



The Impact of Salak Agrotourism on the Socio-Economic of Local Communities Sibetan Village, Karangasem Regency, Bali

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ABSTRACT

The tourism sector in Bali is able to attract many tourist to visit and it creates new jobs for local communities, increase exports of handicraft products, increase regional income and become a leading generator. Judging from the development of tourism that make a positive contribution to local communities and local governments. One of the regions in Bali is developing the tourism sector, namely Sibetan Village. 81,12 % of Sibetan Village is Salak Garden with 13 types of salak which are then managed into agrotourism. This study aims to identify and analyze the impact of salakagro-tourism on the socio economic conditions of local communities in Sibetan Village. This research uses qualitative methods with data collection techniques through field observations, interviews with salak agrotourism managers, village headman, secretary of village headman, tourism business actors in agrotourism areas which include traders, homestay managers and tour guides as well as local community of Sibetan Village.

Based on the results of the study, it is known that there are impact of salak agrotourism on the sosical conditions of local communities in Sibetan Village which includes changes in people's lifestyle, increased awareness regarding education, the emergence of an entrepreneurial spirit in the community and increased awareness in managing salak waste into fertilizer and processing rotten salak turned into vinegar so that the environmental health of Sibetan Village is maintained. Meanwhile the impact of salak agrotourism on the economic condition of local communities includes employment opportunities and increased in community income if there is an increase in the number of tourist visits salak agrotourism in Sibetan Village.

Keywords:Salak Agrotourism, Socio Economic, Local Communities

1. Introduction

The island of Bali has a diversity of tourism potential which includes natural resources, human resources and artificial tourism. The tourism potential of the island of Bali has been developed by tourism stakeholders such as the government, private sector and local communities so that it becomes a tourist destination. Currently, Bali has become a major tourist destination in Indonesia as evidenced by the high level of tourist visits, both domestic and foreign tourists to Bali. Bali's success in attracting tourists to visit is able to contribute positive benefits to the Balinese people through the creation of new jobs, increasing exports of handicraft products, increasing regional income and even the tourism sector is considered capable of being a driving sector for the Balinese economy (Pitana, 1999). : 45). According to data from the Central Statistics Agency (BPS), foreign tourist arrivals in 2009 were recorded at around 6.32 million people and continued to increase by 15.81 million people in 2018. In 2019, of course, the number of tourists increased greatly by 16.10 million, but with the spread of The COVID-19 pandemic has certainly decreased the number of tourists visiting in 2020 & 2021.

The contribution of the tourism sector is a driving factor for several regions on the island of Bali to develop tourism. This tourism development is one of the leading programs in regional development.

This tourism development is expected to be able to make a positive contribution to the local community and local government. One of the areas that develop tourism is Sibetan Village. Sibetan Village is one of the villages located in Karangasem Regency, Bali Province. Sibetan Village has natural potential in the form of a very wide salak plantation, which is around 81.12% (Monography of Sibetan Village 2010) with 13 types of salak that are not owned by other regions (Darmadi et al, 2002). During the harvest season, the production of salak can reach 100 tons per year, but during the harvest

season, the price of salak drops drastically, only Rp. 3000-8000 per kilogram (kg). Lack of knowledge in managing salak waste causes salak to rot and is thrown away, thereby polluting the environment around Sibetan village and having an unpleasant smell. In order to develop the potential and overcome these problems, the Karangasem Regency Government established Sibetan village as an agro-tourism area in 2003. Sibetansalakagro-tourism has the advantage of various salak preparations, in the form of salak sweets, wine, coffee, tea, wine, and sweets with salak base ingredients. native to Sibetan Village. The existence of agro-tourism development in rural areas based on local communities is expected to provide many benefits, not only for rural communities but also urban communities to better understand and appreciate agriculture as well as become a means of education.

The development of salakagro-tourism in Sibetan Village certainly has an impact on the surrounding environment. This is supported by the opinion of Gee (1989: 12) in his book entitled "The Travel Industry" which discusses about

the impact or influence is either positive or negative due to the development of tourism and increased tourist visits. The development of agro-tourism in Sibetan Village is inseparable from the active role of the community as well as an effort to empower the local community to improve the welfare of the Sibetan Village community. According to Kartasasmita (1997:11-12) community empowerment is an effort to increase the dignity of the layers of society who in their current condition are unable to escape the trap of poverty and underdevelopment.

The development of salakagro-tourism in Sibetan Village is supported by facilities such as restaurants, factories for processing salak products and other facilities and infrastructure that are able to meet the needs of tourists during tourist activities in Sibetan Village. The existence of salakagro-tourism in Sibetan Village was able to provide an economic impact on increasing the income of the local community. However, salakagro-tourism also causes negative impacts such as tourists visiting carelessly throwing garbage, irresponsible tourists and others. The development of salakagro-tourism in Sibetan Village certainly contributes directly to the social and economy of the local community. The development of salakagro-tourism raises a lot of hope for the surrounding community, especially in terms of community economic growth and not only that from a social perspective as well as a better society so that it can prosper the lives of local communities around it.

Based on this background, it is interesting to research the "Impact of Salak Agrotourism on the Socio-Economic of Local Communities in the Village".

Sibetan, Karangasem Regency, Bali. It is hoped that salakagro-tourism can have a good impact on people's lives, especially local communities and be able to revive the development of various other sectors, both socially, economically, and to the local community.

2. Methodology

The data analysis technique used in this study is descriptive qualitative analysis, which is generally not used as a tool to search for data in terms of frequency, but is used to analyze ongoing social processes and the meaning of the facts found by researchers in the field. Thus, qualitative analysis is used to understand a process and facts, not just to explain visible facts.

According to Miles and Hurbeman (1984) in (Sugiyono, 2014) qualitative data activities are carried out interactively. Data analysis in this study is qualitative data presented in the form of words by describing the results of the analysis. In this study, data analysis was carried out starting when data collection took place and after data collection was completed within a certain time, the data analysis stage was carried out. The data analysis is as follows:

1. Data Collection

Data collection is the initial or first stage where research data contains existing knowledge or is generally collected. Data collection in this study was carried out through in-depth interviews with informants, direct observation at the research site and reading literature through books and previous studies that were related to the problems studied. The data to be collected in this study is data on the history of salakagro-tourism in Sibetan Village, components of agro-tourism products, people's lifestyles, community education, environmental health in agro-tourism areas, data on the population of Sibetan Village, data related to work opportunities in agro-tourism and income of the community or business actors. tourism in the salakagro-tourism area of Sibetan Village.

2. Data Reduction

The data obtained from the field is quite a lot, complex, and complicated so that it is necessary to immediately carry out data analysis through data reduction. Reducing data means summarizing, choosing the important things. Thus the power that has been produced will provide a clearer picture and make it easier for researchers to collect further data.

3. Data Presentation

After the data reduction stage, the next step is to present the data. The existence of data presentation makes it easier for researchers to understand what is happening and to plan further work based on what has been understood.

4. Drawing Conclusion

The conclusion in this study is to present data that is in accordance with valid and consistent evidence in the field so that the data is credible

3. Result

Sibetan Tourism Village can be accessed from the city center within 56 km and can be reached in 1 hour 16 minutes, while from I GustiNgurah Rai airport it is 78 km away in 1 hour 34 minutes based on google maps while from Padang Bai port it is 17 km by travel time is 35 minutes using two-wheeled or four-wheeled vehicles.

AgroAbianSalak was founded in 2011 and then launched in 2012 for its development in the production sector because it has done some research on salak, but the ups and downs from the beginning of its existence have been tested several times, especially for nature itself in 2015 when it was hit by a hurricane the pickaxe that made the garden flat to the ground while in 2017 it was affected by Mount Agung, and 2020 was affected by the covid-19 pandemic, but

the party from AgroAbianSalak itself continues to strive to advance to improve the competitiveness of tourism itself. Because in 2010 and above, AgroAbianSalak only had a sign, so there were no activities in the agro itself.

The tourist attractions in the Salak Agrotourism area of Sibetan Village are:

1. AgroAbianSalak;

The attractions at AgroAbianSalak are making salak coffee, salak tea, and making vegetables from salak shoots which will later be cooked directly at the restaurant at AgroAbianSalak and trekking salak gardens to see various types of salak, the uniqueness that exists at AgroAbianSalak, which is to provide some processed products of salak, where AgroAbianSalak often participates in competitions and in 2015 we won 2nd place in the world for making salak coffee beans. The discovery of the salak seed coffee was in 2011 after that in 2012 the discovery of tea from the bark of salak and in 2013 for rotten salak we use it as salak vinegar which is useful as a diabetes medicine and this AbianSalakAgro also has a patent copyright and It has also been certified halal by the Bali Province LPPOM MUI.

2. Salak Garden Agrotourism

Agrotourism of the Salak Gardens, where initially tourists only saw from outside the garden yard, because seeing the potential that existed in the Salak garden the owner wanted to develop the Salak garden to become a tourist destination.

Development in a tourist attraction requires accessibility to the destination. Based on the results of observations, the researchers found that access to agrotourism in Sibetan Village was quite good, but to get to agro-tourism there was no public transportation available so that many tourists used travel agents or private vehicles.

The existence of various kinds of facilities that meet the needs and desires of tourists such as homestays, restaurants, parking lots and so on is thought to be able to have an impact on the socio-economic conditions of the people of Sibetan Village, especially tourism business actors. For example, homestay owners will study or study matters related to homestay management and learn foreign languages to communicate with foreign tourists. The more tourists who stay at the homestay, it can be ascertained that the greater the income earned, resulting in a change in the lifestyle pattern of the homestay owner. In addition, facilities such as parking lots also charge fees so that they will get a large parking tax if there is an increase in the number of tourist visits.

Access to the Salak Gardens Agrotourism and AbianSalak Agrotourism is quite good, where it is located in the middle of the village and on the side of the road, of course, from this access the condition is quite good. So that it makes it easy for tourists to find and reach out to salak garden agrotourism, if tourists are still confused about finding the location they can search through the google maps application, which is a map application that makes it easier for tourists to find their way to their destination. However, the location of this agro-tourism position is on the side of the road so it is a little difficult for buses that want to park for abiansalakagro-tourism, they cooperate with the market so that later the bus will park in the market area, if in salak garden agro-tourism there is parking even though it is still in side of the road. To get to the salak plantation area, there is no public transportation that can be accessed to get to the salak plantation agro-tourism. Therefore, private vehicles are the right choice to visit salakagro-tourism in Sibetan Village.

The ease of accessing or heading to AbianSalakAgro and Salak Gardens Agrotourism helps the tourist travel process to be faster and more efficient. If the road access to a tourist attraction is problematic or difficult to reach, it will reduce the interest in visiting tourists so that there is no increase in the number of tourist visits.

The additional services (ancillary) referred to in the salak garden agro-tourism and AbianSalakagro-tourism include an institutional structure, namely that there are farmer groups under the auspices of the tourist village. In this agro-tourism operation, they have local guides who have been specially trained by the tourist village administrators, and when the time for harvest comes, employees are assisted, which is especially for people who can and are only called at harvest time with daily wages only.

The development of salakagro-tourism in Sibetan Village has a social impact on the community which includes changes in people's lifestyle patterns, human resources, environmental health in the residential area of Sibetan Village.

The development of lifestyle and the structural changes of modernity are interrelated, because the openness of today's social life due to the openness of today's social life, pluralization of action contexts and various authorities, lifestyle choices are increasingly important in the preparation of self-identity and daily activities. The definition of lifestyle is something that is individual, but rather homogeneous in a small scope, which has an effect on increasing aspects of individual choices in attitude, dress and so on.

Before the existence of agro-tourism, the local people of Sibetan Village were not familiar with technology and the internet, but with the development of the digitalization era after the development of salakagro-tourism, managers or local communities began to be active in introducing products in agro-tourism through social media.

Conventionally, they do community promotions by making banners in front of their shops, but this tends to cost more marketing because this marketing involves printing, advertising through conventional media also does not provide an overview of the number of audiences that can be reached with these

ads. As for the digital marketing of the community through internet media such as social media, Instagram and websites and so on. This marketing strategy is carried out by the community not only to increase sales or sales of a product and service but also to increase brand awareness, carry out branding as a means to build good relationships with customers. The following are promotions carried out by local communities in Sibetan Village both digitally and conventionally.

The education level of the population in Sibetan Village is elementary school graduates and high school graduates with a total of 2,468 people and 2,093. In the category of not completing elementary school are residents who are currently taking primary school education. Then in the third and fourth place, namely junior high school and elementary school with a total of 1,270 people and 1,077 people, it is highly probable that the population will continue to continue their education level in accordance with the wishes and economic capabilities of each community. It can also be seen in the table above, that there are several residents who took vocational education up to academic and university graduates for D1 graduates with a total of 68 people, D3 with 96 people while for D4 and S1 graduates with a total of 295 people.

The comparison of the percentage of the population who chooses to continue and pursue education to college is seen more

Compared with education to tertiary education, it looks more than the percentage of the population who did not finish primary school. Therefore, this shows that the awareness of the residents of Sibetan Village to gain insight and knowledge by taking education is seen to have increased.

The quality of human resources will always be directly proportional to the entrepreneurial spirit because they hone their creativity in doing business. Entrepreneur is a term that describes someone who is full of creative and innovative ideas who can create a successful business. As for the statement from Mr. Bagus as the pokdarwis of Sibetan Village regarding the entrepreneurial spirit in Sibetan

The environmental health in Sibetan Village is quite good, where the environmental conditions are still beautiful because household waste in the form of organic is used for fertilizer while plastic waste is disposed of at the Linggasana TPA in Kec. Burdendem, Karangasem Regency, which is 8 kilometers away or takes 15 minutes. Sibetan Village also has a river flow that comes from the holy spring of TelagaTista which never dries up even in the dry season and can still flow thousands of hectares of rice fields in seven subaks and also for water needs in the seven Traditional Villages that are under the flow of the Tista Lake including the Traditional Villages of Mancang, Bungaya, Asak, Perasi, Timbrah, Bungbung and also Tenganan.

Sanitation in the Sibetan Village community is quite good, especially environmental areas that are tourist attractions. Residents' houses in Sibetan Village on average have trash cans made of bamboo so that they can ensure the environment remains sustainable, but there are still some places where there is plastic waste, such as in gutters. The condition of agro-tourism in Sibetan Village in terms of cleanliness is also good, in the salak plantation area, trash cans have been provided and for the trekking area, cleaning is also carried out every week.

Agro-tourism activities are more focused on efforts to display agricultural activities and rural atmosphere as the main tourist attraction without neglecting the aspect of comfort. Population growth is a change in population over time and can be calculated as a change in the number of

individuals in the population use per unit time and measurements. In 2013 the total population in Sibetan Village was 8726 people and in 2022 10,996 people. The addition of this population can be a strength for Sibetan Village in the management of salakagro-tourism because everyone is allowed to build or establish a business to support the development of agro-tourism in Sibetan Village. The emergence of businesses carried out by residents of Sibetan Village include homestay or lodging businesses, restaurant businesses, souvenir production businesses, goods rental businesses, tour guides and so on. If salakagro-tourism has been known and visited by many domestic and foreign tourists, it is not surprising that more people will want to live and open businesses in the salakagro-tourism area of Sibetan Village.

In addition to the positive impacts above, the increase in population can also have a negative impact if there is an extreme increase in population that is not balanced with the existing employment opportunities in the community. This can trigger new problems if residents have difficulty getting jobs in the midst of intense competition so as to increase the number of unemployed in the community which is feared to increase the level of crime such as theft, pickpocketing and robbery. The addition of people without jobs or with low incomes will cause social inequality because of the difference between the rich and the poor, creating class divisions and social jealousy.

Job opportunities are one aspect that is directly related to changes in economic conditions in people's lives. Before the existence of a tourist village, at that time it was still pioneering so that the salak plantations still did not produce optimally for the village of Sibetan. There are several inhibiting factors, namely:

1. Topography between an area where people are still far apart, such as those who still live in the fields;
2. In the mapping system, people who are in Banjar A but administratively are in Banjar B.

The economic benefits of tourism can be felt, but it has not been felt evenly in the community. Tourism development has created new job opportunities but has not been able to accommodate the entire community who need work. The longer the number of people is increasing and not directly proportional

to the employment opportunities in Sibetan Village. If the community does not directly engage in the tourism sector to offer services to tourists, it is difficult to get a direct impact on tourism. One example is the provision of accommodation services in the form of homestays. The homestay manager will

create a simple tour package that invites tourists to take part in daily local community activities such as going to the market to find out local community activities transacting and interacting in traditional markets.

Agro-tourism of the Salak Gardens and AbianSalak's Agro accommodate several local workers, namely:

1. AgroAbianSalak accommodates 5 members while 3 workers are on call during the harvest season;
2. Agrotourism of Salak Gardens accommodates 6 members and 2-3 workers on call during the harvest season.

People who have their own salak gardens, of course, indirectly get spills from the two agrotourism tourists. The two agro-tourism can collaborate, such as with MSME business owners owned by one of the local communities. Kubunsalakagro-tourism and abiansalakagro-tourism offer a tour program to see the wine process attraction, provide tourists and salak raw materials for wine making.

The majority of the people of Sibetan Village are still looking for work outside the village, either looking for work inside or outside the tourism sector. There are things

This is unique in that many local people who are involved in the tourism sector are reluctant to reinvest in the village because according to them there are two things that are obstacles, namely:

1. Access from the city center is still relatively far;
2. HR who have not been able to work professionally.

They considered it necessary to cultivate understanding and education in the tourism sector for local communities. Education planning, development and management of tourist attractions to be able to build professional tourism in Sibetan Village, thereby creating sustainable tourism. The tourism business is built with tourism standards so that it can compete with other tourism businesses in Karangasem Regency.

Income is the income from the results of a person's business in one month or more and is used to meet daily needs, both individual and family needs. After the development of tourism in Sibetan Village, it certainly has a direct impact on people's income, meaning that it depends on tourist visits to Sibetan Village.

Tourism development carried out in a tourist attraction, of course, if done properly will produce good profits as well, in a tourist attraction that exists in an area, the community must be involved in tourism activities, because with the development of a tourist attraction, the community can use it as a source of energy. livelihoods that can increase people's income. Based on the results of the interview, it shows that the income of the people in Sibetan Village depends on their respective groups. People who are tourism actors will certainly get quite a lot of income if many tourists visit Sibetan Village.

Before the Covid-19 pandemic took place, the income of the managers of the two agro-tourism areas of course depended on the visiting tourists and also from the processed products that were traded. Market segmentation of salakagro-tourism in Indonesia

Sibetan village is a tourist who comes from urban areas and foreign tourists. Generally, managers offer a variety of educational tourism activities related to planting salak, harvesting salak to the process of managing salak into a new food and beverage product. The manager also sells a variety of products from processed salak such as candy, coffee, tea, and wine, wine and other processed salak. Each month, this salak processed product can complete 45-60 variations of each product with selling prices ranging from 15,000-75,000 according to the products tourists want to buy. Turnover income per month can reach Rp. 4,000,000 to 15,000,000,000. However, during the COVID-19 pandemic, agro-tourism managers and local communities experienced a significant decline because tourists were not allowed to make tourist visits.

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