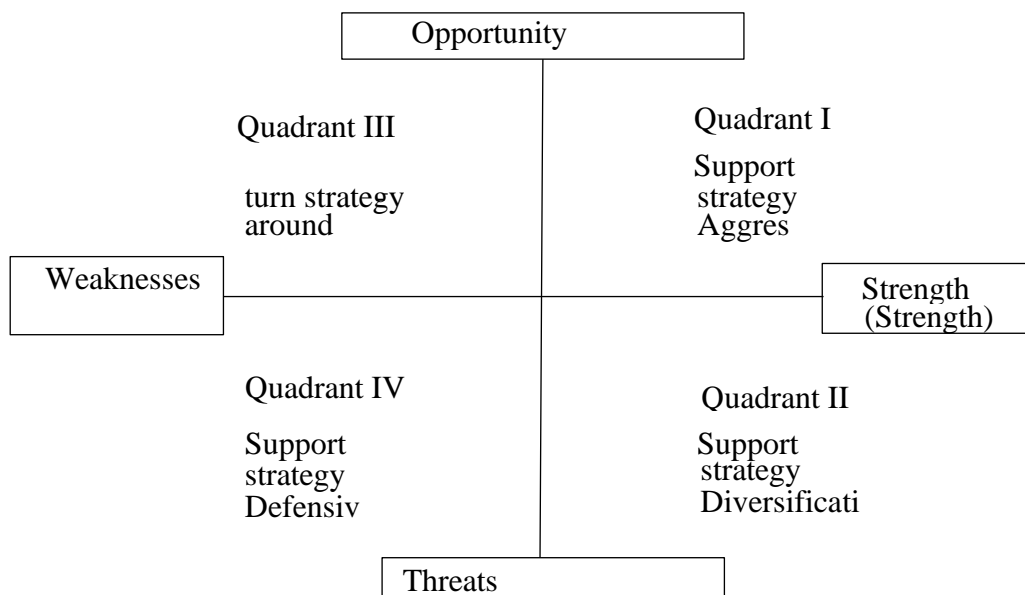


Figure 1. Coffee Plantation Agrotourism Development Matrix

The results of calculations from internal and external factors in the IFE and EFE matrices have the result that the X-axis value is -0.25 and the Y-axis is 0.14, from these values it shows that the coffee plantation agro-tourism strategy is in quadrant III position. The strategy that is in quadrant III means that in the development of Coffee Plantation Agrotourism it faces enormous opportunities, but on the other hand, it also faces some internal constraints or weaknesses. The focus of this strategy is to minimize internal strategic problems so as to seize better market opportunities.

SWOT Analysis

Alternative strategies are formulated using the SWOT matrix which produces four alternative strategies as follows:

1. SO strategy
 - a. Promoting coffee plantation agro-tourism as an interesting and contemporary educational tour to visit.
 - b. Creating business and employment opportunities.
2. WO strategy
 - a. Establish cooperation with local governments in order to provide training related to agro-tourism management and assist in meeting the needs of tourist attractions and facilities in coffee plantation agro-tourism.
 - b. Utilizing community support to be involved in the development of coffee plantation agro-tourism.
 - c. Attract investors to cooperate in building tourist facilities that are not yet available.
 - d. Optimizing promotions by utilizing the development of information technology as a means of promotion.
3. ST Strategy. Conducting comparative studies to other areas that have succeeded in developing agro-tourism.
4. WT Strategy. Carry out the implementation of health protocols and supervision in terms of maintaining the beauty of the coffee plantation agro-tourism environment.

Based on the swot analysis above, the recommended strategy is the Turn Around strategy. Therefore, even though it has great opportunities, there are still several obstacles that must be faced by coffee plantation agro-tourism. Thus the chosen strategy is the WO strategy. This study gives different results to the research conducted by Amir et al., (2020) The resulting strategy is the SO strategy, namely applying sapta charm, increasing cooperation with the local community and increasing the attractiveness they have to attract tourists. Research by Sari and Yuwono (2020) also provides different results, namely the ST strategy where the strategy is to increase promotion and advertising, carry out product innovation and set quality standards and determine market pricing strategies to face competition.

But this research is in line with that conducted by Faradin and Farida (2021) in his research stated that the focus was on collaboration in developing starfruit garden agrotourism with various parties. The same thing was also expressed by Vestikowati (2018) in his research where Kaprayak beach managers can attract investors and collaborate with entrepreneurs to build tourist facilities such as restaurants and hotels and other facilities.

Coffee Plantation Agrotourism Development Strategy Based on QSPM Analysis

After getting an alternative strategy, namely the WO strategy, then do a QSPM analysis. QSPM analysis is an analysis to determine the priority of the selected strategic alternatives (Azizah & Rahmawati, 2020). Alternative WO strategies consist of: Strategy I. Collaborating with local governments so that they can provide training related to agro-tourism management and assist in meeting the needs of tourist attractions and facilities in coffee plantation agro-tourism. Strategy II. Utilizing community support to be involved in the development of coffee plantation agro-tourism. Strategy III. Attract investors to cooperate in building tourist facilities that are not yet available. Strategy IV. Optimizing promotion by utilizing the development of information technology as a means of promotion The stages in determining the priority of the coffee plantation agro-tourism development strategy can be seen based on table 3.

Table 3. QSPM Matrix Analysis

QSPM Strategic Factors	Weight	Alternative Strategy							
		Strategy 1		Strategy 2		Strategy 3		Strategy 4	
		US	BAG	US	BAG	US	BAG	US	BAG
Strength									
1. Agrotourism with educational concept	0.158	4	0.634	4	0.634	4	0.634	4	0.634
2. Beautiful natural atmosphere and strategic location	0.152	4	0.609	3	0.457	3	0.457	3	0.457
3. The area is suitable for growing coffee	0.150	3	0.451	3	0.451	3	0.451	3	0.451
Weakness									
1. Less varied tourist attractions	0.102	3	0.307	3	0.307	3	0.307	3	0.307
2. Not yet available tourist facilities	0.114	3	0.342	3	0.342	3	0.342	3	0.342
3. Inadequate human resources	0.103	3	0.310	3	0.310	4	0.413	3	0.310

QSPM Strategic Factors	Weight	Alternative Strategy							
		Strategy	Strategy 2	Strategy 3	Strategy 4	Strategy 1	Strategy 2	Strategy 3	Strategy 4
4. The promotion has not been optimal	0.101	3	0.302	3	0.302	3	0.302	3	0.302
5. Limited funds	0.118	3	0.355	4	0.474	4	0.474	3	0.355
Opportunity									
1. Open job opportunities for local people	0.137	3	0.411	3	0.411	3	0.411	3	0.411
2. Visitor tastes in agro-tourism-based tours	0.134	3	0.401	3	0.401	3	0.401	3	0.401
3. Development of information technology	0.136	3	0.408	3	0.408	3	0.408	3	0.408
4. There is support from the local community	0.138	3	0.413	3	0.413	4	0.413	3	0.413
5. There is cooperation with other parties	0.141	3	0.424	3	0.424	3	0.424	3	0.424
Threat									
1. Changes in weather and climate	0.083	3	0.249	3	0.249	3	0.249	3	0.249
2. There are competitors in the field of agro-tourism	0.070	3	0.210	3	0.210	3	0.210	3	0.210
3. There is a change in the function of agricultural land	0.072	3	0.215	3	0.215	3	0.215	3	0.215
4. Covid 19 pandemic	0.089	4	0.358	3	0.268	3	0.268	3	0.268
Amount			6,400		6,277		6,518		6,158

Source: Primary Data Analysis (2022)

Based on the results of the QSPM analysis, the priority strategy was chosen, namely Strategy III. Attract investors to cooperate in building tourist facilities that are not yet available.

CONCLUSION AND SUGGESTION

This study provides several conclusions, first is the potential of agro-tourism based on the 4A concept, namely attraction which can be seen from natural potential and plantation potential. Accessibility is in the form of paved roads that are close to urban areas. Amenity (amenity) tourist facilities available are only in the form of supporting facilities, namely parking lots while other facilities are not yet available. The additional (ancillary) component available is in the form of facilities such as Bank Kalbar ATMs, health centers and places of worship. The two results of the SWOT analysis formulate a coffee plantation agro-tourism development strategy in quadrant III, so

the resulting strategy is a weakness-opportunity strategy (WO) with a strategic priority, namely Strategy III. Attract investors to cooperate in building tourist facilities that are not yet available.

Based on the research that has been conducted by the author, the suggestions that can be given to related parties are for groups of young entrepreneurs as initiators of coffee plantation agrotourism, they should be able to attract investors and cooperate with entrepreneurs to invest in the construction of tourism facilities in coffee plantation agrotourism. Furthermore, carry out active promotions, both through print media and social media. 2. The government should provide assistance to prospective managers of coffee plantation agro-tourism so that they are able to manage agro-tourism properly and provide financial assistance so that tourist facilities and tourist attractions can be fulfilled.

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