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Participation of Coffee Farmers in Developing Agrotourism

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Abstract---Subak Abian Sari Boga developed agro-tourism because most of the villagers are coffee farmers. The journey of Kiadan Agrotourism has been quite long and there have been many problems in its development. So, it is necessary to analyze the level of participation of coffee farmers in developing Kiadan Agrotourism. The purpose of this research is to analyze the level of participation of coffee farmers in developing Kiadan Agrotourism in Subak Abian Sari Boga, Petang District, Badung Regency. This research was conducted at Kiadan Agrotourism, selected by purposive sampling or deliberately, carried out since April 2021. The sample in this study was determined by the random sampling method, where the total sample was 40 coffee farmers. The data analysis method used in this study uses a descriptive qualitative method. Based on the results of the research and discussion that has been presented, it can be concluded that the level of participation of coffee farmers in developing Kiadan Agrotourism is in the very high category because the conditions of coffee farmers are very supportive of participation. The participation of coffee farmers is at the level of Citizen Power.

Keywords---Coffee, farmer participation, participation degree, participation form, participation level.

Introduction

Agrotourism is a form of tourism activity that utilizes agro-business as a tourist attraction to expand knowledge, experience, recreation, and business relations in the agricultural sector. Mentioning that agrotourism must be driven by long-term activities naturally (Sarjana, 2015).

Subak Abian Sari Boga located in Kiadan Traditional Village is one of the Subaks that developed agrotourism because the majority of the Subak community are coffee farmers and all the land owned by the community is planted with coffee plants, so the land is used for Agrotourism. Most of the large farmers in Kiadan Village depend on their livelihoods from the results of this production. The potential of Kiadan Agrotourism is trekking, and religious tourism, 11 sacred fountains are held by four Banjars: Banjar Kiadan, Banjar Menegening, Banjar Bukian, and Banjar Sandakan (Sulangai Village), waterfalls (BPS, 2013) Kiadan Agrotourism has been established since 1999 until now. The journey of Agrotourism in Kiadan which has been quite long, of course, has experienced many problems in its development. The manager of Kiadan Agrotourism, I Made Suwita said that from the beginning of the pioneering the community was very enthusiastic to participate.

The opinions of several communities stated that they had not seen any significant changes since the agrotourism program was implemented (Arida, 2009). This was exacerbated by the fact that there had never been a change of management since agrotourism was first established. Given the length of time that Kiadan Agrotourism has been established, the level of participation of coffee farmers in Subak Abian Sari Boga must be measured. To make a program a success, the participation of the entire community is necessary. So, it is necessary to explain the level of participation of coffee farmers in the development of Kiadan Agrotourism. The problem that can be formulated in

this study is how is the level of participation of coffee farmers in the development of Kiadan Agrotourism in Subak Abian Sari Boga, Petang District, Badung Regency. It aims to analyze the level of participation of coffee farmers in the development of Kiadan Agrotourism in Subak Abian Sari Boga.

Research Methods

The research was conducted at Kiadan Agrotourism, Subak Abian Sari Boga, Petang District, Badung Regency. This research was conducted from September to December 2021. The selection of the research location was done intentionally (purposive sampling) based on certain considerations (Cerdán et al., 2012; Bravo-Monroy et al., 2016). The types of data used in this study are qualitative data and quantitative data. The data sources used in this study are primary data and secondary data. According to Sekaran (2011), primary data is data obtained first-hand for subsequent analysis to find solutions or problems being studied. Primary data is in the form of interviews by researchers with research respondents. Secondary data is data that has been collected by researchers, data published in statistical journals and others, and information available from published or non-published sources (Esquivel & Jimenez, 2012; Cano-Marquina et al., 2013). Secondary data is obtained in the form of journals, theses, theses, online books, and sites from the internet. The data collection methods used in this study are interviews and documentation. Documentation is the collection of written or printed data and objects that contain information to be collected regarding research (Sugiyono, 2020). Collection is carried out by taking photos or images related to research that are already available at the research location by reviewing documents related to this research.

A population is a generalization area consisting of objects/subjects that have certain qualities or characteristics determined by researchers to be studied and then conclusions drawn (Sugiyono, 2020). The population in this study was 68 populations. Sampling used the Slovin formula. The sampling technique was carried out by simple random sampling or done randomly. The sample in this study amounted to 40 coffee farmers.

The researcher used the class interval formula to measure parameters based on data obtained in the field. The number of classes used in each indicator is five classes. In this study, parameters are measured using a score (1,2,3,4,5). The analysis method used in this study is qualitative descriptive analysis (Valdivia & Barbieri, 2014). This method aims to describe clearly and systematically the data obtained regarding Coffee Farmer Participation in the development of Agrotourism in Subak Abian Sari Boga, Petang District, Badung Regency, then analyzed using comparative descriptive analysis techniques which aim to compare data from findings in the field with theories obtained from literature studies (Bungin, 2010). The data obtained and the results of the study, both qualitative and quantitative data, will be presented in the form of narratives, tables, and images that are arranged systematically and efficiently. The variables of form and degree of participation are measured using the Likert Scale technique and the class interval formula (Sudiby, 2010).

Results and Discussion

Respondent characteristics

The respondents in this study consisted of 37 men and 3 women. Sarkawi (2012), stated that men, in society, view that they must play the role of head of the family and breadwinner, because men are considered to represent responsible masculinity, being the backbone, firm, and authoritative. Meanwhile, for women, society views that they must play a domestic role because they are considered to represent femininity which is always associated with work taking care of children, family, and home (Susila et al., 2024).

The majority of respondents are classified as productive age groups, namely 45-60 years, as many as 62.5% (25 people). Ukkas (2017), stated that a person's productive age is 15-60 years, meaning that if a person is at a productive working age, their work productivity will increase. The level of education of respondents is dominated by high school level as many as 35% (14 people). Hasyim (2006), stated that the formal education of respondents will affect their mindset in dealing with something.

Coffee farmer participation level

Based on the recapitulation results of 40 respondents, it can be seen that the level of coffee farmer participation in building Agrotourism in Kiadan Village, Petang District, Badung Regency is classified as very high.

Table 1
Financial indicators

No	Score	Category	Number of Respondents	
			Person	Percentage (%)
1	> 9,6 – 10	Very high	30	75
2	> 9,2 - 9,6	High	0	0
3	> 8,8 - 9,2	Medium	5	12,5
4	> 8,4 - 8,8	Low	0	0
5	8 - 8,4	Very low	5	12,5
Total			40	100

Based on the results of the study in Table 1, it shows that the financial participation of coffee farmers is said to be very high with a score of 75% (30 people). Coffee farmers can manage finances/donations very well. This is because Kiadan Agrotourism is managed directly by coffee farmers and the assistants, but the assistants do not participate in providing financial donations.

Table 2
Infrastructure/facilities indicators

No	Score	Category	Number of Respondents	
			Person	Percentage (%)
1	> 9,4 - 10	Very high	25	62,5
2	> 8,8 – 9,4	High	12	30
3	> 8,2 – 8,8	Medium	0	0
4	> 7,6 – 8,2	Low	0	0
5	7 – 7,6	Very low	3	7,5
Total			40	100

Based on the results of the study in Table 2, it shows that participation in terms of coffee farmer facilities/infrastructure is said to be very high with a score of 62.5% (25 people). This means that farmers can manage facilities/infrastructure to support the development of agrotourism. Kiadan Agrotourism has quite complete facilities/infrastructure to support the development of agrotourism. The main facilities/infrastructure are plantation land, while other supporting facilities are tools and machines. These tools/machines are very much needed for post-harvest handling of coffee because Kiadan Agrotourism itself directly processes and markets its coffee.

Table 3
Indicators of energy/expertise

No	Score	Category	Number of Respondents	
			Person	Percentage (%)
1	> 18 – 19	Very high	27	67,5
2	> 17 – 18	High	10	25
3	> 16 – 17	Medium	0	0
4	> 15 – 16	Low	0	0
5	14 – 15	Very low	3	7,5
Total			40	100

Source: Primary Data processed, 2022

Based on the results of the study in Table 3, show that participation in terms of contributing labour/expertise of coffee farmers are said to be very high with a score of 67.5% (27 people). The participation of labour/expertise in question is the willingness of farmers to contribute labour in making jogging tracks, farmer participation in cooperation activities, and farmer participation in contributing artistic expertise (Astuti & Darmawan, 2024).

Table 4
Moral Indicators

No	Score	Category	Number of Respondents	
			Person	Percentage (%)
1	> 8,6 – 9	Very high	32	80
2	> 8,2 - 8,6	High	0	0
3	> 7,8 - 8,2	Medium	8	20
4	> 7,4 - 7,8	Low	0	0
5	7 - 7,4	Very low	0	0
Total			40	100

Source: Primary Data processed, 2022

Based on the results of the study in Table 4, show that participation in terms of coffee farmers' morale is said to be very high with a score of 80% (32 people). This means that farmers are willing to participate in the development of agrotourism. The level of willingness of farmers to develop agrotourism on their plantation land is very acceptable to coffee farmers because it can increase income considering that their main job is only a coffee farmer.

Table 5
Community Control Indicators

No	Score	Category	Number of Respondents	
			Person	Percentage (%)
1	> 9,2 – 10	Very high	28	70
2	> 8,4 - 9,2	High	8	20
3	> 7,6 - 8,4	Medium	0	0
4	> 6,8 - 7,6	Low	0	0
5	6 - 6,8	Very low	4	10
Total			40	100

Source: Primary Data processed, 2022

Based on the results of the study in Table 5, show that participation in terms of community control is said to be very high with a score of 70% (28 people). This means that farmers can regulate the development of agrotourism. Community control is characterized by farmers who can control the process of forming, implementing, and consuming policies, and it is even very possible that coffee farmers have full authority to manage a particular policy object.

Table 6
Indicators of delegation of power

No	Score	Category	Number of Respondents	
			Person	Percentage (%)
1	> 4,8 – 5	Very high	28	70
2	> 4,6 - 4,8	High	0	0
3	> 4,4 - 4,6	Medium	0	0
4	> 4,2 - 4,4	Low	0	0
5	4 - 4,4	Very low	12	30
Total			40	100

Source: Primary Data processed, 2022

Based on the research results in Table 6, it shows that participation in terms of delegation of power is said to be very high with a score of 70% (28 people). This means that farmers have been able to direct policies because the decision-making space has been controlled. Coffee farmers have a very important role in determining the future of agrotourism. The involvement of farmers is considered to have a positive impact that provides several benefits.

Based on the results of the study in Table 7, it shows that the participation of coffee farmer partnerships is said to be very high with a score of 62.5% (25 people). This indicates that coffee farmers can negotiate with the assistants in an equal position. Farmers and assistants together take a collective approach to be able to accelerate sustainable development because the assistants believe that the partnerships undertaken can bring long-term resilience to the coffee farmers of Kiadan Agrotourism.

Table 7
Partnership indicators

No	Score	Category	Number of Respondents	
			Person	Percentage (%)
1	> 9,2 – 10	Very high	25	62,5
2	> 8,4 - 9,2	High	11	27,5
3	> 7,6 - 8,4	Medium	0	0
4	> 6,8 - 7,6	Low	0	0
5	6 - 6,8	Very low	4	10
Total			40	100

Source: Primary Data Processed, 2022

Table 8
Peacemaking indicators in farmer participation

No	Score	Category	Number of Respondents	
			Person	Percentage (%)
1	> 9,4 – 10	Very high	25	62,5
2	> 8,8 - 9,4	High	12	30
3	> 8,2 - 8,8	Medium	0	0
4	> 7,6 - 8,2	Low	0	0
5	7 - 7,6	Very low	3	7,5
Total			40	100

Source: Primary Data processed, 2022

Based on the research results in Table 8, it shows that the participation of coffee farmers' appeasement is said to be very high with a score of 62.5% (25 people). Appeasement is said to be very high because almost all coffee farmers communicate well with the assistants and the village government. Coffee farmers have the right to provide input to the assistants in making decisions. Coffee farmers also play a role in decision-making. This is shown by the active participation of coffee farmers in every deliberation and sharing of responsibilities for developing agrotourism (Lastra-Bravo et al., 2015; Dolisca et al., 2006).

Based on the research results in Table 9, show that coffee farmer consultation is said to be very high with a score of 50% (25 people). Kiadan Agrotourism has developed because of the aspirations that have been collected and then submitted by coffee farmers. Every month, a meeting is routinely held to collect coffee farmers' aspirations for the development of agrotourism in the future so that it is sustainable. The aspirations that have been collected will later be submitted and discussed with the accompanying party.

Table 9
Consultation indicators

No	Score	Category	Number of Respondents	
			Person	Percentage (%)
1	> 9,4 – 10	Very high	20	50
2	> 8,8 - 9,4	High	18	45
3	> 8,2 - 8,8	Medium	0	0
4	> 7,6 - 8,2	Low	0	0
5	7 - 7,6	Very low	2	5
Total			40	100

Source: Primary Data Processed, 2022

Table 10
Information indicators

No	Score	Category	Number of Respondents	
			Person	Percentage (%)
1	> 4,6 – 5	Very high	34	85
2	> 4,2 - 4,6	High	0	0
3	> 3,8 - 4,2	Medium	5	12,5
4	> 3,4 - 3,8	Low	0	0
5	3 - 3,4	Very low	1	2,5
Total			40	100

Source: Primary Data Processed, 2022

Based on the results of the study in Table 10, it shows that the information obtained by coffee farmers is very high with a score of 85% (34 people). This means that coffee farmers have very easy access to information. The dissemination of information in Kiadan Village itself is carried out so that people know about Kiadan Agrotourism. The dissemination of information is carried out by word of mouth, through social media, and by installing billboards in each area of Petang District.

Based on the results of the study in Table 11, shows that the completeness of the information obtained by coffee farmers from the assistants is said to be very high with a score of 70% (28) people. This can be seen from the frequency of farmers communicating with the assistants. Communication is often carried out so that if a problem occurs, it can be discussed directly with the parties involved.

Table 11
Therapy indicators

No	Score	Category	Number of Respondents	
			Person	Percentage (%)
1	> 4,6 – 5	Very high	28	70
2	> 4,2 - 4,6	High	0	0
3	> 3,8 - 4,2	Medium	10	25
4	> 3,4 - 3,8	Low	0	0
5	3 - 3,4	Very low	2	5
Total			40	100

Source: Primary Data Processed, 2022

Table 12
Manipulation indicators in farmer participation

No	Score	Category	Number of Respondents	
			Person	Percentage (%)
1	> 4,6 – 5	Very high	32	80
2	> 4,2 - 4,6	High	0	0
3	> 3,8 - 4,2	Medium	7	17,5
4	> 3,4 - 3,8	Low	0	0
5	3 - 3,4	Very low	1	2,5
Total			40	100

Source: Primary Data processed, 2022

Based on the results of the study in Table 12, it shows that the manipulation indicator is classified as very high with a score of 80% or 32 people. This means that the level of farmers' willingness to agree to the development of agrotourism is accepted by the farmers (Donovan & Poole, 2014; Quiroga et al., 2015). The existence of agrotourism can help increase the income of coffee farmers in Kiadan Village.

Conclusions

Based on the results of the analysis and discussion, it is concluded that the level of participation of coffee farmers in developing Kiadan Agrotourism is in the very high category. This can be seen from the variables of the form of participation and the degree of participation. In the form of participation, the category is classified as very high, and in the degree of participation, the category is also classified as very high because the conditions of coffee farmers are very supportive of participation. The participation of coffee farmers is at the level of community power (citizen power).

Suggestions

The suggestions that can be given are as follows:

- 1) For the farming community in Subak Abian Sari Boga, Petang District, Badung Regency to continue to participate in the development of Kiadan Agrotourism, considering the large potential of coffee plantations which are very good to be developed into an agrotourism area.
- 2) It is hoped that further researchers will examine the level of participation in Kiadan Agrotourism using different analysis methods.

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