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Submission date: 29-Nov-2021 08:05AM (UTC+0700)

Submission ID: 1714566611

File name: Final_Paper_Enrichment-Publish.pdf (559.73K)

Word count: 4584

Character count: 26074



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ARTICLE INFO

Keywords:

Leuwikeris Agrotourism;
Ecological Agricultural Development;
Ciamis Regency

ABSTRACT

One of the efforts to improve the country's economy through the development of agro-tourism in several areas is strategically functioned by the government to fulfill welfare among the wider community, especially in some areas that do have a variety of tourism potential based on natural resources that are still maintained until now. This research uses a case study method with a qualitative approach and data triangulation analysis, the results of the study explain that as one of the districts that has a variety of agro-tourism potential spread in various parts of the Ciamis Regency area, it is considered to have succeeded in increasing the potentials contained in natural resources. Accordingly, the development must be based on the development and welfare of the community, besides that Ciamis Regency is also busy with a mega project that is engaged in the use of land and nature, namely the construction of the Leuwikeris dam, able to function as the development of an agro-tourism system based on ecological agriculture that is more equitable and comprehensive, the agro-tourism system that emphasizes the agricultural sector through the Leuwikeris dam is expected to be able to synergize and greatly affect the welfare of the community, public interest nationally.

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1. Introduction

Increasing social welfare has become a central issue in the era of regional autonomy and is one of the things that must be immediately resolved and realized. To overcome various complex economic problems, an economic development strategy that is able to provide solutions and of course provide benefits to the wider community, must meet the following characteristics, the ability to solve economic problems and when this strategy is implemented then economic problems will be overcome, then the chosen strategy must be able to take advantage of the results of previous development so that previous developments do not go to waste, the chosen strategy must be able to bring the economy A brighter Indonesia and synergistic with the world economy.

The implementation of regional autonomy also has an impact on the regional government itself where its role and function must seek to increase Regional Original Income which aims for development and community welfare. According to Hijriati & Mardiana (2014) & Rosma (2019) community-based tourism is an important economic activity which, if developed properly, can overcome a number of development challenges, including poverty reduction, local economic development, peace and sustainable agro-tourism and environmental potential. Based on this, tourism can be an alternative in poverty alleviation, Agrotourism is defined as a series of tourism activities by utilizing the potential of agriculture as a tourist attraction, both in the form of natural panoramas of agricultural areas as well as the uniqueness and diversity of production activities and agricultural technology as well as the culture of the agricultural community (Scot et al., 2014; Narottama et al., 2017; Nuryanto, 2018).

In addition to increasing the level of tourism in some areas, land resources also play a key role in improving the economy, the necessities of life and become an alternative solution to avoid sustainable poverty alleviation, land resources are very important for the survival of current and future generations, as well as a driver of economic growth. regional and national, environmental principle, is to utilize natural resources in a balanced and environmentally friendly manner and avoid pollution as a result of the use of technology on land, water and air and social principles, are accepted and implemented by the community in an effort to save and preserve natural resources (Xueping et al., 2014; Vitdiawati et al., 2016).

Agrotourism is currently seen as one of the mainstays of tourism for local governments in increasing their source of income from tourist attraction fees, the development of the tourism sector in a country will attract and influence other sectors to develop as well because its products are needed to support the tourism industry, such as the tourism sector, agriculture, animal husbandry, plantations, folk crafts, increasing job opportunities, and so on (Glaros, 2018). One of the alternative tourism development approaches is to develop villages into tourist objects according to their potential, Agrotourism has been developed since the 20th century, where tourism is associated with the production environment of the agricultural sector, agrotourism is defined as all activities related to tourism activities which are also a lesson for tourists. in getting to know more about the production process in the agricultural sector and making the agricultural area a place to enjoy the dishes of agricultural products directly (Saragih, 2018; Kristiyanto & Kristina, 2019).

Indonesia as an agricultural country has great opportunity and potential to develop various agro-tourism spread in several areas with the advantages and natural conditions that are still maintained today, by having 17 million hectares of vacant land and still extensive traditional agriculture which is managed without using synthetic materials, become one of the important capital to develop natural resources so that the process of national economic growth can be absorbed quickly and provide benefits for the survival of the wider community. One of the agricultural processing processes that are being pursued by the government in helping to increase regional income sources is a sustainable agricultural system, management of



agricultural resources to meet the needs of current and future generations by caring for and improving the quality of the environment. and the preservation of natural resources, while the goal of a sustainable agricultural system itself is to achieve continuity between economic, environmental and social interests in using land.

One of the regencies in Indonesia that is trying to increase its income through land use and the environment is Ciamis Regency as one of the regencies in the province of West Java which has a variety of tourism potential starting to promote its area, where it is intended that Ciamis Regency is increasingly famous for the community or local residents. others to visit Ciamis Regency. The promotions carried out were related to the diversity of tourism and culture in Ciamis Regency, this was responded positively by the number of domestic (local) tourists and foreign tourists who came to Ciamis Regency. The number of domestic tourists and foreign tourists reached 371,535 people in the 2016 period. consisting of: 371,530 domestic tourists and 5 foreign tourists. However, in 2017 the number of tourists tended to decrease, which only reached 280,934 tourists and even then only local tourists. So that there was a decrease of 24.38% and an impact on the decrease in Regional Original Income (PAD) from the tourism sector retribution by 59.99% (Pajriah, 2018; Nursetiawan & Garis, 2019).

The decline in tourist visits to Ciamis Regency entering the beginning of 2017 must at least be addressed by the government, because it can have an impact on Ciamis Regency's PAD from the tourism sector in the next period. One thing that can be done is by developing artificial tourism objects and of course this will help increase PAD. Artificial tourism objects are everything that comes from human work and can be used as tourist objects, such as historical, cultural, religious objects, besides that Ciamis Regency also has an artificial tourist attraction, namely the Tirta Winaya Swimming Pool. But throughout 2016 to 2017 the amount of retribution income from these attractions tends to decrease, namely from income of Rp. 73.502.900,- in 2016 to Rp. 62,570,000, -, which means that there is a decrease in income of 14.87%, responding to some of the problems above, the local government of Ciamis Regency also tries to develop artificial tourism objects in the hope that it will help increase PAD and can attract tourists who want to visit the Regency. Ciamis, artificial agro-tourism objects are everything that comes from human work and can be used as a tourist attraction, one of which is the construction of the Leuwikeris dam which is right in the Ciamis Regency and Tasikmalaya Regency, West Java Province with a catchment area of 48,000 hectares, the reservoir volume is 80,500. 000 m3. The planned location of the Leuwikeris Dam is around active faults on the island of Java, especially the Citanduy Fault, which is ±25 km from the dam location and has a slip rate of ±30 mm/year.

Moreover, the construction of the Leuwikeris dam in Ciamis Regency is expected to have a positive impact on the community. Then it is hoped that it will be able to overcome the problems that often occur around rice fields and local community settlements, besides that the Leuwikeris dam will later be used as a tourism sector, so that a coordination forum is needed which is held regularly between the Project Implementing stakeholders, the Government, the Community, Police, NGOs, and other related parties to sit together to understand, resolve, and anticipate potential problems including environmental impacts that may arise as a result of this development.

2. Method

This research uses case study research using a qualitative approach, researchers also want to examine a phenomenon that discusses the development of Leuwikeris Agrotourism in Supporting the Development of Ecologically Informed Agriculture in Ciamis Regency, according to Nugrahani & Hum (2014), qualitative research is inductive in nature, researchers let problems arise from data or left open for interpretation, data collected with careful observation including descriptions in a detailed context accompanied by notes from in-depth interviews.

2.1 Data collection technique

When viewed from the data source, data collection can use primary sources and secondary sources, what is meant by primary sources are data sources that directly provide data to data collectors, while secondary sources are sources that do not directly provide data to data collectors. Some of the data collection techniques commonly used by a researcher are observation, interviews and documentation.

2.2 Data analysis technique

After getting all the data needed for research, the next step is processing or analyzing data, qualitative data analysis is the process of systematically searching and compiling data obtained from interviews, field notes, and other materials, so that it can easily be understood and explained in detail.

2.3 Data Validity Test

In a qualitative study, the validity of the data can be tested if the findings or data obtained are considered valid and sufficient, the way is to ensure that there is no difference between the researcher's report and the actual reality in the field, one way to test the validity of the data is to triangulate the data.

3. Result and Discussion

3.1 Overview of Agrotourism in Ciamis Regency

The agro-tourism industry is one part of tourism that plays a significant role and contributes to generating Regional Original Income. The concept of agro-tourism has potential and beneficial prospects for the wider community such as opening jobs, increasing income and welfare of rural communities, but has the potential for conflict competition that can degrade wisdom. Due to the dominance of agro-tourism management, agro-tourism development while maintaining local wisdom can indeed be the right solution in an effort to fulfill economic income in several areas based on land and natural resource control. Agrotourism itself is an activity to visit horticultural land, agriculture, or other types of agro-tourism with the purpose of education, entertainment, and other key elements in the concept of agro-tourism is tourism related to agriculture.

The development of agro-tourism in an area can support economic growth by taking into account the following strategies, it is necessary to establish Standard Service Procedures (SOPs) and local regulations in improving the quality of tourist services and environmental sustainability, then involving the role of local communities in tourism management, then carrying out promotional activities and forming a reliable information system in order to establish a better cooperative relationship between the central and local governments, empowering local communities, to realize the role, benefits and functions of tourism so that it can stimulate them to take advantage of opportunities to improve the local economy, according



to Kiper et al (2016) & Alparslan et al (2019) Agrotourism based on Natural Local Wisdom is tourism activities. In the development of universal agro-tourism, it must be pursued, namely by improving quality in accordance with the requirements of consumer demand and global demand.

Some places that have the best agro-tourism potential in Ciamis Regency include the Benteng Village, Karanganyar Village, Sukamulya Village, Medanglayang Village, Baregbeg Village, Jelat Village, and Cibeuurem Village. The potential for agrotourism that can be developed includes: durian plantations of the serendet type, coffee plantations, duku plantations, salak plantations, palawija. Although there is sufficient potential to be developed, improvements are needed for road accessibility, improvement of facilities and infrastructure, and improvement of the quality of human resources. Such as in the Benteng Village. In this area, durian plantations are widely cultivated and become the prima donna for durian fruit lovers in the Ciamis Regency area. The type of durian developed, namely the fort durian or Serendet. The thickness of the flesh and the sweet taste that distinguishes it from other superior durian varieties. Durian Serendet has a small size, the skin of the fruit is thinner, and the taste is slightly different from other durians which have a very thick aroma.

Furthermore, Karanganyar Village This village is located in the Cijeungjing District and has agro-tourism potential in the duku plantation sector. The duku fruit in the village has an ovoid shape with a yellow skin and has a sweet fruit taste, then in Sukamulya village there is potential for mangosteen fruit plantations, Medanglayang Village with potential for salak plantations, Baregbeg Village This village has the potential for producing superior quality rice and has a very beautiful view of the rice fields. This potential can be developed properly and will certainly have a significant impact on improving welfare, Cibeuurem Village This village has potential in coffee plantations. With a good aroma and taste, coffee from this village has the potential to be used as an agro-tourism area, so that agro-tourism is believed to have a significant impact on economic growth in developed and developing countries (Pranadji & Saptana, 2016; Hikmatullah & Ritung, 2014).

3.2 Leuwikeris Potential as an Ecological Agricultural Agrotourism Area in Ciamis Regency

The tourism sector has quite promising opportunities, because apart from being one of the producers of economic growth, the tourism sector is also expected to have the opportunity to become a growth driver for other development sectors, such as the plantation, agriculture, trade, industrial and other sectors. Meanwhile, in the agricultural sector, one element that has not been optimally utilized is agrotourism, agrotourism itself is a series of tourism activities that utilize the potential of agriculture as a tourist attraction, both the potential in the form of natural scenery of the agricultural area as well as the uniqueness and diversity of production activities and agricultural technology as well as the culture of the agricultural community.

The development of agro-tourism activities will directly increase the positive perception of farmers and local communities on the importance of conserving agricultural land resources. In addition, the development of agro-tourism can preserve natural resources, local wisdom and technology, and be able to increase the income of farmers or communities around agro-tourism, the development of agro-tourism will create jobs and increase income and the formation of welfare for farmers, in addition to several other positive impacts of agro-tourism development. is the increase in the selling value of agricultural commodities produced and the development of other sources of income that can be enjoyed by the local community (Irsal las & Setiyanto, 2006; Sambu et al., 2018).

Ecological agriculture is a resource management based on agricultural business, the process is developed to assist various human needs while maintaining or improving the quality of the environment and conserving existing natural resources, maintaining the quality of natural resources and the ability of the agroecosystem as a whole from humans, plants and animals to soil organisms are improved Both of these will be met if the soil is managed and the health of plants, animals and communities is maintained through biological processes. For this reason, efforts to use land and nature that are focused on the establishment of the Leuwikeris dam, which is located in Ciamis Regency, are at least able to improve agricultural management for the creation of natural sustainability and can be utilized as agro-tourism potential that has an impact on the welfare of the community, especially farmers in the area.

Basically the process of making the Leuwikeris dam will indeed have a direct impact on various aspects of human life as a whole, as we know the West Java Provincial Government plans to build a new reservoir between Tasikmalaya Regency and Ciamis Regency, which is targeted to be able to irrigate up to 40 thousand hectares of rice fields. land is needed as a medium to realize the development project. The location chosen by the West Java government is indeed the right location because it has a concave contour of the land that makes it easier to build a reservoir. Besides being useful for irrigating this reservoir, it is also planned for fisheries and tourism, of course the form of tourism that is emphasized here is in the form of agricultural management that is able to provide various welfare for the surrounding community.

Therefore, a strategy for developing the Leuwikeris Dam Agrotourism area is needed in order to increase the number of tourist visits, both domestic and foreign tourists. So that the potential that exists in the Leuwikeris Agrotourism area can be developed as much as possible and can bring benefits to the government, investors, and the community, while tourists can get satisfaction by seeing the potential of agro-tourism that prioritizes the ecological system of these natural resources. There are several main points that must be emphasized in the process of utilizing the Leuwikeris dam as one of the potentials of ecological agrotourism in Ciamis Regency, namely, Can be economically sustainable, which means that farmers can produce enough to meet their own needs and/or income, as well as earn sufficient income for their livelihoods. recover the energy and costs incurred. This economic sustainability can be measured not only in terms of direct farming products, but also in the function of conserving natural resources and minimizing risks.

Agricultural development will form an agro-ecosystem consisting of the complexity of organisms in agricultural areas or in areas that are planted and changed by various human activities for the benefit of the agricultural sector, industry and other activities, as for several characteristics of the ecological agricultural development process that are widely applied in various fields. the area includes, Giving the possibility of survival by preserving the functions and capabilities of the eco system that supports it, Utilizing natural resources as far as nature and its management technology is able to produce products sustainably, giving opportunities for other sectors to develop sustainably, improve and preserve the ability and function of ecosystems to supply natural resources and at the same time protect and support livelihoods in a sustainable manner; and use procedures and procedures that demonstrate the sustainability of the functions and capabilities of ecosystems that support livelihoods, both now and in the future.

With the characteristics of the Indonesian state as an agricultural country, this country is endowed with a diversity of



biological and natural wealth and if managed properly, this will be able to be empowered and utilized as a superior product of the national economy, as well as with the construction of the Leuwikeris dam, it is expected to be able to have an effect which is very significant for the sustainability of various agro-tourism systems and businesses developed by the government in various regions and regions, especially in Ciamis Regency.

3.3 Leuwikeris Agrotourism in Supporting the Development of Ecologically Based Agriculture

Agro-tourism development is a direct activity that has an impact on the surrounding community, the development of agro-tourism leuwikeris not only creates jobs but supports ecological-based agricultural development. This development does not merely run smoothly but requires support from all sectors, especially the government and the surrounding community.

Ecologically-based agriculture is a farming process by paying attention to the land ecosystem where farmers can manage their ecosystem, and can reduce production costs by using their own seeds, using environmentally friendly vegetable fertilizers and pesticides that are made by themselves. That way farmers are more independent in cultivating. This independence will strengthen the existence of farmers socially, economically and culturally. This is in line with the research of Nurpatra & Zain (2014) which explains that ecological agriculture provides a new model for food security in Indonesia, as well as assisting the development of tourism with ecological concepts.

Agriculture is a livelihood sector, currently it is considered less attractive to be engaged in, because the results are small so many people leave it behind, especially the younger generation. This is clearly a threat to food security, because food is a basic need for humans to live. One of the causes of the declining interest in becoming a farmer is the imbalance between production costs and income obtained from agriculture to meet their daily needs. Production costs are getting higher, while the results obtained are no longer satisfactory. The high cost of production does not just happen, because for more than 30 years, farmers have been dependent on external inputs in the form of chemical fertilizers, seeds, pesticides and other production facilities. The use of these inputs also contributed to significant land damage. The dose used tends to increase, while the yield obtained often decreases. So that the input costs are getting higher day by day (Sunarti, 2016; Wulandari, 2018).

Ecological agriculture was developed to give new hope to farmers and address existing problems, such as high input costs, loss of local resources, declining soil quality and ecosystem balance, and low farmer incomes. Besides being healthy, ecological agricultural products are also better appreciated by the market. That way the opportunity for farmers to be more independent in meeting the needs of their farming business and their livelihoods will be better. Leuwikeris Agrotourism is here to provide opportunities for ecological agriculture to grow and provide existence for the community around Ciamis Regency.

The concept of sustainability is an important factor in the management of the agricultural sector, considering that land conversion continues to occur and threatens the sustainability of the agricultural system. environment for the sustainability of the life of the next generation

4. Conclusion

Utilization of the potential of agro-tourism based on ecological agriculture has indeed become one of the government's alternatives in increasing various economic incomes in several regions in Indonesia, as is the case in Ciamis Regency, as one of the regencies that has a variety of natural resource agro-tourism potentials scattered in several places. Ciamis is indeed intensively trying to introduce a variety of tourism, especially through the use of agriculture based on land and natural resources, in addition to meeting the regional revenue budget of Ciamis Regency, this process is also carried out as an appropriate step to provide social inequality for all people in the region. around these agro-tourism places, agro-tourism development is one part of the role of the local government to advance the tourism sector. Therefore, the involvement of the relevant agencies in the Ciamis Regency with the community in the development of agro-tourism will have a significant impact on improving the welfare of the community broadly and comprehensively, because the welfare of the community begins with an empowerment that is oriented towards improving living standards, and empowering the area, Agro-tourism will develop. it would be better if the local government and the community also participated in it, in addition, the strategy for developing the agro-tourism system would gradually move dynamically towards a more advanced and prosperous regional development through the development of science, technology and human resources evenly, the government believes through an agricultural system based on sustainable use is believed to be able to deliver Indonesian agriculture to be competitive and synergistic in the international world.

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