



MAPPING POTENTIAL VILLAGES TOWARDS AGRICULTURE-BASED TOURISM VILLAGE IN KUMPULREJO, ARGOMULYO SALATIGA DISTRICT

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Abstract

The mapping of tourism potential in the village of kumpulrejo is important for the development of pioneering tourism villages. The tourist attraction of Kumpulrejo village as a tourist destination is tanirukunsantosa group and coffee plantation. The pioneering development of the kumpulrejo tourism village requires creative efforts to create and issue a unique character. Kumpulrejo Village is one of the pioneering tourism villages in the city of Salatiga, Argomulyo district. The community service activity is a collaboration of the STIEPARI Semarang service team with the Salatiga city government to support the tourism development program of the city of Salatiga as a gastronomy city. The purpose of this service is to map the tourism potential of the kumpulrejo village and map the strategies that need to be done to become an agriculture-based tourism village. With the mapping of the tourism potential of Kumpulrejo village, it is hoped that this roadmap will be the first step in developing the Kumpulrejo tourist village.

Keywords: Village potential, Tourism Village, Tourist Attraction



INTRODUCTION

Indonesia has tourist attractions, namely marine tourism, cultural tourism, and plantation and agriculture-based tourism which are starting to develop rapidly. One of the efforts needed in the development of agricultural tourism is to develop agriculture-based tourism which is better known as agrotourism. The tourist attraction is everything that has uniqueness, beauty, and value in the form of a diversity of natural, cultural, and man-made wealth that is the target or purpose of tourist visits. Then this agrotourism includes activities carried out using agricultural land or plantation-related facilities that can be an attraction for tourists. Agrotourism has a variety of activities, such as picking strawberries, corn, feeding livestock. The agro-tourism development pattern aims to increase understanding in the context of fostering agro-tourism managers as an alternative tourist attraction. These efforts include community development in realizing the synergy of tourism with agriculture that can produce social, economic, and community organizational growth (Marhanani, 2014). The village is a factor that can boost the development of the creative industry in the village and with the diversity of its resources, it can be effectively processed into a superior product for the village and rural areas. This makes village growth increase in the economy. The key factor for successful village growth can be started through increasing agricultural potential.

The city of Salatiga makes a program to improve food security and self-sufficiency for all parties to collaborate, so it is not only the responsibility of the relevant agencies but the community is

involved in its development. The government gives great attention and guarantees to small businesses to work together in the food sector through agriculture, cooperatives, and others. Besides participating in building synergy between small businesses in Salatiga City, the hope of growth can improve the family economy, increase the workforce, and also reduce poverty levels (Salatiga.go.id, 2019).

Kumpulrejo Village in Salatiga is 33.73.03.1004 with tribology of cultivation, services, and trade. The condition of the area is outside the sub-district capital and is not a disaster-prone area. The location is at the foot of Mount Merbabu with an altitude of ± 750 meters above sea level. Most of the people make a living as farmers, especially dairy cows (milk) which are managed by farmer groups. Meanwhile, the main commodities are cassava, corn, chili, ginger, and sweet potato. In addition, there is also 0.5 ha of rice land in the Kedung Kere area and 0.5 ha in the Jagalan area (Kumpulrejo, 2019).

The development of agriculture-based tourism in the Kumpulrejo village is very possible to be studied as leading tourism in Salatiga, and even as a pioneering tourism village. Through the role of universities with the Tri Dharma College program for the economic recovery of the community. STIEPARI supports the government's program to map the potential of villages based on agriculture. So, the STIEPARI Team chaired by Dr. Samtono, M.Si, and the team carried out community service activities in Kumpulrejo Village. Based on the problems that exist in Kumpulrejo Village after conducting a potential mapping analysis and also field observations, to provide solutions, the





right way is to map the potential starting from the existing business groups in Kumpulrejo Village that are worthy of being superior tourism potential.

RESEARCH METHODS

The initial stage in solving the problem that lies behind mapping the village's potential to be used as a pioneer for tourism villages, especially in the agricultural sector. So the initial action that needs to be taken by the team is through:

1. Counseling

An extension is a form of non-formal education business to individuals or community groups that are carried out in a systematic, planned, and directed manner to change sustainable behavior to achieve increased production, income, and welfare improvements. The STIEPARI team conducted a form of counseling with Mr. LurahKumpulrejo and the fathers/mothers who worked in to determine the existing problems that arose in the Kumpulrejo Village, and the reasons why it could not develop into a tourist village in Salatiga. (Riadi, 2020).



Figure 1.Early-stage counseling
Counseling Early identification of village problems

2. Accompaniment

Mentoring is work carried out by facilitators or community assistants in various program activities. Facilitators are also often called community facilitators (CF) because their duties are more as drivers, drivers, catalysts, motivators for the community, while the actors and managers of activities are the communities themselves. (uinsgd, 2005).



Figure 2.Community assistance activities in Kumpulrejo Village

3. Village Potential Mapping Observation

Observation is an activity to find out something from phenomena. These activities are based on knowledge and ideas that aim to obtain information from the phenomenon under study. The information obtained must be objective, real, and accountable. The word "observation" comes from the Latin word meaning to see and pay attention. While in terms of observation is a process to see, pay attention, observe, review, and supervise carefully a certain object to get valid data and correct information needed by an activity, an agency for a particular interest. (Syafnidawati, 2020).





Figure 3. Observations of the RukunSantoso One Farmer Group: Dairy Cattle Breeding



Figure 4. Observations of the Coffee Farmer Group, namely Salatiga Specialty Coffee

RESULTS AND DISCUSSION

The result of the community service of the STIEPARI Team in Kumpulrejo Village is the existence of creative business actors in Salatiga City. In addition, the City of Salatiga has also formed a Creative Economy Committee (KEK) which has a function to encourage the development of creative economic potential in the City of Salatiga. One of the potentials raised by the STIEPARI Team is the potential for tourist attractions in the Kumpulrejo village. This potential advantage of agricultural attractiveness has become a potential tourist attraction today that is greatly enjoyed, namely the concept of Back to Nature tourism. Stages of assistance to achieve tourism development

in synergy with several stakeholders for sustainable tourism. Therefore, the STIEPARI Team is in the early stages of conducting FGDs, direct field observations, and evaluations.

The results of the mapping carried out by the STIEPARI Team are:

- Identifying the potential of the Kumpulrejo village in Salatiga
- Prepare recommendations related to strategies for developing natural tourism potential management in improving the quality of tourism in the Central Java region, especially Salatiga City.

The results of field observations, several stages have been produced including:

Potency

- RukunSantosoSatu Farmer Group (Dairy Cow Breeding)
 - Access is not yet available properly, especially the coordination of various parties, such as the absence of road directions
 - Parking locations for tourists, especially cars, buses, local base public transportation are not yet available
 - Tour packages have been formed and packaged well, but there are still obstacles that are still on the local scale of the world of Education which is known around Salatiga, not yet on wider marketing
 - Cleanliness is not well conditioned
 - Plans for the year 3021 Milk has applied for the Sunmilk brand to be processed into cheese, yogurt, etc.
 - The land belongs to LH's inventory and is currently being leased. Area of about 52 hectares
 - Cattle business from several business groups





2) Coffee Plantation

- a. The existence of competent tourism human resources owned by the Mas Toni and Mas Bimo families who are in JogloJenak has the opportunity to excel in Kumpulrejo as a magnet point for tourism power towards gastronomic tourism by Salatika Gastronomy City.
- b. Coffee plantation innovation
 1. Educational Tour: Picking Coffee
 2. Coffee Gastronomy Tour
 3. Culinary Tour at a Coffee Restaurant
 4. Tourism to support the needs of tourists, namely Homestay in the coffee plantation area

Problems/obstacles

- a. The RukunSantoso Group's land is still privately owned, so it needs land for sustainable tourism
- b. There are no tourist events that support tourism activities in Kumpulrejo
- c. Educational tourism is still at the local stage and has not expanded its tourists from various aspects
- d. There is no coordinated package packaging and package prices that adjust to the needs of the group
- e. Not yet integrated tour packages with nearby tours, especially the White Cross which has a lot of visitors
- f. Coffee tourism can be a core strength in Kumpulrejo so that it will link other tours in Kumpulrejo that synergize with each other.
- g. There is creative recycling training for the community

Solution

- a. Tourism Awareness Assistance and SaptaPesona
- b. Application of CHSE
- c. Tour package packaging

d. Travel Promotion

- e. Tour guide training
- f. FGD with several related parties to provide solutions regarding Santoso's harmonious land policy, the synergy of several parties in educational tour packages, and solutions regarding waste disposal areas.

CONCLUSION

Kumpulrejo Village has the potential of a unique superior village and can be developed towards a pioneering tourism village. Existing problems can be overcome by cooperation with various related parties in making policies and higher education synergy through the tri dharma program of higher education. Agriculture-based tourism attraction in Kumpulrejo village as a tourist destination for TanirukunSantosa and coffee plantations. The pioneering development of the kumpulrejo tourism village requires creative efforts to create and issue a unique character. With the mapping of the tourism potential of Kumpulrejo village, it is hoped that this roadmap will be the first step in developing the Kumpulrejo tourist village.

THANK-YOU NOTE

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