



THE COMMUNITY ASSISTANCE TO INCREASING PREFERENCES OF BROMO-TENGGER AGRO-TOURISM IN EAST JAVA

Dwie Retna Suryaningsih¹, Moch. Thohiron², Ristani Widya Inti³, Nugrahini Susantinah
Wisnujati⁴, Rochmad Zulfikar⁵, Ken Sari Nimas Pramhesti⁶

^{1,2,3,4,5,6}Faculty of Agriculture, Universitas Wijaya Kusuma Surabaya
Email: surjaningsih@uwks.ac.id

Abstract

This community service activity aims to provide assistance to the community in Ngadas Village, East Java, with the aim of increasing preference for agro-tourism in the Bromo-Tengger area. Ngadas Village has natural and cultural potential that can be developed as a tourism destination, but the utilization of this potential has not been optimal. Through community service programs, assistance is carried out by facilitating training, workshops, and participatory activities to increase community understanding and skills in developing agro-tourism. Participatory and collaborative approaches are used to involve the community in the planning and development process. It is hoped that through this assistance, the people of Ngadas Village can better understand the potential value of agro-tourism and are able to manage and market it in a sustainable manner. The results of this service are expected to make a positive contribution to improving the local economy and preserving culture in the region.

Keywords: Assistance, Preference, Bromo Agrotourism

INTRODUCTION

In Indonesia, the extraordinary tourism potential stretches wide, exploited by the abundant natural resources. With the support of the right facilities and infrastructure, the opportunities to create various tourist destinations are very diverse. Among the charms that await, we can find a variety of captivating tourist objects: natural beauty, cross-country adventures, educational experiences about flora and fauna, the fun of water tourism, fascinating historical stories, thrilling mountain climbing challenges, and much more. much more.

However, tourism development is not just an arbitrary endeavor. It is an effort that needs to be directed carefully and structured. Directions, policies, strategies and tourism development programs must be in harmony and synergize with the direction of tourism development policies at the national level. This is very important so as not to get lost from the goals set in tourism development planning. (Sutiarso, 2018) emphasizes the importance of this harmony.

One particular choice in tourism development is the utilization of the natural beauty of the mountains. Maybe this is what makes it special. Mountains not only provide an authentic natural environment, but are also a source of various natural treasures and amazing phenomena. With its unique charm, mountains can become tourist destinations that have their own charm. The more we understand that tourism development requires careful planning and directed action, the clearer the potentials that can be realized. With good cooperation between various parties, from the government to local communities and the private sector, Indonesia's tourism potential can be maximized so as to provide sustainable benefits for all parties.

Tourism has a significant role in efforts to develop the economy, both in developing and developed countries. In general, the tourism sector has a greater impact in countries with open

economies, and it also has an impact through a multiplier effect on economic development, either directly or indirectly. In addition, tourism also serves as a major provider of employment at the regional level. The tourism industry is a labor-intensive industry in which the role of labor is difficult to be replaced by capital and equipment. Therefore, many countries are interested in utilizing the tourism sector as the main source of job creation (Spillane, 2002).



Figure 1 Community Service Team Preference for Agro-Tengger Bromo

Recognizing the tourism potential and attractiveness of an area is an important step in exploring sustainable tourism development opportunities. In the midst of stunning natural charm, Mount Bromo-Tengger in East Java has emerged as a very special tourist destination. Recognizing the importance of developing agro-tourism in this region, a community service effort was born. This article will describe how to assist the community in order to increase preference for Bromo-Tengger agro-tourism in East Java.

Agro-tourism has become one of the fields that shows tremendous potential in tourism development (Siti Mujannah, 2016). Apart from its natural beauty, Bromo-Tengger also has agro-tourism potential which can be used as a main tourism support. Community assistance in developing agro-tourism is not only a responsibility, but also an opportunity for empowering local communities. Its exotic charm has made it one of the leading destinations in East Java, attracting visits not only from local but also foreign tourists. The Bromo phenomenon has become a magnet that cannot be ignored (Suratman, et al, 2018).

The Bromo-Tengger area in Malang Regency, East Java, not only captivates with its stunning natural scenery, but also holds tremendous potential in developing agro-tourism. Ngadas Village, which is located at the foot of Mount Bromo, has emerged as a focal point in efforts to empower local communities through the development of agro-tourism. This article opens a window into community assistance being encouraged to increase preference for Bromo-Tengger agro-tourism, with the focus being on Ngadas Village.

METHODS OF IMPLEMENTING ACTIVITIES

The method of implementing community service activities “Community Assistance in Increasing Preferences for Bromo-Tengger Agrotourism, Ngadas Village, Malang Regency, East Java” is carried out through the following 5 steps with the time of activity in July 2023:

1. Research and Evaluation of Agro-tourism Potential

The activity began with research on the potential of agro-tourism in Ngadas Village. The team will collect data on types of agriculture, natural attractions, and existing tourism potential.

2. Community Consultation and Approach

At this stage, the team will interact directly with the village community. Through meetings and discussions, the team will listen to views, aspirations and input from the community regarding the development of agro-tourism.

3. Training and Workshops

Communities will be given training on sustainable agricultural techniques, agro-tourism management, and services to tourists. Workshops will also be held to design agro-tourism products and marketing strategies.

4. Development and Implementation

Together with the community, agro-tourism products that have been designed will be developed and implemented. This involves facility development, service quality training, and marketing preparations.

5. Monitoring and Evaluation

At the end of the month, the team will monitor the development of agro-tourism that has been improved. An evaluation will be carried out to measure the impact of the assistance that has been carried out.

By following these steps, it is hoped that agro-tourism preferences in Ngadas Village can increase and provide positive benefits for the local community, while taking into account the time context in July 2023. Ngadas Village in Malang Regency, East Java, is a center for community service activities that aim to increasing preference for Bromo-Tengger agro-tourism. Through a structured method, the service team works diligently in five important stages to support the community in developing their natural and agricultural tourism potential.



Figure 2 Communication in enhancing Tourism Development

By combining research, consulting, training, development and evaluation, this community service activity creates a real opportunity to leverage the potential of agro-tourism in Ngadas Village, help local communities gain greater benefits, and increase tourists' preferences and interest in the Bromo-Tengger area which is amazing.

RESULTS AND DISCUSSION

Currently, the tourism industry has entered the era of Tourism Industry 4.0, which is no longer dependent on traditional economic infrastructure such as airplane tickets, hotel rooms and travel agent services. The world is now adopting a more flexible and economically connected model of the tourism industry, in which information and communication technology (ICT) plays a key role in shaping more complex value chains. This concept involves other factors such as socio-cultural aspects, education, charity activities, work facilities, and recreation, which open up many opportunities for development in rural areas in Indonesia. The Indonesian government has also identified the tourism sector as the country's main source of foreign exchange. In 2018, this sector managed to generate IDR 223 trillion from the visits of 15.8 million foreign tourists. In the next five years, the target is to increase the number of visits to 20 million foreign tourists with foreign exchange earnings reaching IDR 280 trillion (Kemenpar, 2018).

Activity Results in Increasing Bromo-Tengger Agrotourism Preferences

The community service activity “Community Assistance in Increasing Bromo-Tengger Agrotourism Preferences in Ngadas Village, Malang Regency, East Java” in July 2023 has yielded significant results in developing agro-tourism potential and increasing preferences in Ngadas Village. Some of the main results achieved include:

1. Increasing Public Knowledge

Through training and workshops, the people of Ngadas Village gain new knowledge about sustainable agricultural techniques, agro-tourism management, and services to tourists.

2. Development of Agrotourism Products

Together with the team, the community has succeeded in designing unique and interesting agro-tourism products, such as harvest tours, educational gardens, and farmer experiences.

3. Improvement of Facilities and Services

Agro-tourism supporting infrastructure, such as rest areas and information centers, have been developed to provide a better experience for tourists.

4. Increased Tourist Interest

Through a jointly designed marketing strategy, tourist interest in agro-tourism in Ngadas Village has increased significantly.

5. Active Community Participation

In the whole process, the village community is actively involved in decision-making, product development and management of agro-tourism.

Actions Carried Out in Service Activities to the Community

The steps taken in community service activities in July 2023 have had a positive impact on increasing preferences for Bromo-Tengger agro-tourism in Ngadas Village. The mentoring phase which consists of research, consultation, training, development, and evaluation has an important role in the success of this activity. Through a participatory approach, communities become an integral part of the decision-making and development process. The training provided assists the community in increasing their knowledge and skills, which in turn supports the development of attractive agro-tourism products and more effective management.

Cultural resources, especially local cultural resources, play a central role in the development of the tourism sector. These cultural resources can be divided into two categories, namely physical and non-physical. The physical category includes elements such as the natural environment, village layout, architectural structures, flora and fauna (such as horses used in tourist attractions). Meanwhile, non-physical resources include cultural heritage, ceremonies, traditional arts, and other immaterial aspects (Kurniasih, 2018).

Through well-planned community assistance, the potential for agro-tourism in Ngadas Village can be optimized and provide economic and social benefits for local communities. In addition, this experience provides valuable insights into how community assistance can be an effective tool in advancing the tourism sector in rural areas. The increased preference for Bromo-Tengger agro-tourism in Ngadas Village is the result of a strong collaboration between the service team and the local community. The steps taken have had a significant impact in changing the face of agro-tourism to become more attractive and competitive. Some points that can be discussed further are:

1. Community Active Participation

Community involvement in all stages of the activity is the key to success. Community empowerment to take an active role in planning, developing and managing agro-tourism has a positive impact on the quality of the final result.

2. Development of Agrotourism Products

The process of developing agro-tourism products that involves the community produces a more authentic and unique experience. Products such as harvest tours or educational gardens not only increase tourist attraction, but also educate and bring tourists closer to local life.

3. Engagement in Marketing

A marketing strategy developed with the community helps increase the visibility of agro-tourism in the market. Community involvement in promotions through social media or local events broadens reach and increases tourist interest.

4. Continuity Through Education

The training and education provided to the community has the potential to be sustainable. The knowledge gained in sustainable agriculture and agro-tourism management can be passed on to future generations, maintaining business continuity and tourist interest.

5. The Importance of Evaluation

The monitoring and evaluation process helps measure the success of activities and identify areas that need improvement. This allows for continuous improvement and adaptation to changing societal needs and tourist trends.

This community service activity provides a real example of how structured and participatory assistance can bring positive changes in the development of agro-tourism in rural areas. By leveraging local potential and involving the community at every stage, the preference for Bromo-Tengger agro-tourism in Ngadas Village is increasing, providing sustainable economic and social benefits.



Figure 3 Giving Souvenirs in Preference for Bromo-Tengger Agrotourism, Ngadas Village

Constraints in the Development of Bromo - Tengger Agrotourism Preference Tourism

The development of Bromo-Tengger agro-preferential tourism is faced with a number of obstacles. First, infrastructure and accessibility that are not yet optimal can limit tourists' interest in visiting. Second, the lack of effective promotion and information about this agro-tourism potential can hinder increased visits. Third, environmental protection needs to be considered so that tourism growth does not undermine the sustainability of local natural and cultural resources. Fourth, involving local communities in the management and marketing of agro-tourism is a challenge, requiring better education and training. Fifth, climate fluctuations and natural factors can also affect the tourist experience. These obstacles need to be overcome with a sustainable approach that involves coordination between the government, business actors, and the community in developing Bromo-Tengger agro-tourism preferences.

The results achieved

The results achieved from community assistance activities in increasing Bromo-Tengger agro-tourism preferences in Ngadas Village indicate that there is great potential in advancing the rural tourism sector. Several aspects that can be expanded upon in further discussion are:

1. Economic and Social Impact

Increasing preferences for agro-tourism not only brings economic benefits to the community through increasing income from the tourism sector, but also has positive social impacts by increasing people's welfare and involvement in local development.

2. Partnership and Collaboration

The success of this activity demonstrates the importance of partnerships between educational institutions, local government, and local communities. Strong collaboration is the key to achieving sustainable and mutually beneficial results.

3. Lessons for Other Areas

The experience gained from this activity can serve as an inspirational example for other regions wishing to develop the rural tourism sector. Approaches that involve communities in decision-making and development can be applied in a variety of contexts.

4. The Importance of Continuing Education and Training

The training provided to the community not only has a current impact, but also provides a foundation for continuous improvement in the agro-tourism sector. Continuous education and training will help the community to continue to develop businesses with better quality.

5. Community Empowerment

Community active participation in the entire development process demonstrates that local people have valuable knowledge and skills. This empowerment gives them a sense of ownership of development outcomes.

Through mentoring that focuses on community involvement, the results of this activity provide concrete evidence that agro-tourism in rural areas has the potential to grow and provide broad benefits. By focusing on sustainability, community participation, and unique product development, Bromo-Tengger agro-tourism preference in Ngadas Village is increasingly etched as an attractive destination that provides long-term benefits for the community and tourists.

CONCLUSION

The community service activity “Community Assistance in Increasing Bromo-Tengger Agrotourism Preferences in Ngadas Village, Malang Regency, East Java” in July 2023 has had a positive impact in developing agro-tourism potential and increasing preferences in Ngadas Village. Through close collaboration between the service team and the local community, several key results have been achieved, including:

1. Increasing Public Knowledge

Through training and workshops, the people of Ngadas Village gain new knowledge about sustainable agricultural techniques, agro-tourism management, and services to tourists.

2. Development of Agrotourism Products

With the active participation of the community, various unique agro-tourism products such as harvest tours, educational gardens, and farmer experiences have been successfully designed and developed.

3. Improvement of Facilities and Services

Agro-tourism supporting infrastructure such as resting areas and information centers have been improved to provide a better experience for tourists.

4. Increased Tourist Interest

Through a jointly developed marketing strategy, tourist interest in agro-tourism in Ngadas Village has increased significantly.

5. Active Community Participation

Involving village communities in the entire process, including decision-making, product development, and agro-tourism management, creates meaningful engagement.

The success of this activity is clear evidence that through assistance that is structured, participatory, and supported by collaboration between related parties, the potential for agro-tourism in Ngadas Village can be maximized. This experience also underscores the importance of community assistance as an effective tool in advancing the rural tourism sector.

In considering the positive impacts and lessons learned from this activity, it can be concluded that agro-tourism development can provide sustainable economic and social benefits for local

communities. Collaboration, active participation, continuing education, and continuous evaluation are important factors in maintaining the sustainability and success of the Bromo-Tengger agro-tourism business in Ngadas Village.

REFERENCES

- Kemenpar. (2018). Laporan Akuntabilitas Kinerja Kementerian Pariwisata Tahun 2018
- Kurniasih, N., Abdillah, L. A., Sudarsana, I. K., Yogantara, I., Astawa, I., Nanuru, R. F., ... & Duan, E. (2018). Prototype Application Hate Speech Detection Website Using String Matching and Searching Algorithm. *International Journal of Engineering & Technology*, 7(2.5), 62-64
- Mujanah, Siti, (2016) Tri Ratnawati, dan Sri Andayani, "Strategi Pengembangan Desa Wisata di Kawasan Hinterland Gunung Bromo Jawa Timur," *JHP17: Jurnal Hasil Penelitian* 1, No. 01
- Rujito, Hari. (2016). Pemberdayaan Ekonomi Masyarakat Melalui Pengembangan Model Desa Konserasi dan Ekowisata di Kawasan Taman Nasional Meru Betiri. skripsi tidak diterbitkan (Online)
- Sutiarso, Moh. Agus. (2018). Pengembangan Pariwisata yang Berkelanjutan Melalui Ekowisata. *OSF PREPRINTS*. 1-11. September. <https://doi.org/10.31219/osf.io/q43ny>
- Suratman, Muhammad Baiquni, dan Surani Hasanati, *Proceeding the 8 Rural Research and Planning Group International Conference: "Innovations of Rural Development for Implementing Sustainable Goals"* (UGM Press, 2018).99-220
- Spillane, J.J. 2002. *Pariwisata Indonesia - Siasat Ekonomi dan Rekayasa Kebudayaan*. Penerbit Kanisius dan Lembaga Studi Realino. Yogyakarta