

Strawberry Picking Agrotourism Development Strategy in Pandanrejo Village, Batu City with a Sustainable Tourism Approach

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ABSTRACT

Batu City is an area located on the slopes of a mountain and the majority of the population are apple farmers, with the cold conditions of the area making it possible for apples to grow well and fertile. Batu City is also developed for agro-tourism which involves the use of Apple's agricultural land for tourism areas as well as commodity production of typical Batu City souvenirs. Another potential to become a new competitive advantage for tourism development, especially agro-tourism in Batu City, is strawberry farming. One of the things that is the main driving factor for strawberry farming potential is as a new city branding commodity for Batu City other than Apples.

In addition, after discussing with the Head of the Sub-department of Staffing regarding the research location for the preparation of the internship report, the author focused the research location on Pandanrejo Village on the recommendation of the tourism office. Internship and research activities go hand in hand according to the job desk provided by the tourism office, so that the contributions made by the author can provide benefits for the tourism office and pandanrejo village

Based on the above background, the authors focus on preparing reports on the location of Pandanrejo Village which has a strawberry picking tourist destination as a new tourist attraction that is being developed by the Batu City Tourism Office. It is necessary to analyze the development strategy of strawberry picking agro-tourism in Pandanrejo Village to be known and able to compete with the tourism potential that already exists in Batu Malang City. Based on this, this report raises the topic, so I raise the topic "Strategy for the Development of Strawberry Picking Agrotourism in Pandanrejo Village, Batu City with a Sustainable Tourism Approach".

Keyword : *Strategy, Sustainable Tourism, Agrotourism*

1. INTRODUCTION

Batu City is one of the tourist cities in East Java which is famous for its natural tourism, before it was known as the city government. Batu City is one of the sub-districts in the Malang Regency area and in 1993 its status was upgraded to an Administrative City (Kotatiff). The progress of Batu City which continues to increase every year indicates Batu City as an urban area. In Batu City there are already urban facilities and infrastructure such as PDAM, PLN, roads, telecommunications, five-star hotels, government administration offices, educational facilities, etc. The rapid progress of the Batu Township made the regent of Malang, Abdul Hamid, come up with the idea of increasing the status of the Batu City Government to become the City Government. But until 1999 it had not been realized, the enactment of Law No. 22 of 1999, the formation of the Batu City Government in 2001, namely geographical, economic, socio-cultural, socio-political factors, as well as security and order. The process of forming Batu City Government which took almost six years starting in 1995 was finally realized with the stipulation of Batu City Government as Batu City Government in Law No. 11 of 2001. The formation of Batu City Government has brought several impacts on people's lives such as political, economic, socio-cultural, as well as security and order compared to before 2001. The Batu City government also has many divisions in the department, starting from the education, employment, tourism, etc. The tourism office itself was formed to regulate, build and foster all human

resources and natural resources in Batu City that have the potential to be used as tourism and develop the area. The enactment of Law Number 32 of 2004 concerning Regional Government and Regional Regulation Number 1 of 1996 concerning the Master Design for Tourism Development became the basis for the Batu City Regional Government in developing tourism objects in its area by the tourism department. The Batu City Tourism Office must have the ability to create and improve an effective promotional strategy to attract more tourists and maintain the image of Batu City as a tourism city.

Pandanrejo Village is located in Bumiaji District, Batu City, East Java Province. Pandanrejo Village has a history in the process of its formation, the name Pandanrejo Village itself is taken from the Pandan and Rejo languages, the understanding of Pandan itself is a pandan plant while Rejo is a crowd. Pandanrejo village itself was formed around 1861, whose initial name was Pandansari village then in 1947 changed its name to Pandanrejo. Pandanrejo village is divided into four hamlets, namely, Pandan Hamlet, Ngujung Hamlet, Kajar Hamlet, and Dadapan Hamlet. The following is a brief history of the four hamlets:

1. Pandan Hamlet: Historically, the village has many Pandan plants whose properties can be used by the surrounding community as medicine and finance. The founders of this village were Mbah Samadi and Mbah Dahuru. In addition, the hamlet also has two springs, namely Sumber Sari and Tlogo Towo springs. It is estimated that these springs were formed around 1,890 – 1,896 AD.

2. Dusun Ngujung: The meaning of the name Ngujung was taken from the activities of the residents of the hamlet who previously asked for rain by making an agreement with God Almighty. The hamlet has two rivers or streams, namely the Lanang River and the Jiwo River. In addition, the hamlet also has Watu Manyit Caves and Maling Caves. The hamlet was formed around 1,800 – 1,900 AD. The hamlet was discovered by Mbah Turiman and Mbah Jakram.

3. Dusun Kajar: The meaning of the word Kajar itself is Krajan, which is where the hamlet area has quite a lot of Kajar trees. There is not much history about this hamlet, this hamlet was discovered by Mbah Watugilang and Mbah Lawang around 1,800 – 1,900 AD.

4. Dadap Hamlet: Historically, Dadap Hamlet has a lot of Dadap trees, which when the tree blooms, it is used as a sign by farmers for gardening or farming.

In relation to its duties and functions, the Batu City Tourism Office has the authority to assist the Mayor in carrying out government affairs which are the authority of the delegation in the household affairs of the local government in the field of tourism and culture, such as issuing permits in the tourism sector including Tourism Business Permits for travel agents and others, taking care of the Permanent Tourism Business Permit (ITUP), taking care of the permit for making tourist village icons. In addition to permits in the tourism sector, the Batu City Tourism Office also has the authority to issue permits related to cultural fields such as cultural activities, holding cultural parades, cultural festivals, and others.

2. METHODOLOGY

According to Sugiyono (2012: 89) data analysis is the process of systematically searching and compiling data, data obtained from interviews, field notes and documentation, by organizing data into categories, breaking down into units, synthesizing, compiling into patterns, choosing which ones are important and which will be studied, and making conclusions so that they are easily understood by themselves and others. In this study, data analysis was carried out qualitatively and then explained using qualitative descriptive techniques. Meanwhile, Miles and Huberman (Sugiyono, 2007) suggested that there are 4 steps in data analysis, namely:

1) Data Collection

Data collection is the stage where researchers collect data from observations, interviews and literature studies. Where the research data still contains general knowledge.

2) Data Reduction

Reducing data means making summaries or details that contain the main things that are important, and in accordance with the themes and patterns being sought. Data reduction is used to sort out all the findings in the field according to the research problem, so that the research results can answer the problems raised in this study.

3) Data Display

After the data is reduced, what needs to be done next is to present the data. Miles and Huberman (1984) introduced two kinds of formats, namely context diagrams and matrices. In this study, the data that has been reduced is known to be presented in certain chapters and sub-chapters. The presentation of the data is narrative but not only descriptive but accompanied by analysis from research.

4) Conclusion and Data Verification (Conclusion Drawing/Verification)

The data obtained is then categorized, looking for themes and patterns and then drawing conclusions. The conclusions obtained may be able to answer the formulation of the problem that has been formulated from the start,

but also may not, can be in accordance with the initial conclusions put forward, it can also change because the problem is basically temporary and will develop after the researcher starts doing research. Conclusions are used on research results that have been adapted to the themes and patterns of problems in this study and have been analyzed with the concepts or theories used.

3. RESULT

3.1 Pandanrejo Village Conditions

Pandanrejo Village has various potentials that support new destination business activities in Batu City, the topography of Pandanrejo Village is located in Bumiaji District, Batu City. Pandarejo village is located at an altitude of 700-800 meters above sea level. The optimum air temperature ranges from 15-25 oC and the minimum temperature ranges from 3-5 oC. This village has an air humidity of 85-91% with a sun exposure period of 7.9-9.5 hours/day. The rainfall in Pandanrejo Village is between 500-900 mm/year, and has a loose soil texture. Pandanrejo Village has a uniqueness that is offered, namely this community-based strawberry picking tour. When compared to similar tours managed by the company.

The tourist attraction of the Strawberry Barn is located in Pandanrejo Hamlet with coordinates 07°52.117'LS and 112°32.526'BT. The Strawberry Barn is a natural tourist attraction because it was developed based on its natural potential, namely the strawberry plant which is the main crop and is cultivated by the people of Dusun Pandan. This is in accordance with Hadiwijoyo's (2012) statement that natural tourist attractions are natural resources that have the potential and have an attraction for visitors both in their natural state and after cultivation. The natural conditions of Pandanrejo Village are very potential for the development of strawberry agro-tourism because strawberry plants are very suitable to be developed in areas with cold temperatures and require a lot of water.

This factor will increase the quality and maximum growth yield of strawberries. This tour also has several advantages, for example the rates are set relatively cheap for fruit picking tours, visitors who visit are not burdened with the tariff offered, which is Rp. 25,000 per person because it is relatively affordable. By paying 25 thousand visitors will get strawberry juice, eat 5 fruits directly from the garden and can directly pick strawberries from the tree. Employees also serve visitors in a friendly manner, the way of service provided to visitors is very friendly. When the visitor visited the strawberry picking agrotourism, the employees immediately directed them to the strawberry garden. In addition, visitors will be accompanied around the strawberry picking agro-tourism location and can take photos at the spots provided. However, among some of the potentials of Pandanrejo Village, there are also some problems encountered by the author in the field.

3.2 Problems Faced in Developing a Strawberry Picking Tourism Business

During the internship activities carried out by the author, several problems were found in the development of a strawberry picking tourism business, namely:

- There are pros and cons with middlemen

Strawberry picking tourism in Pandanrejo Village has pros and cons, there are those who support the tour and there are those who oppose the tour, who are against the tour. Most of them are strawberry middlemen because they perceive strawberry picking tourism (strawberry barn) as a threat and will make the middlemen sell. down.

- Strawberry picking tour manager that keeps decreasing

Strawberry picking tourism still lacks human resources for management and development. Because the strawberry picking tour manager continues to decrease, from the beginning of the formation of the tour in 2018 it has 25 members of the strawberry picking tour manager, and the number continues to decrease until now and the members are only 5 members.

- Access to strawberry picking agro-tourism locations

Road access to tourism is still narrow, which is an obstacle for visitors who visit using tourist buses or large vehicles

3.3 Existing Condition of Strawberry Picking Agrotourism in Pandanrejo Village

The strawberry picking tourist attraction in Pandanrejo Village is an artificial tourist attraction developed by the Village Owned Enterprise (Bumdes) and managed by the youth of Pandanrejo Village. This tour develops strawberry plant varieties of the type Rosa Linda (Florida), Chandler (California), Oso Grande (California), these varieties were chosen because they are suitable for natural conditions in Pandanrejo Village and to be used as agro-tourism that is environmentally friendly. Established since late 2018 on the initiative of village youth. Strawberry picking tour in Pandanrejo Village is known as the Strawberry Barn.

The condition of the Pandanrejo Village area as a strawberry picking tourist destination is supported by several infrastructures, namely a greenhouse which is used for plant nurseries due to changing weather conditions that can

affect the strawberries. In addition, there is a pavilion that serves to receive guests, hold meetings and gather. In this tour there is also a cafe and parking area for tourists to enjoy food or drinks after doing strawberry picking activities. In addition to infrastructure, there are several tours offered, such as paintball, outbound, and tubing. There are several choices besides the main tour, namely picking strawberries in Pandanrejo Village. Strawberry picking tourism is also supported by other potential supporters, such as having strawberry plantations covering an area of 7-8 hectares planted with strawberries, therefore tourists do not have to worry about running out of places to pick strawberries, in addition to the extensive plantation land, this picking tour has facilities for tourists such as pavilion for holding meetings or just gathering, cafe for processing strawberries straight from the plantation, tools for picking (scissors and baskets) provided for the convenience of tourists. In addition to potential supporters in the form of facilities for tourists, the strawberry picking tour manager also holds programs / events to enliven the tour, for example: the strawberry tander festival which was held at the end of 2018, the strawberry picking festival, bazaar and other festivals held by the tourism department that in collaboration with the Strawberry Barn.

The economy of the people of Pandanrejo Village before the development of strawberry picking tourism experienced ups and downs, this was due to the unstable strawberry market price in Malang City. The existence of strawberry picking tours is felt to be very helpful for the economy of the Pandanrejo Village community because the management of strawberry picking tours can maintain the stability of the strawberry market price. The stability of market prices is most felt by strawberry farmers, they do not need to worry about their plantation yields because they will be accommodated by strawberry picking tours.

In the strawberry picking tour, the tourists in DtW are dominated by local tourists, most of whom are from outside the city, such as Surabaya, Malang, etc. Besides that, there are also international tourists who come to the dtw, and are dominated by middle eastern tourists. From the data obtained, approximately in 2019 there were 2000 domestic and foreign tourists, and in 2020-2021 there were approximately 1000 domestic tourists. The decrease in tourists is due to the Covid-19 pandemic in the past year. Tourists who will do strawberry picking will be given instructions on how to pick strawberries properly and correctly to minimize plant damage when picking occurs, therefore the manager also provides picking tools such as scissors and baskets for strawberries. The potential during the current pandemic is local tourists from East Java and cities, because most city tourists have a back to nature tourism motivation which is very suitable for the strawberry picking tour, and can increase the number of tourists.

Human resources for tourism in Pandanrejo Village are very influential for development in the village and community, especially strawberry picking tourism. There are several human resources, namely: women farmer groups are a collection of women farmers who act as collection and processing of strawberries which will be processed into products such as jam, strawberry juice drinks, etc. The women's farmer group also has a program that is organized to include several members of the women's farmer group for training with the Tourism Office and the Agriculture Office to improve the quality of the women's farmer group's human resources. In addition to women's farmer groups, there are also Village-Owned Enterprises that act as a driving force for the community's economy, developing existing human and natural resources, besides that BUMDes also has a program to be held, namely a home stay development program for tourists who come and want to stay at the Strawberry Barn. . In addition, there is a youth association called the sinoman Batu association (PSB) whose role is to help local residents in any events in Pandanrejo Village, both weddings and village activities, in order to reduce the intervention of residents outside Pandanrejo Village, the Sinoman Association Batu (PSB) has a program, namely in the harvest event organized by the manager of the strawberry picking tour, the PSB members become the committee, apart from the harvest event, any event held by the manager will be organized by PSB members.

Of the three tourism human resources in Pandanrejo Village who have potential for tourism human resources in Pandanrejo Village, there are still many young people who are members of the PSB to become superior tourism human resources because they are still productive and have many and innovative ideas. Human Resources in Pandanrejo Village besides having their respective roles and programs themselves are also active as the main movers in the strawberry picking tourism industry.

The management body in Pandanrejo Village was not formally formed, the strawberry picking tourism management body was formed in conjunction with the strawberry tander festival in Pandanrejo Village, only the village youth managed the strawberry picking tour with government support through the BUMDES program, specifically through deliberation within the community. Within the tourism management agency itself is divided into five parts, namely the person in charge who is in charge of being responsible for all activities carried out in strawberry picking tours involving all communities and tourists, the strawberry reception section which is in charge of receiving strawberries from farmers directly or from middlemen. , if there are less strawberries, this division will take strawberries from the middlemen, and vice versa if there are middlemen who are lacking, this division will prepare the strawberries, besides that this division also checks the strawberry commodity which will be processed into tourism products by women farmer groups. The tourist section which is in charge of guiding tourists who will pick, educating how to

pick properly and correctly, besides that, the task of this division is to direct tourists to the land to be picked, the admin section is in charge of doing a recap of finances, both expenses, income, etc. This division is also tasked with archiving important files such as cooperation letters, training letters from the department, etc. The documentation section is in charge of documenting any activities carried out in the Strawberry Barn from picking tours as well as educational and training activities for HR. The promotion section is in charge of conducting promotions and marketing both conventionally and digitally, besides that this division is also responsible for the social media of the Strawberry Barn which always updates information about the tour or updates the documentation that has been carried out by the documentation division.

Tourism managers also collaborate with women farming communities to produce tourist products made from strawberries such as strawberry jam, strawberry juice drinks, etc. The strawberry picking tour manager has a program that will be raised, namely events such as exhibitions, strawberry picking festivals and tandur, besides that the manager also plans programs for tourists who want to stay in Pandanrejo Village and participate in community activities in the village.

Marketing in Pandanrejo Village is quite good, as seen from the visitors who come to the strawberry picking tour, although the number of visitors is decreasing due to the pandemic, the manager continues to do marketing to attract visitors to the strawberry picking tour, which of course still maintains the health protocols in force. The type of marketing used by managers of strawberry picking tourist destinations is using conventional and digital. Conventionally, that is by educating schools from elementary to high school, participating in bazaars and exhibitions to further introduce the strawberry picking tour. Digital by promoting the tour using social media such as Instagram, Web, and Google Business.

At the beginning of the opening of the strawberry picking tour, the manager was still using conventional marketing, namely by mouth from tourists to the mouths of other tourists and education to the nearest school, the longer the manager was also exploring using and utilizing technology and social media to do marketing such as using the web, Instagram or Google business. Of the two marketing carried out by the destination manager, the target tourists are young people because young people are more active in using social media Instagram and introducing them directly to schools. The potential that exists in the marketing of strawberry picking tourism in Pandanrejo Village is by cooperating with well-known local brands in the city and holding an event that takes place at the Strawberry Barn and indirectly promoting the strawberry picking tour.

The land in the strawberry picking tour is 7-8 hectares which is used for strawberry plants and the land is a mixed land between private land and land belonging to BUMDES, for BUMDES land itself is 3 hectares located in the strawberry barn and private land is around 4-5 hectares that surrounds the strawberry barn. At the beginning of the opening of the strawberry barn, most of the private land was only used for personal picking and not used as tourism, there were also some that were used as strawberry picking tourism businesses but did not cooperate with the strawberry barn, the strawberry barn itself only relied on 3 hectares of land for the picking tour, but with the increase in visitors, the manager also provides education to the community to work together to turn private land into a strawberry picking tourism business, and get a lot of good responses from the owner of the private land.

The land system used for picking is by asking the owner of the strawberry land if the land is ready to be used for picking tomorrow, if today there is picking on field A in the morning or afternoon, then in the afternoon the manager of the tourism division will ask several owners land for land preparation for picking tomorrow. Like land B and land C, if land B is not ready for picking tomorrow and land C is ready for picking tomorrow, then land C is used for picking tomorrow. If land B and Land C are ready, then the tourists will be divided into 2 routes, the group of 1 tourists will be directed to garden B and the group of 2 tourists will be directed to garden C.

3.4 Strawberry Picking Tourism Conflict with Middlemen

Strawberry picking tourism in Pandanrejo Village was established in December 2018, which was initiated by the youth of Pandanrejo Village, with the aim of further prospering the community and to maximize and introduce the potential that exists in Pandanrejo Village, namely strawberry picking. At the beginning of the establishment of the strawberry picking tour, many strawberry farmers supported this tour by depositing the strawberry harvest to the strawberry picking tour/manager (Strawberry Barn) to be marketed and processed into tourism products that could increase the price of strawberries than before. In addition, there are also those who reject the strawberry picking tour, namely the strawberry middlemen in Pandanrejo Village, the refusal is because the middlemen think that the strawberry picking tour (strawberry barn) will reduce their sales, besides that another reason is also the middlemen thought the tour would destroy the existing market price.

Problems that occur in the village between strawberry picking tourism and middlemen must be quickly resolved by the village because if it continues it will create competition which results in unstable prices, this is where the role of village officials is very important to mediate the strawberry picking tour and parties from middleman. The village

party to solve the problem is to coordinate with the strawberry picking tour manager to provide counseling and education to the middlemen, that the purpose of the strawberry picking tour is to improve the welfare of the local community and increase the price of strawberries so that the community's economy will also increase, thus the middlemen will cooperate with tourism that.

4. CONCLUSIONS

Batu city is famous for its tourism, there are various tours in Batu city such as artificial, natural, cultural and agro-tourism tourism. With the many types of tourism in Batu City, the Batu City Tourism Office provides guidance to tourist villages in order to develop the potential of the village as much as possible.

Batu City consists of 3 sub-districts, there are 19 villages and 4 sub-districts, the tourism service program is to develop tourist villages in Batu City accompanied by the tourism office. There are many villages that become an attraction for tourists with their own uniqueness, the most commonly found is agrotourism, agrotourism itself in Batu City is dominated by apple commodities, besides apples there are also other commodities such as strawberries. The strawberry commodity itself is located in Pandanrejo Village which is already famous for its strawberry commodities, besides that Pandanrejo Village is also a picking tour and the largest strawberry producer in Batu City. With the assistance of the tourism office to further develop its strawberry commodity by directing, guiding and conducting training for existing human resources, it is expected to be able to maximize existing natural resources and human resources. With supplies from the tourism office, such as good marketing methods to market their products and process products to make them attractive, they can have a positive impact on the village.

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