STRATEGY AND PARTICIPATION OF COFFEE AGRO-TOURISM DEVELOPMENT IN WAGIR DISTRICT, MALANG REGENCY

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ABSTRACT

The coffee commodity and supported by a unique landscape on Mount Kawi's slopes, is an excellent potential for Wagir District to develop into a coffee agrotourism destination. This development cannot be separated from the cooperation needed from the government to the community, especially farmers so that this Coffee Agrotourism can have a welfare and sustainability impact on society and the environment. Also, this study aims to describe the condition of coffee plantations and the level of community participation in their management and to analyze the company's internal and external factors that can formulate appropriate development strategies. Mixed methods were used in this research, and analytical tools such as AHP-SWOT and the Arnstein Participation Ladder Analysis were used. The study results showed that community participation in developing coffee agro-tourism is still relatively low. It is triggered by limited understanding and knowledge regarding the concept of agro-tourism. Recommendations for development strategies are based on the level of participation and conditions in the field, namely by increasing field extension resources to increase farmer institutions' role in creating good coffee agro-tourism. Good farmer institutions are expected to maintain coffee quality and uniformity of coffee quality through farmer groups and improve marketing efficiency.

Keywords: *coffee plantation, coffee agrotourism, participation*

BACKGROUND

Coffee is one of the leading export commodities in Indonesia, with two types of coffee plants dominating, namely Arabica Coffee (Coffea arabica) and Robusta Coffee (Coffea canephora). Based on data from The Observatory of Economic Complexity (OEC, 2023), Indonesia is included as the ninth largest coffee-producing country in the world. At the same time, this commodity is included in 40 commodities with a considerable export value in Indonesia. It is inseparable from the increasing demand for coffee worldwide, which has increased since 2000 (Wulandari et al., 2022).

In addition, with the development of livelihoods globally, the term third-wave coffee has begun to emerge, where coffee is not only defined as a drink but also all activities in getting a "taste" from upstream to downstream (Putranto & Hudrasyah, 2017). According to Adisasmita (2013), coffee has an important role not only in contributing to the country's foreign exchange but is expected to be able to encourage the increased welfare of coffee farmers in Indonesia.

The coffee plantations in Indonesia are estimated at 1.2 million hectares, dominated by smallholder coffee plantations (approximately 1 – 2 hectares), while privately managed large-area plantations (~ 2,000 hectares) dominate Sumatra and Sulawesi. Thus, it can be said that smallholder coffee plantations have an essential role in advancing the coffee industry in Indonesia (USDA, 2022). Meanwhile, in the Java Island region, in addition to state-owned companies that manage quite an extensive Robusta coffee plantation, smallholder plantations dominate, especially in the East Java region, which is ranked 5th as the largest coffee producer in Indonesia. The results of an analysis from BPS (2022) show that the area of smallholder plantations in East Java is increasing from year to year, whereas in the smallholder plantation management system, the role of coffee farmers is crucial to the success of existing farming businesses. In addition, coffee plantations in Malang Regency have been designated as one of the national plantation areas through the Decree of the Minister of Agriculture of the Republic of Indonesia Number: 46/Kpts/PD.300/1/2015 dated 16 January 2015 concerning Designation of National Plantation Areas. The Robusta coffee area in Malang Regency is 15,265 hectares, with a total production of around 17,514.93 tons. The average productivity is 734.46 kg/ha/year. One area in Malang Regency that has the potential to be developed in coffee production is Wagir District. Geographically, Wagir District is located on the slopes of Mount Kawi which is also one of the Arabica and Robusta coffee-producing centers in Malang Regency.

The potential possessed by the East Java region, especially Malang Regency as a national plantation area, can be optimized to encourage the equal distribution of the welfare of farmers and the surrounding community. It is because the type of coffee farming in Wagir District is still dominated by small-scale plantations, where when the demand for coffee increases, it can have an impact on increasing deforestation activity and the use of chemicals to get high production quantities, which of course this can lead to unsustainability (Ibnu, 2017; Treanor & Saunders, 2021). So, a combination of coffee plantation management patterns is needed by utilizing the ecosystem's potential and highlighting the coffee plantation sector in it (Pangestuti et al., 2018).

Management practices that lead to Agro-tourism can be a new opportunity for community development. Agro-tourism is a series of rural tourism activities with attractions that highlight people's lives in farming, learning local culture, enjoying scenery and biodiversity, practicing organic and conventional farming systems, and harvesting activities (Aridiansari, 2015). In addition, in this development pattern, elements of education, training, and entertainment are also inserted that tourists will get. So that in developing agro-tourism, it is necessary to optimize existing local resources, both from the potential of natural resources and human resources such as agriculture, natural and biological conditions, and the culture of the local community. Community participation is essential, and people must think in an integrated and long-term way to gain benefits from the tourism sector, including increasing skills, employment opportunities, increasing welfare, appreciating cultural values, and the benefits of environmental conservation (Fujiadisti & Zetly, 2017). In developing and implementing Coffee Agrotourism in Wagir District, it is necessary to have a strategy that follows the environmental and socio-economic conditions of the community

and requires active participation from the surrounding community (farmers or non-farmers). Thus, it is hoped that this research will be able to formulate a development strategy and measure the level of community participation in the framework of developing and implementing Coffee Agrotourism in Wagir District so that it becomes a sustainable small-holder coffee plantation.

RESEARCH METHODS

This study uses a mixed methods approach, a combination of quantitative and qualitative methods, to analyze research findings through quantitative methods and reinforced by qualitative methods so that this method can produce a deep and detailed understanding of the problems contained in this research (Sugiyono, 2012). More clearly, the variables and indicators of the quantitative and qualitative methods based on the objectives of this study are shown in Table 1 below.

Table 1. Variable and Indicator of Research

No.	Method	Analysis Tool	Variable & Indicator	Output
1.	Quantitative	AHP-SWOT Analysis	**Internal** (Strenght) Availability of coffee plantation land (S1) Farmer experience in coffee cultivation (S2) Awareness of using chemicals & pesticides (S3) Distinctive Robusta Coffee Flavor (S4) Farmers' motivation to participate in training (S5) (Weakness): Have not implemented GAP and GHP optimally (W1) Low Human Resources (W2) Lack of mastery of market access (W3) Lack of product processing capability (W4) Weak institutions (W5) **External** (Opportunities): Increasing market demand for Robusta coffee (O1) There are adequate marketing channels (O2) Potential partnership with stakeholders (O3) There are academic and R&D institutions to assist the Robusta coffee (O4) development process	Coffee agrotourism development strategy in Wagir District

| | | | Government support to develop robusta coffee & agro-tourism (O5)

(Threat):
Generational interest in becoming coffee farmers is declining (T1)
Increasingly tight market competition (T2)
Transfer of land use for coffee plantations (T3)
Market competition with other countries (T4)
Climate change (T5) | |
| 2. | Qualitative-Description | Arnstein Ladder Analysis | The level of presence in socialization (T1)
Procurement of socialization (T2)
Express ideas/opinions (T3)
Government response (T4)
Community involvement in planning (T5)
Transparency of development actors (T6)
Community involvement in decision-making (T7)
The decision is taken by the community absolutely (T8) | Level of community participation |

The case study in this research is Wagir District which is one of the Districts in the Malang Regency with an area of 75.43 km². Geographically, Wagir District is located around the foot of Mount Kawi, so hills dominate the topography. The climate in Wagir District is a tropical monsoon climate with relatively high rainfall. Due to the favorable environmental conditions, the agricultural sector is one of the leading sectors influencing the people's economy. One of the potential commodities is coffee plantation commodities which are still dominated by smallholder coffee plantations and also with traditional processing. Based on data from BPS (2021), the area of coffee plantations in Wagir District has increased by 288%, from 52 to approximately 202 hectares. This research will focus on two potential villages for developing coffee plantations: Dalisodo Village and Sumbersuko Village.

The data collection method in this study was to carry out questionnaires and in-depth interviews with respondents who were farmers and experts who were selected based on the purposive sampling method. So that questionnaires and in-depth interviews were distributed to 20 farmers and five experts consisting of the Food Crops, Horticulture, and Plantation Service (1 person), Coffee and Cocoa Research Institute (1 person), Academics (2 people), BAPEDDA (1 person). After the data from the questionnaire was obtained, an analysis was then carried out using the AHP-SWOT Analysis to formulate a strategy and also the Arnstein Ladder Analysis to identify the level of community participation in the development of Coffee Agrotourism in Wagir District.

AHP-SWOT analysis is used to identify supporting and inhibiting factors in doing business. The AHP-SWOT analysis consists of internal factors: Strength is the potential to become capital in conducting business ventures, and Weakness is the limitations of business units in terms of resources, skills, and abilities, which are obstacles to growth. External factors, namely: Opportunities, are opportunities owned by a business unit to achieve a goal, and Threats are negative

factors from the environment that provide obstacles to the development or operation of a business unit. AHP-SWOT analysis will produce (1) a Strategy Matrix and (2) a Strategy Diagram, which can then be measured the priority of choosing the appropriate strategy so that each strategy formulation resulting from the AHP-SWOT analysis will assist in the optimization process based on conditions in the field.

Community participation was analyzed with Arnstein Ladder. The data from the questionnaire was then inputted into excel, which was then analyzed descriptively using the Arnstein Ladder, which classifies the scale of community participation into three levels, namely high participation (Citizen Power), moderate participation (Tokenism), and low participation (Non - participation). Each level can be divided into categories, as shown in Table 2.

Table 2. Classification of Community participation

No	Classification	Range
1	Manipulation	784 – 1,175
2	Therapy	1,176 – 1,567
3	Informing	1,568 – 1,959
4	Consultation	1,960 – 2,351
5	Placation	2,352 – 2,743
6	Partnership	2,744 – 3,135
7	Delegated Power	3,136 – 3,527
8	Citizen Control	3,528 – 3,920

Source: Arnstein, 2011

RESULT AND DISCUSSION

Level of Community Participation in Coffee Agrotourism Development in Wagir District, Malang Regency
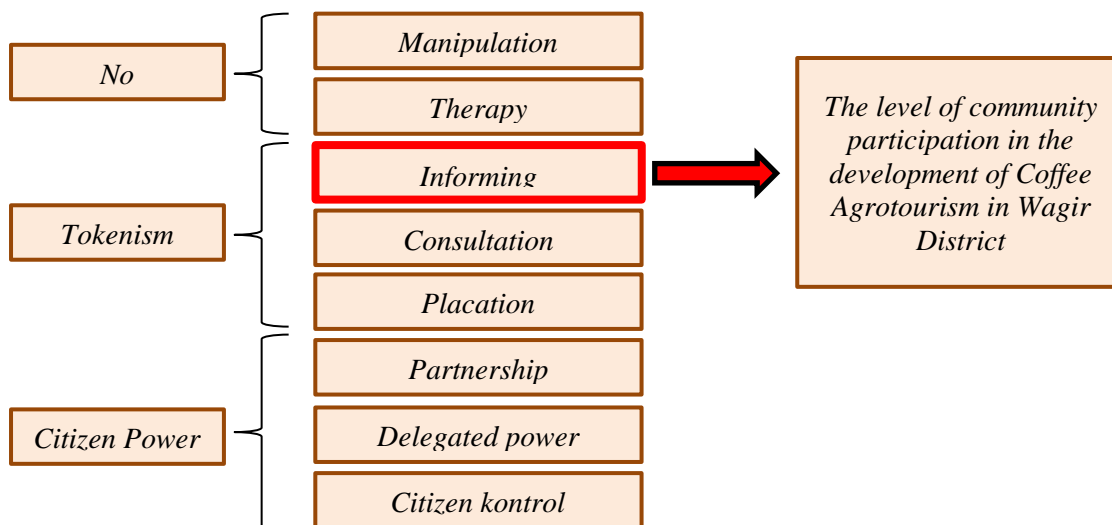
Community participation is a form of community involvement in development activities covering planning activities to implementation and management. Development carried out with planning and community involvement is more effective and efficient (Aridiansari et al., 2015). In this study, to develop the concept of agro-tourism, an agriculture-based tourism approach with the aim of sustainability, community involvement from planning and development to management is considered very important (Pratiwi et al., 2015). This study uses the Arnstein Ladder method to measure community participation in developing People's Coffee Agrotourism in Wagir District. There are several indicators in this analysis which include the level of presence in socialization (T1), Procurement of socialization (T2), Expressing ideas/opinions (T3), Responses from the government (T4), Community involvement in determining plans (T5), Openness of development actors (T6), Community involvement in decision making (T7), and Decisions are taken by the community absolutely (T8). Each indicator is then contained in a questionnaire with a Likert scale (1 to 5) distributed to research respondents. After each respondent has filled in, an analysis is carried out by counting the number of respondents' answers on the Likert scale and calculating the average of each indicator so that the results are obtained, as in Table 3.

Table 3. Level of Community Participation

Indicator	Total	Average
The level of presence in socialization (T1)	435	4.44
Procurement of socialization (T2)	258	2.63
Express ideas/opinions (T3)	170	1.73
Government response (T4)	351	3.58
Community involvement in planning (T5)	181	1.85
Transparency of development actors (T6)	113	1.15
Community involvement in decision-making (T7)	102	1.04
The decision is taken by the community absolutely (T8)	102	1.04
Total	**1,712**	**2.18**

Source: Analysis Result, 2022

Table 3 above shows that the indicators T1 (level of socialization attendance) and T4 (Response from the government) are the two indicators with the highest scores in measuring community participation. In this case, it shows that the level of education of the people in Wagir District is quite excellent, and they can receive good information, as evidenced by the high level of attendance in socialization. Research (Mustika, 2017) states that a person's educational level can influence community participation. In addition, the economic benefits of high participation will impact increasing people's income. The process of community participation has a positive impact on the planning and environmental utilization stages of agro-tourism (Sarjan, 2021). It also shows that from an internal standpoint, the community already desires to be able to develop more and be involved in developing People's Coffee Agrotourism in Wagir District. This socialization activity is inseparable from the participation of the Government of Malang Regency, which also continues to encourage the emergence of creative industrial sectors, one of which is optimizing community coffee plantations in Wagir District to become an agritourism destination that can attract local and foreign tourists. Agro-tourism development must accommodate success by providing training to improve the ability of people who are still relatively low (Jojok et al., 2017). The Regional Government is the leading sector in conducting community development for the development of Coffee Agrotourism in Wagir District, Malang Regency. Table 3 above shows that the total number of community participation level questionnaires is 1712. This value can then be categorized into eight levels of participation in the Arnstein Ladder (according to Table 2). The results of the categorization in the Arnstein ladder can be seen in Figure 1.

Figure 1. The Level of Community Participation Based on the Arnstein Participation Ladder

Based on the analysis results in Table 3, the level of community participation in Wagir District is tokenism with information classification (the third of the eight Arnstein Ladder). It relates to human resources, classified as adequate, but the community is not followed by sufficient knowledge and understanding of Agrotourism. Khoiroh (2019) states that at the level of tokenism, participation is the level of community participation, whereas, at this level, there is already communication between the government and the community. It is a condition where farmers/communities are heard and allowed to have opinions but cannot ensure that the opinions expressed will be the primary consideration by decision-makers (the government). So far, the people of Wagir Sub-District are still in the stage of providing information from the local government. The local government wants to develop tourism in Malang Regency, especially by optimizing the local potential of the regions.

The level of community participation in Wagir Subdistrict can be increased from tokenism to community strength by providing open socialization and space for discussion related to the People's Coffee Agrotourism development plan, starting from understanding the definition and how to take steps to create a good and correct Agrotourism area. In addition, community participation relates to community awareness of involvement in an activity. Communities will find it easier to follow the advice of community leaders such as religious leaders and highly respected village leaders. The main factor in increasing community participation in Wagir District is the leader, village head, or local community leaders. Leaders have full power in making decisions in their respective leadership areas. According to Ardila et al. (2014), fostering community participation requires a formal leader who encourages and motivates the community to participate actively. The Village Head, the formal village leader, functions as a government administrator, development administrator, and community administrator. In its process of optimizing plans for the development of this agro-tourism area, the village government needs to form a tourism-aware community group (POKDARWIS). POKDARWIS can usually be collected from teenagers with a reasonably high level of education, so they have a relatively high level of acceptance of new information. POKDARWIS can be taken from active youth members. This group can assist development in the tourism sector, where the existence of this group can also help increase the level of community participation in Wagir District in the development of the People's Coffee Agrotourism Area.

Development Strategy for the Smallholder Coffee Agrotourism sector in Wagir District, Malang Regency

The strategy for developing People's Coffee Agrotourism in Wagir District was formulated using the AHP-SWOT analysis method. The combination of the SWOT method with AHP is intended to minimize the subjectivity of researchers in developing strategies. The AHP method can overcome the main weaknesses in decision-making methods, often known as weaknesses in converting qualitative data into a quantitative form. Apart from that, the Analytical Hierarchy Process (AHP) can also prioritize alternatives and track inconsistencies in the considerations and preferences of a respondent (Saaty, 1993). Data to support this method was obtained from interviews with experts to determine the priority of implementing the strategy. In the AHP-SWOT analysis, there are two primary components, Internal Factors (Strengths & Weaknesses) and External Factors (Opportunities & Threats), which are then assessed based on each component's weight, rating, and score. So that the right strategy and priority scale of each strategy can be identified following the conditions in the field. The following is a calculation of each internal and external factor in the AHP-SWOT analysis, which can be seen in Table 4 and Table 5.

Table 4. IFAS Matrix

IFAS	Index Value		
Strength	**Weight**	**Rating**	**Score**
Availability of coffee plantation land (S1)	0.159	0.287	0.049
Farmer experience in coffee cultivation (S2)	0.170	0.287	0.052
Awareness of using chemicals & pesticides (S3)	0.177	0.287	0.054
Distinctive Robusta Coffee Flavor (S4)	0.178	0.287	0.054
Farmers' motivation to participate in training (S5)	0.316	0.287	0.097
Sub Total			**0.306**
Weakness	**Weight**	**Rating**	**Score**
Have not implemented GAP and GHP optimally (W1)	0.143	0.168	0.027
Low Human Resources (W2)	0.301	0.168	0.056
Lack of mastery of market access (W3)	0.125	0.168	0.045
Lack of product processing capability (W4)	0.125	0.168	0.024
Weak institutions (W5)	0.190	0.168	0.036
Sub-Total			**0.188**

Source: Analysis Result, 2022

Table 5. EFAS Matrix

EFAS	Index Value		
Opportunities	**Weight**	**Rating**	**Score**
Increasing market demand for Robusta coffee (O1)	0.117	0.339	0.036
There are adequate marketing channels (O2)	0.104	0.339	0.032
Potential partnership with stakeholders (O3)	0.136	0.339	0.042
There are academic and R&D institutions to assist the Robusta coffee (O4) development process	0.272	0.339	0.083
Government support to develop robusta coffee & agro-tourism (O5)	0.372	0.339	0.011
Sub Total			**0.204**

Threat	Weight	Rating	Score
Generational interest in becoming coffee farmers is declining (T1)	0.286	0.207	0.057
Increasingly tight market competition (T2)	0.109	0.207	0.022
Transfer of land use for coffee plantations (T3)	0.350	0.207	0.070
Market competition with other countries (T4)	0.095	0.207	0.019
Climate change (T5)	0.160	0.207	0.032
Sub Total			**0.200**

Source: Analysis Result, 2022

The IFAS and EFAS values shown in Table 3 and Table 4 above show the values of the weights, ratings, and scores of each component in the AHP-SWOT analysis. This value will later become the basis for selecting an appropriate strategy for developing People's Coffee Agrotourism in Wagir District. At least four types of strategies are most used in this analysis, namely S-O Strategy, S-T Strategy, W-O Strategy, and W-T strategy. More clearly, the formulation of this strategy can be seen in the strategy matrix Table 6.

Table 6. AHP-SWOT Analysis Strategy Matrix

	Strength (S)	**Weakness (W)**
	1. Availability of coffee plantation land (S1) 2. Farmer experience in coffee cultivation (S2) 3. Awareness of using chemicals & pesticides (S3) 4. Distinctive Robusta Coffee Flavor (S4) 5. Farmers' motivation to participate in training (S5)	1. Have not implemented GAP and GHP optimally (W1) 2. Low Human Resources (W2) 3. Lack of mastery of market access (W3) 4. Lack of product processing capability (W4) 5. Weak institutions (W5)
Opportunities (O) 1. Increasing market demand for Robusta coffee (O1) 2. There are adequate marketing channels (O2) 3. Potential partnership with stakeholders (O3) 4. There are academic and R&D institutions to assist the Robusta coffee (O4) development process 5. Government support to develop robusta coffee & agro-tourism (O5)	**SO1:** Increasing production and productivity of Robusta coffee through intensification and extensification activities to meet market demand. **(S1, S4, O1,02)** **SO2:** Increasing environmental sustainability in coffee cultivation in order to meet world market demand for environmentally friendly coffee products. **(S3, O1,O5)**	**WO1**: Improving the quality of Robusta coffee through increasing awareness of farmers to apply coffee GAP and GHP in an appropriate manner with the support of academic, R&D and government institutions **(W1, O4,O5)** **WO2**: Improving the quality and quantity of field counseling in order to increase the capability of farmer human resources and strengthen farmer institutions so they can be competitive and market oriented **(W2,W5,04,05)**

Threat (T)	**ST1**: Improving marketing networks by collaborating between farmers, stakeholders and business actors through business partnerships and encouraging farmers to improve robusta quality assurance through facilitation to obtain organic certification, geographical indications and 4C **(S4, T2, T4)** **ST2**: Increased coffee farming activities based on farmers' experience in cultivating coffee on suitable and available land to reduce the rate of land conversion and commodity transfer. **(S2, S5, T1, T3)**	**WT1**: Carry out sectoral coordination improvements through policies to protect farmers against market access and protect domestic products **(W2,T2,T4)** **WT2**: Development of coffee agro-tourism to increase the interest of the younger generation in coffee farming and increasing coffee processing businesses **(W2, W5, T1)**
1. Generational interest in becoming coffee farmers is declining (T1) 2. Increasingly tight market competition (T2) 3. Transfer of land use for coffee plantations (T3) 4. Market competition with other countries (T4) 5. Climate change (T5)		

The strategy formulation in the strategy matrix above (Table 5) will be analyzed further by calculating the AHP to determine the most appropriate type of strategy. In calculating AHP in this SWOT analysis, weight points significantly determine the type of strategy chosen. More clearly can be seen in Table 7.

Table 7. Ranking of Community Coffee Plantation Agroourism Strategies in Wagir District, Malang Regency

Strategy	Linked Indicator	Weight	Rank
Strategy Strength – Opportunities 1	**S1**: Availability of coffee plantation land **S4**: Distinctive Robusta Coffee Flavor **O1**: Increasing market demand for Robusta coffee **O2**: There are adequate marketing channels	0.558	5
Strategy Strength – Opportunities 2	**S3**: Awareness of using chemicals & pesticides **O1**: Increasing market demand for Robusta coffee **O5**: Government support to develop robusta coffee & agro-tourism	0.666	4
Strategy Strength – Threat 1	**S4**: Distinctive Robusta Coffee Flavor **T2**: Increasingly tight market competition **T4**: Market competition with other countries	0.382	7
Strategy Strength – Threat 2	**S2**: Farmer experience in coffee cultivation **S5**: Farmers' motivation to participate in training **T1**: Generational interest in becoming coffee farmers is declining **T3**: Transfer of land use for coffee plantations	1.122	2

Strategy Weakness – Opportunities 1	**W1**: Have not implemented GAP and GHP optimally **O4**: There are academic and R&D institutions to assist the Robusta coffee development process **O5**: Government support to develop robusta coffee & agro-tourism	0.787	3
Strategy Weakness – Opportunities 2	**W2**: Low Human Resources **W5**: Weak institutions **O4**: There are academic and R&D institutions to assist the Robusta coffee development process **O5**: Government support to develop robusta coffee & agro-tourism	1.135	1
Strategy Weakness – Threat 1	**W3**: Lack of mastery of market access **T2**: Increasingly tight market competition **T4**: Market competition with other countries	0.329	8
Strategy Weakness – Threat 1	**W2**: Low Human Resources **W5**: Weak institutions **T1**: Generational interest in becoming coffee farmers is declining	0.536	6

Based on the results of the AHP-SWOT analysis in Table 7 above, it is known that the priority strategy that has the potential to be implemented in the development of People's Coffee Agrotourism in Wagir District is the Weakness – Opportunities 2 (WO2) Strategy with a total weight of 1.135. This strategy intersects with several internal and external components, namely low human resources (W2), weak institutions (W5), the existence of academic & R & D institutions to assist the process of developing robusta coffee (O4), and government support for developing robusta coffee & agro-tourism (O5). So based on this, the WO2 strategy is a strategy with the focus on increasing the quality and quantity of field extension related to the agro-tourism development program in order to increase the capabilities of farmers to support optimal implementation while also strengthening farmer institutions so that they can be competitive and support agro-tourism activities, which will be implemented. It is expected to impact increasing the capacity and strengthening of farmer institutions to be competitive in the market. The results of another study (Satria et al., 2015) showed that field extension agents play an essential role in developing smallholder coffee farming, starting from fertilization, pest, and disease management to disease control. Coffee agro-tourism has many opportunities and obstacles to minimize risks and increase competitiveness. Strengthening farmer institutions can be done by exercising bargaining positions, maintaining coffee quality and uniformity of coffee quality through farmer groups, and building business partnerships with PT. Asal Jaya as an exporter with farmer groups to improve marketing efficiency.

The second strategic priority is the Strategy Strength – Threat 2 (ST2) which is a combination of the components of farmer experience in coffee cultivation (S2), motivation of farmers to participate in training (S5), decreased interest in becoming coffee farmers (T1), and land conversion of Coffee plantations (T3) with a total weight of 1.122. The focus of this strategy is to increase coffee farming activities based on the experience of farmers in cultivating coffee on suitable and available land to reduce the rate of land conversion and commodity transfer. It follows data from (Lailada et al., 2020); much of the experience of farmers is obtained from generations of their

ancestors so that farmers can apply how to manage coffee farming properly and correctly. Mature experience in managing coffee farming will undoubtedly positively impact quality improvement in the future. Previous research (Sudirman, 2020) showed that farming experience has increasingly impacted farmers' interest in converting land functions, both in the form of housing yards and others. Parmawati et al., 2022, state that it is necessary to develop and improve in specific dimensions and holistically in each dimension to improve the multidimensional sustainability index value.

CONCLUSION AND SUGGESTION

The level of community participation is an essential component in supporting the successful development and implementation of Agrotourism Areas in Wagir District. The level of community participation in the Development of Coffee Agrotourism Areas in Wagir District, Malang Regency, is respectively low. The community's lack of knowledge and understanding regarding the concept of Coffee Agrotourism causes this. In addition, the activities of the Regional Government, which were only limited to outreach, made the activities not run well. In addition to analyzing the level of participation, recommendations for appropriate implementation strategies are needed according to the field and community participation conditions. So that from the results of the AHP-SWOT analysis, a strategy recommendation can be formulated, resulting from a combination of the Weakness – Opportunities (WO) components considered to have the potential to assist the process of developing the People's Coffee Agrotourism area in Wagit District. This strategy will focus on increasing the quality and quantity of field extension related to the agro-tourism development program to increase farmers' capability to support optimal implementation while also strengthening farmer institutions so that they can be competitive and support the agro-tourism activities that will be carried out.

Based on the description of the conclusions, the suggestion from the results of this study is to encourage training to increase the human resources of the people of Wagir District, Malang Regency, by providing an overview and concept of Coffee-based Agrotourism as a means of increasing knowledge and insight before developing and also strengthening farmer institutions can be carried out by inviting several relevant stakeholders to realize Good Agriculture Practice and Good Handling Practice of coffee so that the quality of coffee commodities is maintained from producers to final consumers.

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