

# Kawitwangi Agrotourism Development Strategy and Road Map as a Local Economic Development Effort

DOI: <https://doi.org/10.47175/rissj.v4i2.660>

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## ABSTRACT

Agrotourism Kawitwangi utilizes natural and agricultural resources for tourist areas, in its development efforts are carried out by strategizing through SWOT analysis followed by Hirarkhi Process Analysis. From the results of the main strategy compiled road map of the stages of agrotourism development, the results of the research showed the main strategy are a) Designing a more effective promotion program by utilizing information technology, especially social media , b) Creating quality tourism products and benefiting the surrounding community through the development of natural tourism in accordance with the government's road map in tourism development in Kawitwangi c) Conducting training activities working with the government to improve service, marketing, management and community utilization d) Cooperate with relevant agencies to be able to facilitate special transportation that facilitates visitors or the public to tourist sites, and maximize road access to tourist attractions e) Involving the Community in Protecting and preserving the environment around tourist attractions. While the development road map with strategic stages d, e, b, ,a dan c. Recommended are on policy and financial support from the government as well as local community participation for economic growth and empowerment of tourist sites.

## KEYWORDS

TOWS analysis; AHP; Agrotourism; Road Map development

## INTRODUCTION

The development of agrotourism has the potential to increase farmers' incomes, increase tourist visitors, and the economy of the local community. Other research argues agrotourism can maintain the landscape of a site, agricultural development and empowerment of local communities. Other research argues agrotourism can maintain the landscape of a site, agricultural development, and empowerment of local communities. Viewed from the farmer's side: a) expansion of agricultural employment opportunities for family members, b) increased income and agricultural diversification, c) maintenance of rural lifestyles, d) public engagement and education in agriculture, e) fulfillment of entrepreneurial goals. Viewed from the visitor side: preservation of rural facilities, known locations, recreational outlets, agrarian culture, local products, economic development and diversity of work (Schilling et al., 2012). The emerging multifunctional agricultural paradigm, including agrotourism will be the basis of the prevailing philosophies and solutions in practice. Agrotourism integrated into a balanced and sustainable rural development system can be an important justification for other types of support that will replace undesirable market intervention mechanisms (Brelík, 2014)

The development of tourism with good management is expected to have a positive impact not only on visitor satisfaction, but also for the community around tourist attractions by directly impacting the increase in income and welfare. A strategic tourism area is an area that has the main function of tourism or has the potential for tourism development that has an important influence in one or more aspects, such as economic, social and cultural growth, empowerment of natural resources, environmental carrying capacity, and defense and security. Indonesia has a tourism attraction surrounded by beautiful scenery that also has a diverse ecosystem, as one of the megaversity countries in terms of biodiversity (Kaswanto, 2015), Agrotourism provides great employment opportunities for community members through intensification and economic diversification so as to address the problems of poverty and unemployment (Hamzah, 2012)

Sindangwangi area is an area that exists in the eastern part of Majalengka Regency and is one of the areas that has the potential to be developed as a tourism sector. The potential of the Sindangwangi area is agroecotourism, which is a combination of natural tourism and agricultural land that has tourist attraction. Agrotourism in Sindangwangi sub-district are quite numerous and diverse, but integrated into one area and known as KAWITWANGI stands for Sindangwangi agrotourism . Kawitwangi's location in the Conservation Area of Mount Ciremai offers a natural attraction with beautiful natural panorama, beautiful and clean air. Kawitwangi itself is a combination of natural and agricultural tourism such as cipeuteuy waterfall attractions, sinapeul durian centers, ciboer terracing and seven wells and many more tourist attractions that have the potential to continue to be developed. The area was opened to offset the increase in pollution due to an increase in the number of industries. In rural areas, rural tourism is a means to achieve economic and social development and regeneration and can be used as a promotion for sources of income and employment (Sharpley, 2002).

Kawitwangi has many positive sides, among them the local community, most of whom work primarily as farmers, can take advantage of tourist attractions in Kawitwangi as a place to open new businesses or side businesses outside of their main jobs. The existence of this phenomenon can increase the income of the surrounding community by opening new businesses such as culinary, cendra mata, home stay, tour guide and so on . To realize this plan, it is necessary for a development strategy and road map for the basis of the implementation of the strategy of utilizing public goods in the form of assets, it needs to be planned as best as possible to get its benefits as a tourist location and consider the profitability of the asset (Pulina et al., 2006).

## **RESEARCH METHODS**

This research is qualitative descriptive research, trying to get as complete and detailed information as possible about the kawitwangi picture, strategy and road map of its regional development so that it can be used as material for the preparation of local government policies. Primary data sources are obtained from various supporting sources, while secondary data is obtained through interviews and filling out questionnaires with respondents of people related to Kawitwangi's agrotourism development plan, namely tourism, subdistrict, villages, sellers, and prospective consumers, the total respondents are 37 respondents who represent.

Data retrieval is done gradually, starting with regional exploration, interviews for determining strengths, weaknesses, opportunities and threats, data retrieval using questionnaires to all respondents to find out assessments. The next stage is the analysis of data results to find out the position of ifas and EFAS matrix, which is followed up with a

policy that can be applied. The next stage is to determine the policies to be implemented using Process Hierarchy Analysis with a Likert scale. The last research stage is to compile a development road map which is then triangulated back to the respondent for the truth of the strategy, the stage in SWOT analysis is the retrieval of data through a questionnaire containing statements of strengths, weaknesses, opportunities and threats, then analyzed IFAS and EFAS, then determination of strategy (Nataliningsih, Gijanto Purbo Suseno, K, 2018).

## RESULTS AND DISCUSSION

### *Results of Exploration of Kawitwangi Location*

Head of Destinations of Majalengka Tourism Office "Kawitwangi is one of the sectors that becomes a tourist allocation that develops the potential of natural and artificial tourism that is included in the Majalengka Tourism Strategy Area". Kawitwangi is expected to be one of the tourism sectors that is expected to lead to success to realize Majalengka Regency as a productive, competitive, and sustainable agribusiness, tourism and industrial area. Agrotourism to improve the economy can be used as a consideration for public policy makers to be offered to the private sector as investors (Pulina et al., 2006)

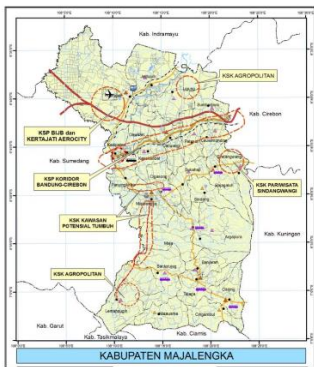
Sindangwangi tourist area administratively includes sindangwangi district located in the eastern part of Majalengka regency and is at the coordinate point 108<sup>0</sup> 19' West Longitude, 108<sup>0</sup> 25' East Longitude, 60<sup>0</sup> 42' North Latitude and 0<sup>0</sup> 51' South latitude with the following regional boundaries: South and West, bordering Rajagaluh District, North, bordering Leuwimunding District, and East, bordered by Cirebon Regency .

The area of Sindangwangi Subdistrict is 31.76 Km with a place height between 150-750 m above sea level. The government center of Sindangwangi District is at the coordinate point 06°47' 15" South Latitude and 108°22'36" East Longitude and is at a height of 279 m from sea level. Distance from the Village Capital/Village to the District Capital ranges from 1-5 Km. Padaherang Village is an area that has the furthest distance from the Capital district. The distance from the villages to the district capital ranges from 18-28 Km. Sindangwangi District is a hilly area and is right under the foot of Mount Ciremai. The right villages at the foot of Mount Ciremai are Bantaragung Village and Padaherang Village. Administratively Sindangwangi District consists of 10 villages. The population is 31,079 consisting of 15,491 men and 15,588 women. Four areas as a contribution in agrotourism for men and women, namely economic, social, political and psychological (Arroyo et al., 2019). The tourist landscape is a valuable state asset (Czyżewski et al., 2021). To build state assets so that they can be utilized in development in planning can use GIS, MCDM and SLLI so that efficient, coordinated, and land reform-based decisions are obtained (Musakwa et al., 2017) Kawitwangi agrotourism among others:

1. **Talaga Herang**, with clean and clear water tours, cool and comfortable scenery, swimming, playing boats and interesting selfies, culinary with fish with various recipes and can catch your own fish
2. **Curug Cipeteuy**, with natural attractions Beautiful natural waterfalls, with cool air. It offers a swimming experience in a pool in the middle of a beautiful forest. Unique selfie spots, and hiking.
3. **Talaga Nila/Biru**, with natural attractions the beauty of natural development that is a lot of cool air, filled with pine trees is very appropriate to be used as a camping location
4. **Situ Cikuda**, with natural attractions of natural beauty and comfortable scenery to visit, a popular place for anglers

5. **Ciboer Pas**, with natural attractions of natural beauty that provides the sensation of relaxation and peace, enjoying the stretch of rice fields that are stepped.
6. **Agrowisata Sinapeul**, with natural tourism culinary durian fruit, a typical view of durian garden.

From the results of exploration it can be said that Kawitwangi has a variety of natural attractions offered that allow it to attract many tourists, with the presence of tourism will have an impact on the economy that is advanced from the availability of all needs related to this tour, the chance of sustainable development of this area is being represented by promoting niche tourism, namely cultural ecotourism . In an age of globalization, the authentic cultural patrimony is that which makes the difference and represents an opportunity for sustainable development of local communities. The essence of sustainable development is represented by the harmonious integration of economic development, by responsible governing, by ensuring the social cohesion and community man – nature (Nicula & Spânu, 2014).



**Figure 1.** Map of Location



**Figure 2.** Talaga Herang



**Figure 3.** Curug Cipeuteuy



**Figure 4.** Talaga Nila



**Figure 5.** Situ Cikuda



**Figure 6.** Ciboer Pass



**Figure 7.** Sinapeul

Existing tourism, has been widely known by the public, to further increase the number of visitors, it is necessary to demonstrate that can enrich the characteristics of tourists in Kawitwangi Village. Four barriers, identifying target customers, deciding how to promote a business to target customers, developing creatives and promotions, and attracting customers, agritourism operators see the benefits of having multiple attractions in an area to attract visitors and have a positive influence on growth plans. (Jensen et al., 2014) Facilities for visitors such as visitor lounges in agricultural environments, staging areas, animal viewing zones, gift shops, walkways, basic toilets, and dining areas. needs to be provided (Tugade, 2020).



**SWOT Analysis of Kawitwangi Agrotourism Development**

The preparation of statements in swot analysis questionnaires, paying attention to attractiveness, amenity, accessibility, community participation, institutional, human resources, environmental quality, local government policies, marketing systems, opportunities for effort and employment, as well as local community income. TOWS-AHP strategy implementation methods in the field of study should help achieve regional sustainable development goals, SWOT is widely applied in ecotourism planning, from the total strategy developed so, WO, ST, WT, Further analyzed with Analytical Hierarchy Process (AHP) and Fuzzy AHP to identify priority strategies for ecotourism development (Sahani, 2021).

**Table 1.** Results of IFAS analysis of Kawitwangi Location development

	NO	Internal Factors	Quality	Rating	QxR
strength	1	Has the beauty and natural beauty of its tourist attractions	0.12	4.4	0.51
	2	An atmosphere that provides comfort	0.11	4.1	0.43
	3	Level of Security at the tourist attractions	0.10	3.6	0.35
	4	The cost of the levy is relatively cheap	0.12	4.5	0.52
	5	The hospitality of the surrounding community	0.11	4.3	0.47
			<b>Total S</b>	0.55	
weaknesses	1	Human resources are inadequate	0.09	3.5	0.32
	2	Lack of infrastructure	0.09	3.4	0.30
	3	Lack of companion attractions	0.09	3.5	0.32
	4	Road conditions are narrow and there is no special transportation to the location of the attraction	0.10	3.7	0.35
	5	Institutional integration of managers has not been well established	0.09	3.3	0.29
			Total W	0.45	
		Total	1.00		3.86

**Table 2.** Results of EFAS matrix analysis of Kawitwangi location development

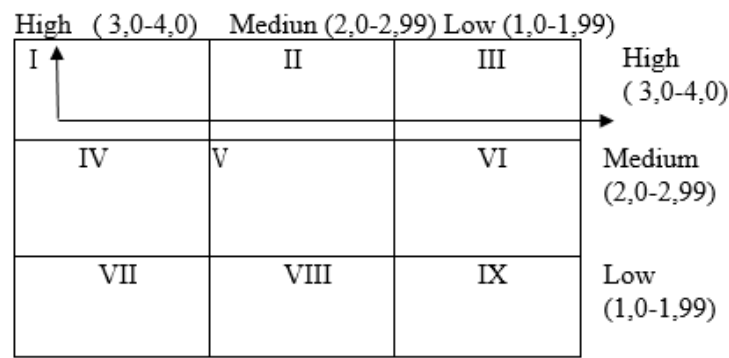
No	Eksternal Factors	Quality	Rating	QxR	
Opportunities	1	There is a local government plan to promote tourism development.	0.10	3.2	0.32
	2	Government regulations on tourism management authority submitted to the Village government	0.11	3.5	0.39
	3	Tourist interest in natural recreation is high	0.13	4.1	0.54
	4	The development of science & technology facilitates promotion	0.12	3.8	0.45
	5	Open employment for the surrounding community	0.12	3.8	0.44
	6	The activity of tourist objects can increase the income of the surrounding community	0.12	3.9	0.47
			<b>Total O</b>	0.70	
threat	1	The development of other tourist attractions that increase competition	0.10	0.1	0.01
	2	Disgruntled tourists	0.07	2.3	0.16
	3	Environmental damage due to not indiscriminate development	0.06	1.8	0.10
	4	Lack of public awareness around tourism about the importance of the existence of a tourist attraction	0.07	2.3	0.16
			Total T	0.30	
		<b>Total</b>	1.00		3.04

TOWS analysis results are mapped into quadrants to find out the position in the quadrant, which is further determined by the proposed policy strategy, followed by the AHP to determine the most important strategy, planners and policymakers should focus on SED (Sustainable ecotourism development) in these areas, if we want to develop ecotourism, we need to evaluate the ecotourism area in each region. Formulating and ranking strategies in TOWS-AHP-TOWS analysis, through this sector can be a sustainable income-generating activity for locals and a place for tourists to spend their free time (Asadpourian et al., 2020). Ecotourism is the development of sustainability, a type of tourism that considers all components of tourism including tourists, hosts, the environment, and even environmental conditions for future tourists and future hosts.

**IFAS and EFAS Matrix Position Results**

Matric IE results (internal-external)

**Table 3.** Matric IE results (internal-external)



Source: (Primary data processed)

The results of the analysis showed the strategy is in cell 1, namely grow and built, needed market penetration, expansion of the market of diversity of products offered, this requires promotion for the community. The main challenges consist of identifying the most efficient ways to promote tourist products, building a positive image, increasing the visibility of tourist destinations, to attract large numbers of tourists. Public relations is a form of strategic communication, which focuses on gaining audience understanding and acceptance, as well as on the process of building good relationships between organizations and the public, public relations is a unique way to promote an organization, its products or services, by building visibility., (Petrovici, 2014). Horizontal and vertical interconnections based on cyber-physical systems and the Internet of Things based on the concept of industry 4.0 are concepts for the creation of future industrial value, aimed at generating economic, ecological and social benefits, relating to the Triple Bottom Line of sustainability. (Müller, 2019).

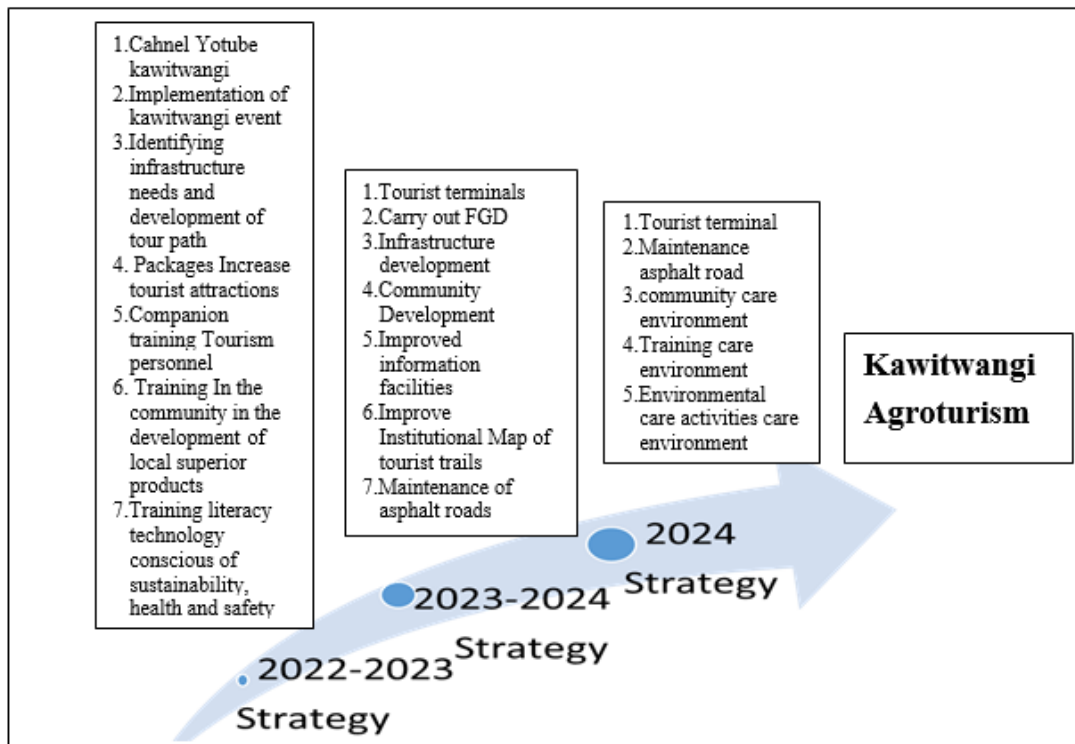
**Table 4.** Results of AHP analysis of policy strategy.

No	Strategy	Priority	Score
1	Design more effective promotional programs by utilizing information technology, especially social media (S1,S2,S3,S4,S5,O1,O2,O4)	1	3.86
2	Creating quality tourist products and benefiting the surrounding community (developing natural tourism according to the government's road map in tourism development in Kawitwangi) (S1,S2,S3,S5, O1,O2,O3,O4,O5,O6)	2	3.71
3	Conducting training activities working with the government to improve service, marketing, management and community utilization	3	3.71

	(W1, W2, O1,O2,O3,)		
4	Cooperate with relevant agencies to be able to facilitate special transportation that facilitates visitors or the public to tourist sites, and maximize road access to tourist attractions	4	3.57
5	Involve the community in protecting and preserving the environment around tourist attractions. (S1,S3,S5,T1,T2,T3,T4)	5	3.57

The results of hirarkhi analylisis process produce 5 main strategies, which need to be acted upon comprehensively, in the AHP analysis, the four dimensions of strength, weakness, opportunity, and threat were frst compared as the criteria, and the relative weight of each was calculated, the total prioritization of each subriterion was calculated (Asadpourian et al., 2020). Activities in agrotourism are local small businesses, hotels and restaurants buying inputs or their complementary products and services (agriculture, food, crafts, construction, guides, entertainment, and transportation) from local entrepreneurs and vendors. Creating additional jobs and income in the area, agrotourism also requires an entrepreneurial approach driven by an understanding of market trends, consumer behavior, consumer attitudes and consumer preferences. (Marin, 2015), this main strategy is followed up with the preparation of Kawitwangi agrotourism development road map.

Kawitwangi's development road map follows the following stages beginning with a strategy d (cooperate with relevant agencies to be able to facilitate special transportation that facilitates visitors or the public to tourist sites, and maximize road access to tourist attractions), strategy e (Involve the community in protecting and preserving the environment around tourist attractions), strategy b (Creating quality tourist products and benefiting the surrounding community (developing natural tourism according to the government's road map in tourism development in Kawitwangi), strategy a (Design more effective promotional programs by utilizing information technology, especially social media ), strategy c (Conducting training activities working with the government to improve service, marketing, management and community utilization).



**Figure 8.** Road map of Kawitwangi agrotourism development strategy

The implementation of the road map provides a real out put, namely the formation of tourist areas that can revive the local economy by exploring its nature, support of local government policies, community participation in realizing this road map. The expected impact is an improvement in air quality due to the maintenance of many oxygen-producing trees, the reform's potential to improve local livelihoods and contribute to climate (Resosudarmo et al., 2019), Land reform directly stems from the inefficient management of land reform program policies and the skewed legislative process that follows, the positive reform process continuously impacts the welfare of the surrounding communities. (Chikaya-Banda & Chilonga, 2020).

Prediction of increased income of the surrounding community through increased number of visitors, increased sales of products, increased number of tourists staying, increased revenue from guiding services, regional economic turnover, increase in local PDRB so as to improve the welfare of the local community. The population of Sindangwangi District in 2020 based on the projected population is 31,079 people consisting of 15,491 men and 15,588 women, this population will be increased income and welfare. Farming communities participating in these two policies can increase farmers' incomes, participating in concession policies can increase farmers' business incomes, and participating in collective forest transfer policies can increase farmers' property incomes, national park development assumes two important responsibilities: environmental protection and development of farming communities in their environment. (Tan et al., 2021). The community is in dire need of assistance in the field of planning, development and management of agritourism, providing motivation, training, sustainable assistance in the field of agricultural and industrial management. (Sriyadi et al., 2021). One of the factors affecting the profitability of agritourism is the innovation introduced by agricultural owners. (Roman & Grudzień, 2021).

Based on some of the opinions of these researchers, it is expected that kawitwangi agrotourism development can improve the economy in general, income and welfare of the local population. The second important issue is the council's support to promote tourism, local government in tourism development and those with an interest. (PETROVIĆ et al., 2017) take it into action by bringing together local government, entrepreneurs, representatives of local communities for creating the regional policy guidance (Manana Vasadze, 2020).

## **CONCLUSION**

1. Agrotourism Kawitwangi Village deserves to be developed because out put locations meet agrotourism requirements consisting of 6 tourist sites, ut come absorb tourists, absorb labor, increase the local economy and increase GDP.
2. The position of swot analysis results is Grow and Build through vertical and horizontal strategies to build Kawitwangi.
3. Kawitwangi agrotourism development road map is planned to be built from 2022 to 2024

## **Suggestions**

1. Local government policy to support the development of Kawitwangi agrotourism in terms of policy, financial and facilities and infrastructure, so that it is realized.
2. Involvement of local residents in planning, implementation and evaluation during the construction of agrotourism kawitwangi.
3. The involvement of goods business people and meritoritry to help promote the existence of agrotourism Kawitwangi Village so as to accelerate the construction of the site.



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