

# Development Strategy of Agrotourism in Malasari Tourism Village Based on Villagers

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ARTICLE INFO	ABSTRACT
<p><b>Keywords:</b> Agrotourism, SWOT, Malasari Village, Qualitative, Tourism</p> <p><b>DOI:</b> <a href="http://dx.doi.org/10.22437/jssh.v8i1.36222">http://dx.doi.org/10.22437/jssh.v8i1.36222</a></p> <p><b>Received:</b> July 19, 2024</p> <p><b>Reviewed:</b> August 8, 2024</p> <p><b>Accepted:</b> August 22, 2024</p>	<p>Malasari Village is located in Nanggung Subdistrict and is the largest village in the area, covering approximately 8,262 hectares. Despite its large area, the population is less than 10,000 people, as a significant portion of the village comprises the protected forest area of Mount Halimun Salak National Park. Owing to its rich natural potential, Malasari Village was designated as a tourism village in 2015. The main attractions of Malasari Tourism Village include the Nirmala tea plantation, one of the oldest tea plantations in West Java. Additionally, the village features several waterfalls such as Curug Piit, Curug Sawer, Curug Macan, Curug Antin, Curug Tujuh, and Curug Kembar. This study employs a qualitative method through in-depth interviews with local community informants. Data analysis is conducted using the SWOT (Strengths, Weaknesses, Opportunities, Threats) method and utilizes the 5A indicators (Amenities, Accesses, Attractions, Activities, Accommodations) as a reference for developing agrotourism strategies in Malasari Tourism Village. Based on the research findings, the following conclusions can be drawn: (1) Amenities: The facilities are inadequate, particularly the limited parking space. (2) Access: The main road leading to the village is in poor and risky condition. (3) Attractions: The village boasts unique attractions, such as Nirmala Tea Plantation, Curug Macan, Cikaniki Research Center, and Nirmala Rose Garden. (4) Activities: Activities include tea leaf picking; however, tourism packages related to this activity are not well marketed. (5) Accommodations: The village has sufficient homestays and camping grounds.</p>

## 1. Introduction

One way to boost a region's economy is through tourism. Families in the middle class and lower class may be impacted by the tourism sector. It is possible to build hotels, restaurants, and other commercial establishments near tourist destinations, such as transportation and information services. There are more options than ever for travellers to enjoy their trips. In addition to meeting locals and getting a close-up look at rural life, they may enjoy the natural scenery of tourism villages. By giving locals in villages a market for the products and services they have created with their resources, tourism can aid in their transition to economic independence. A subset of the tourism sector, tourism villages offer services and attractions aimed at drawing tourists.

Malasari Tourism Village is in Nanggung District, Bogor Regency, West Java Province. This is one of the settlements that form the Gunung Halimun Salak National Park (TNGHS)

area. Apart from traditional systems, cultural patterns, local wisdom, and the lives of rural farming communities, the Malasari Tourism Village offers many attractions. This village also has beautiful views and extraordinary aesthetic phenomena. Malasari Village tourism development is based on the idea of community-based tourism, which aims to maintain an order that encourages local economic prosperity. The Malasari Tourism Village tourism industry is managed with the principle of community participation.

The Nirmala Tea Plantation, which is at an altitude of 1,200 to 1,900 meters above sea level, is one of the agrotourism attractions in the Malasari Tourism Village. This 971.22 ha tea plantation was built during Dutch colonialism before being inaugurated as Mount Halimun Salak National Park in 1992. The beauty of the scenery and the cool atmosphere of the mountains really attracts tourists. However, the economy of Malasari Village, especially the agrotourism sector, has experienced uncertainty since the COVID-19 pandemic. This is made worse by access to dangerous places, roads that are still rocky and winding due to mountainous areas and a lack of lighting which can make tourists reluctant to go, especially at night. As a result, the number of visitors to Malasari Tourism Village fell to only 1,097 people, consisting of 1,069 local people and 28 foreigners (source: Pokdarwis Malasari Tourism Village, 2023). Based on this explanation, the author is interested in conducting a study titled "Community-Based Development Strategy of Agrotourism in Malasari Village, Mount Halimun Salak National Park."

## **2. Literature Review**

### **2.1 Agrotourism**

Agrotourism also referred to as agricultural tourism, is a series of tourism events that utilize agricultural locations or sectors, starting from the initial stages of production to the acquisition of agricultural products in various systems and scales (Nurisjah in Paputungan et al. 2017). The primary goal is to increase agricultural knowledge, understanding, experience and recreation.

### **2.2 Development**

Agrotourism or farm tourism as defined by Nurisjah in Paputungan et al (2017), is the term for a variety of tourism-related activities that make use of agricultural areas or sectors, from the beginning stages of production to the acquisition of agricultural products on different systems and scales. Improving knowledge, comprehension, experience, and leisure in the field of agriculture is the goal.

## **3. Research Methodology**

### **3.1 Research Design**

The qualitative research method according to Sugiyono (2018) is a philosophical way to looking into scientific settings (experiments) with the help of human investigators, thorough data collecting, and interpretation of results. By definition, qualitative research is "research aimed at understanding phenomena experienced by research subjects, such as behavior, perception, motivation, actions, and others, in a specific natural context using various natural methods," with a focus on the use of language and words to describe these phenomena, according to Moleong (2017).

### **3.2 Participants**

"Key informants" or "research informants," according to Moleong (2015), are those who are directly experienced with the issues under investigation and who are questioned to obtain insights into the research setting. The residents of Malasari Village who served as informants or participants in this study were the Head of the Hamlet, the Plantation Managers, the Homestay Owners, and the Chairman of the Tourism Awareness Group (Pokdarwis), as listed in Table 1 below.

Table 1: Informant Data

Name	Role
Ade Suryadi	Chairman of Pokdarwis
Bubun	Head of the Hamlet
Hendi	Gardener
Jaji	Homestay Owner
Ine Yulianti	Local Resident
Muhammad Hanif	Local Resident

### **3.3 Instruments**

The following are the research instruments utilized in this study:

1. In-Depth Interview: This calls for conducting in-depth, methodical interviews. To ensure thorough coverage of pertinent matters, the interviewer predetermines the topics and issues to be discussed.
2. Observation: To watch and gather information personally, this involves making direct trips to Malasari Village. This approach makes it possible to compile comprehensive and pertinent data regarding the agrotourism offerings and surroundings of the hamlet.

### **3.4 Data Analysis Procedures**

The SWOT (Strengths, Weaknesses, Opportunities, and Threats) approach and the mind map method are two data analysis techniques employed in this study. The researcher's goal of locating possible agrotourism growth zones in Malasari Tourism Village is well suited for the SWOT analysis method. Kotler, referenced in Tamara Angelica (2018), states that a SWOT analysis entails assessing an organization's or situation's overall strengths, weaknesses, opportunities, and threats. This methodical assessment aids in developing tactics.

Additionally, according to Fahmi (cited in Ismaya, 2017), the SWOT method can be used as a model to analyze profit and non – profit oriented organizations in order to give a thorough grasp of their current situation. Furthermore, SWOT analysis is a tool for methodically finding different aspects that can be used to develop (Nur'aini 2016). Together, these techniques make it easier to conduct a thorough analysis of Malasari Tourism Village's agrotourism industry's present situation as well as future growth prospects.

## 4. Findings

### 4.1. Discussion Related to the 5A's: Amenity, Accessibility, Attraction, Activity, and Accommodation

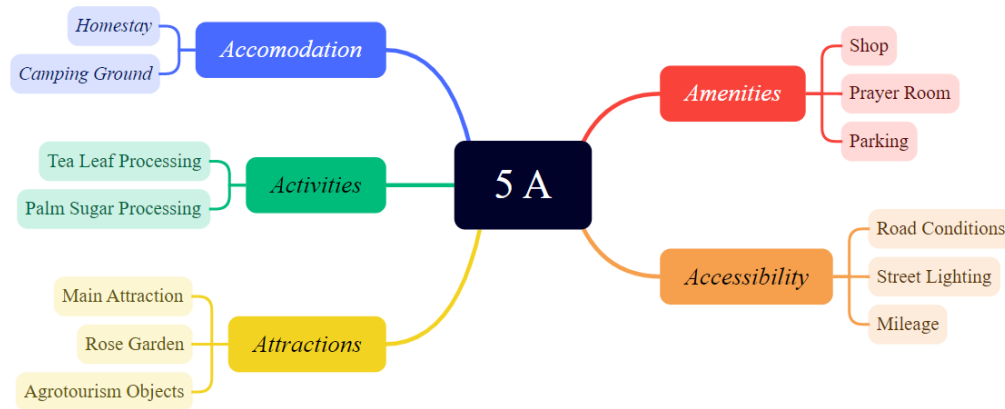


Figure 1. Mind Map

#### A. Amenities

There are a good number of small shops in Citalahab Village, Malasari Village, and other nearby villages. The Village still need to be more complete and well organized, though. There are a number of prayer rooms in Malasari Tourism Village, some of them are on hilly terrain. These prayer rooms help Muslim visitors offer their prayers.

There are not enough parking spaces to handle a high volume of cars. Ten cars are the maximum number of vehicles that can park in Malasari Tourism Village. Private vehicle users usually park at the Mount Halimun-Salak National Park office, which is about an hour's drive from Malasari Village. From there, to take motorbikes or pickup trucks to Malasari Village. Motorcyclists can ride their bikes straight to Malasari Tourism Village.

#### B. Accessibility

Getting to Malasari Village via the access roads can be a bit difficult, particularly for first-time tourists. This is because of the harsh terrain, steep slopes, and abrupt curves found in the hilly location where the road is located. Malasari has electricity, although the major road leading to Malasari Village has very little street lighting, especially in the wooded parts. Malasari Tourism Village is about a six to seven's hour drive away. However, journey time may take longer than anticipated due to the rough road conditions.

#### C. Attractions

The main draw of Malasari Tourism Village is the Nirmala Tea Plantation, which may be among the oldest in Southeast Asia and Indonesia. Its location in the Halimun Mountains gives it a cool climate, and there are various places with beautiful views, particularly at daybreak. Another agrotourism destination in Malasari Tourism Village is the Nirmala Rose Garden. When the rose garden was first made available to the public, fewer people visited it because of COVID-19 limitations on outdoor activities, which still exist today. Regulations pertaining to conservation restrict the agrotourism offerings of Malasari Tourism Village, which is situated inside the boundaries of Mount Halimun-Salak National Park. Other than the rose garden and Nirmala Tea Plantation, Mount Halimun-Salak National Park is not directly connected to any other agrotourism destinations. However, the park offers several other tourist attractions such Curug Macan waterfall, and various spots for observing wildlife like deer and Javan Gibbon.

D. Activities

Visitors can participate in picking and processing tea leaves at the Nirmala Tea Plantation. Since its founding, Malasari Tourism Village, which is situated in Lower Citalahab Village, has also been involved in sugarcane processing. In addition, customary events are periodically celebrated to honor accomplishments in agriculture.

E. Accommodation

Malasari Vilage have 55 homestays. Thirty family heads make up the 17 homestay flats in Central Citalahab Village alone. Homeowners, sometimes known as homestay operators, may charge between IDR 120,000 and IDR 150,000 per night for rooms during the busiest travel seasons. Additionally, some homestays have their own parking lots where guests, particularly those traveling with cars, can park without having to drop them off at the National Park office. There is a camping area in Malasari Village, more specifically in Central Citalahab Village, that can accommodate up to 50 tents. Camping enthusiasts can enjoy nighttime bonfires and early morning hikes through the woodland.

4.2. Development Strategy

Table 2. SWOT Matrix Analysis

<b>INTERNAL</b>	<b>STRENGTH (S)</b>	<b>WEAKNESS (W)</b>
<b>EXTERNAL</b>	Beautiful natural landscapes (S1)	Main road is rugged (W1)
	Richness of its natural environment remains preserved (S2)	Limited parking availability (W2) Poor signal reception (W3)
<b>OPPORTUNITY (O)</b>	<b>SO STRATEGY</b>	<b>WO STRATEGY</b>
Road improvements and increased parking facilities (O1)	Improving the main road and increasing parking facilities (S1 with O1)	Reducing the risk of accidents and damage (W1 with O1)
Expansion of agrotourism attractions (O2)	Enhancing public understanding of tourist attractions in Malasari Village (S2 with O2 and O3)	Facilitating nighttime travel (W2 with O1)
Conducting ecotourism guide training (O3)		
<b>THREAT (T)</b>	<b>ST STRATEGY</b>	<b>WT STRATEGY</b>
Natural disasters like landslides (T1)	Preparing evacuation routes (S1 with T1)	Membuat tanggul penahan Addressing landslide prevention measures (W1 with T1)
Attractions disturbed by tourists (T2)	Installing signage at agrotourism sites (S2 with T2)	

There are four strategies listed in the SWOT matrix: There are four types of combinations: strengths and opportunities (SO), weaknesses and opportunities (WO), strengths and threats (ST), and weaknesses and threats (WT).

1. SO Strategy

SO Strategy utilizes strengths existing in Malasari Tourism Village to exploit opportunities, including:

- a. Improving the main access road to Malasari Village and increasing parking facilities (S2 with O1).
- b. Enhancing public understanding of tourist attractions in Malasari Village (S2 with O2 and O3).

2. WO Strategy

WO Strategy focuses on minimizing weaknesses in Malasari Tourism Village to exploit opportunities, including:

- a. Reducing the risk of accidents and vehicle damage (W1 with O1).
- b. Facilitating night travel (W2 with O1).

3. ST Strategy

ST Strategy utilizes strengths of Malasari Tourism Village to address threats, including:

- a. Preparing evacuation routes (S1 with T1).
- b. Installing signage around tourist attractions (S2 with T2).

4. WT Strategy

WT Strategy aims to minimize weaknesses of Malasari Tourism Village to avoid threats by constructing embankments along the main road (W1 with T1).

These strategies aim to leverage strengths, mitigate weaknesses, capitalize on opportunities, and prepare for potential threats in Malasari Tourism Village.

**5. Development Strategy**

The following are development strategies that are grounded in SWOT analysis:

a. Attraction and Access

Malasari Village owns several tourist attractions such as beautiful natural landscapes. However, access to these attractions is severely affected. The management of Malasari Village Tourist Site needs to improve access roads. (S1 with O1)

b. Attraction, Access, and Amenities

The location of Malasari Village Tourist Site in hilly terrain poses a risk of landslides. This can be mitigated by preparing evacuation routes for tourists and the local community (S1 with T1). To prevent tourists from wandering into agricultural tourism areas, signs need to be installed (S2 with T2).

c. Access

To reduce the risk of accidents and damage, road repairs are necessary (W1 with O1). Several lighting points should be installed to facilitate night travel (W2 with O1).

d. Attraction

To enhance public understanding of the tourist attractions at Malasari Village, tour guide training is essential (S2 with O2 and O3).

e. Amenities

Implementing landslide barriers ensures that road access is not blocked during landslides (W1 with T1).

f. Activities and Accommodation

Tour packages with overnight homestay accommodations.

**6. Conclusion**

The researchers' conclusions from this study are as follows: the Malasari Village Tourist Site has the potential for agrotourism development. Supporting infrastructure in Malasari Village includes parking lots, a musholla (prayer chamber), and warung (small stores). However, some guests claim that these amenities like the little parking are insufficient. The primary route that leads to the Malasari Village Tourist Site is quite dangerous. The road is narrow and winding, which increases the risk of accidents and damage to vehicles, including flat tires. The Malasari Village Tourist Site is home to a number of popular ecotourism and agrotourism destinations, including the Nirmala Tea Garden, the Cikaniki Research Center, the Curug Macan waterfall, and the Nirmala Rose Garden. Tea leaf plucking is one of the agrotourism activities that guests can engage in, yet packages for this activity have not received much attention. The Malasari Village Tourist Site offers a number of camping areas and homestays, all of which have good amenities.

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