



Socio-economic Impacts on Coffee Farmers at Belantih Coffee Farm Agritourism, Kintamani Regency

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ABSTRACT

Belantih Coffee Farm is a tourist attraction based on agrotourism with coffee plantations as its main product. In the development of agrotourism, the management aspect is one thing that needs to be considered. Belantih Coffee Farm's agrotourism management is managed by the local community. The aim of the study was to determine the socio-economic impact felt by local farmers from the existence of the agrotourism. This type of research is qualitative research with the data sources in the form of primary data and secondary data. The data collection technique is by conducting interviews, observations, and document studies and the data analysis technique used is descriptive qualitative. The results of the study found that the perceived impact was in the form of a positive impact and a negative impact. The positive socio-economic impact that is felt is that it can create closer cooperation, increase people's income, and the existence of new livelihoods. In addition, there are several negative impacts, namely the erosion of social values and norms.

Keywords: Agrotourism, Socio-Economic, Impact, Local Farmers, and Belantih Coffee Farm

1. Introduction

Recently, there has been a change in the mindset of the Bangli Regency community in coffee cultivation, the pattern and development system of coffee cultivation has been combined with the tourism sector, creating an agro-tourism garden. Coffee is an important commodity in the Indonesian economy due to its relatively high economic value in the world market. Indonesia is the world's fourth largest coffee exporter with production reaching 660,000 tons. In 2016 coffee was a commodity that had an export trade value of US\$ 1.01 billion from the total trade value of US\$ 25.58 billion, which means it contributed 3.94%. Export activities are supported by Indonesia's coffee production in 2018 reaching 722.46 tons. Coffee is spread across various regions of Indonesia, especially Sulawesi, Java, Sumatra, Bali, and Nusa Tenggara with around 95% of the area being smallholder plantations. Bali is one of the largest arabica and robusta coffee producing areas in Indonesia. Arabica coffee is more widely cultivated in Bali than robusta coffee.

Coffee is a leading agricultural commodity in Bali because it has comparative advantages, competitive advantages, location-specific advantages and strategic advantages. Kintamani is one of the areas in Bangli Regency that is the production center and icon of Bali's arabica coffee. In 2014 Bangli Regency's arabica coffee area was 6,600 ha out of a total of 13,150 ha of total arabica coffee area in Bali. In terms of production, Bangli Regency is also the largest arabica coffee producing area in Bali with a total production of 2,477 tons, while the arabica coffee area in the other two main producing districts, namely Buleleng Regency, recorded 2,714 hectares with a production of 932 tons, and Badung Regency 1,413 hectares with a production of 531 tons. Agritourism can be defined as a tourism activity based on agro business and is often used to fulfill the purpose of self-fulfillment, increase knowledge and insight, and strengthen relationships in the agro sector itself. Agriculture is an economic sector developed for the welfare of the community; agriculture is also able to become a tourist attraction for tourists.

Agritourism activities are expected to accommodate the desire of visitors to be able to temporarily free themselves from the saturation of daily routines and get soul satisfaction. While taking a walk to enjoy the beauty of nature, visitors can act as actors starting from the process of processing land to enjoying the results of agricultural land. The development of coffee farm agritourism activities will directly and indirectly increase farmers' positive perceptions and public understanding of the importance of preserving agricultural land resources. In addition, the development of agritourism activities can preserve resources, preserve local wisdom and local technology and increase the income of farmers or communities around agritourism. This coffee farm agritourism is the first step in making a new breakthrough in the world of agricultural tourism. So it is hoped that the innovation of coffee agritourism at Belantih Coffee Farm Kintamani can be a stimulus for other coffee farmers. Planning for the development and development of agritourism at Belantih Coffee Farm is expected to be one of the efforts to increase agricultural development, especially coffee land in realizing the synergy of

agriculture and tourism so that it is expected to have a growth impact on social, economic and management/organizational aspects, especially on coffee farmers in rural areas.

From the management/organizational aspect, namely being able to increase the participation and active participation of farmer groups and local communities in developing agritourism at Belantih Coffee Farm. The management aspect also needs to be considered in the management of agritourism later with the consideration that so far the management of Belantih Coffee Farm has been successfully carried out by the local community so that in the future the management and development of agritourism is also managed by the local community. Therefore, more specifically, the author feels the need to conduct research to understand the positive and negative impacts from a social and economic perspective on coffee farmers at Belantih Coffee Farm Kintamani.

To support journal writing, some literature is needed, one of which is a journal entitled *The Impact of Ecotourism and Agritourism (Eko-Agrowisata) on the Socio-Economy of the Cibuntu Village Community* conducted by Chania Alfatianda and Endah Djuwendah (2017), the results of the study found that Eko-agrowisata has a positive impact on the social and economic conditions of the community. In social conditions, the impact can be seen from the change in the quality of the community in various social activities such as mutual cooperation to maintain cleanliness, maintain security, build public facilities, community social activities, organize cultural ceremonies and the physical condition of the village. Meanwhile, the economic impact is seen in the increase in income and the availability of new jobs for the community.

The research used several concepts including the concept of tourism Hari Karyono (1997: 15), agritourism in (Moh. Reza, 1996: 3), socio-economic changes (Soerjono Soekanto, 1986: 84-85), socio-economic impacts, and approaches to see the socio-economic impacts of tourism for the community.

2. Methodology

The research location is on Jalan Raya Belantih No. Binyan, Belantih, Kec. Kintamani, Bangli Regency, Bali. Belantih Coffee Farm is an agro-tourism location that should be able to provide benefits for the lives of local people both from the social and economic aspects of the community. However, the development of agritourism also turns out not only to have a positive impact on the lives of farmers but also can have a negative impact on people's lives. Based on this, researchers chose Belantih Coffee Farm Agritourism as a location to conduct research related to the socio-economic impact on the lives of local farmers.

The research used a qualitative method with data sources in the form of primary data in the form of interviews with the owner of Belantih Coffee Farm and coffee farmers at Belantih Coffee Farm. As well as using observation at Belantih Coffee Farm as supporting data in this study. The data collection techniques used include in-depth interviews, observations, and document studies. The data analysis technique in this research is using descriptive qualitative which includes data reduction, data presentation, and verification or conclusion making process.

3. Results

Overview

Bali is an island rich in very diverse tourist destinations, starting from the lowlands that offer the beauty of marine tourism such as various kinds of beaches and a very diverse stretch of stunning ocean. Turning to the highlands, Bali also has various destinations that show the natural beauty of the highlands, one of which is a sub-district in Bali, namely Kintamani District in Bangli Regency. Administratively, Bangli Regency is divided into four districts, namely Tembuku, Susut, Bangli and Kintamani. Bangli Regency has 72 villages/ kelurahan, one of which is the object of research, namely Belantih Village. A brief history of Belantih Village can be seen from the story that I Ratu Bagus Manca Badung made a spiritual journey from the Badung royal area to the Kintamani area and he stopped and rested in a place that was still a wilderness forest he tore the forest with his Belantik weapon he gave the name of the forest that was tore with the designation Belantih until now it is called Belantih Village which is a landau area with an altitude of ± 1200 m above sea level, Relatively moderate rainfall, with the following administrative boundaries - North bordering Selulung Village - East bordering Daup Village - West bordering Catur Village - South bordering Belanga Village The area of Belantih Village is 965 ha. Administratively, Belantih Village is divided into 8 (Eight) Banjar Dinas / Hamlet which includes: Banjar Dinas Belantih, Banjar Dinas Pangkung, Banjar Dinas Tangguan, Banjar Dinas Kayupadi, Banjar Dinas Mabi, Banjar Dinas Luahan, Banjar Dinas Sabang, and Banjar Dinas Selulung Timur. land use in the Belantih Village Area, now sorted into residential areas 4.5 Ha of dry land agriculture, Plantation / land 530 Ha Livestock 106 Ha and other uses (public facilities, temples, setras, roads, fields and so on) covering 326 Ha.

This village was chosen because there are special coffee agro-tourism areas. One of them is Belantih Coffee Farm, whose first founder was Wayan Soplo. Wayan Soplo established this coffee plantation in 1964 and then continued by the second and third generations. In this generation, there has been no development in the coffee farm to make money because in its management they still pay attention to nature and its sustainability without thinking about the results of the processed coffee. The journey began in 2014. Wayan and Putu (co-founders of Belantih Coffee Farm) had worked in a hotel before they discovered what specialty coffee was all about. It was there that they were exposed to different coffee cultures from various cafés. However, it was not easy to find a cafe that sold authentic and quality Balinese coffee beans. So, they decided to start a business that specialized in selling authentic Balinese coffee beans from Kintamani. They started to regenerate their family farm in Kintamani.

When all the farmers in Kintamani were planting citrus, Wayan and Putu started planting several varieties of coffee. In 2017, we realized our dream. The Farmer Brew cafe was launched. It is called The Farmer Brew because it was inspired by our own experience, farmers brewing their own coffee. Currently, Belantih Coffee Farm has 40 workers including the manager, farmers, packaging team and others. In its management, Belantih Coffee Farm prioritizes coffee, starting from how to breed to the post-harvest process, roasting and serving.

Existing Conditions of Agrotourism at Belantih Coffee Farm

Based on the results of interviews with the manager, in managing Belantih Coffee Farm, it is open to local people who want to join and 80 percent of the number of workers are local people in Belantih Village. During the 2 years of the covid-19 pandemic, Belantih Coffee Farm worked optimally even though there were relatively few tourists visiting, but that did not discourage the team at Belantih Coffee Farm and still produced the best quality coffee. Before the covid-19 pandemic, workers earned 2 different incomes from ecotourism in Belantih Village such as scenic ecotourism. includes natural attractions and coffee plantations. However, with this pandemic, ecotourism in Belantih Village is temporarily closed and workers can only focus on maintaining this coffee agro-tourism, especially at Belantih Coffee Farm. Working hours at Belantih Coffee Farm start at 8am to 5pm with 2 breaks. Until now, workers have been paid more than enough even during the pandemic and have not protested the salaries they get.

When viewed from income, Belantih Coffee Farm has an income of up to hundreds of millions and is comparable to the cost of expenses. However, seen before and after the covid-19 pandemic has a significant comparison. That is because before the covid-19 pandemic, the benefits obtained reached 50% or the equivalent of half of the income while after the covid-19 pandemic Belantih Coffee Farm could only get 10% or it could be said that it was in the stage of maintaining business mode. The profits obtained by Belantih Coffee Farm do not merely fulfill workers' salaries, but there are other costs to support the running of this business such as operational costs, development costs, raw material costs and so on. The interesting thing that makes tourists come to Belantih Coffee Farm is that this plantation is the only coffee plantation that has the best quality in Bali.

Before the covid-19 pandemic, the number of tourists visiting was very large every day. Starting from tourists with a coffee-loving community, tourists with the intention of learning and deepening knowledge related to coffee to tourists who are just curious. However, after this pandemic, only certain tourists visit and are more specific such as tourists who only want to find coffee. Since the last 2 months, Belantih Coffee Farm has started to set up again which is more organized and provides final products that can be purchased directly by tourists. Because the market for Belantih Coffee Farm is 80% foreign tourists. Belantih Coffee Farm not only sells quality coffee, but also sells extraordinary experiences.

At Belantih Coffee Farm, tourists can see and participate in how the coffee process starts from coffee seeding, roasting, packaging to the final stage of tasting where the coffee is harvested. Belantih Coffee Farm provides 2 types of tour packages, namely short trip origin with a half-day coffee planting experience service and get coffee products and local food at a price of Rp. 600,000 per pax. The second is a long trip origin with a 1-day or full-day coffee planting experience service starting from 8am to 5pm and getting coffee products and local food at a price of Rp. 1,200,000 per pax. In addition, Belantih Coffee Farm also cooperates with several coffee shops in the Seminyak area. They provide the coffee harvest to several coffee shops and at the same time advertise through the logo on the coffee shop banner and through digital advertising in the form of social media coffee shops and Belantih Coffee Farm itself. Not only selling coffee, but also offering a different experience and being able to participate in coffee planting. The collaboration is very beneficial for both Belantih Coffee Farm and the coffee shop because it can introduce Balinese coffee to foreign tourists more widely.

Positive and Negative Impacts of Belantih Coffee Farm Agrotourism on the Socio-Economic Conditions of Coffee Farmers

The community is one of the important elements in the development of agritourism. In this study, the people of Belantih Village are the subjects of agritourism who play a role in management. This provides new mobility for the community so that the presence of agritourism can affect the social and economic processes that exist in Belantih Village. Cooperative relationships of helping and mutual cooperation and other community activities that usually characterize a village can experience changes since the existence of agritourism. The community is more compact because there is a sense of belonging and pride in their village which is visited by guests or tourists from various regions and countries. A positive impact occurs when with agritourism the community often interacts with other communities and creates closer cooperation. During cooperation with local communities, there has never been a conflict. However, in terms of adjusting holidays it is still very difficult because it is hindered by Balinese customs whose implementation time is uncertain.

Before the existence of coffee agro-tourism in Belantih Village, the average informant had a smaller income, but after the existence of Belantih Village Agro-tourism, people got additional income and additional jobs. Previously, people only had one job as farmers, ranchers or did not have jobs such as housewives. Changes in income from the existence of Belantih Village Agrotourism have only been felt by people who are involved in Agrotourism activities directly and people who want to do their own business such as farming, trading, and so on. Belantih Coffee Farm encourages local people to get involved, especially farmers because the majority of this village are farmers and Belantih Coffee Farm does not force farmers to be able to manage the tourism section. However, Belantih Coffee Farm focuses more on farmers to be able to farm well so that the results obtained can be satisfying. From the agricultural sector, Belantih Coffee Farm tries to show that planting coffee seedlings can have a positive impact and relieve trauma to farmers who initially the price of coffee on the market does not match the quality. But along with the rapid development of the industry and the digital world, Belantih Coffee Farm can easily introduce coffee to the world.

When the harvest season arrives, Belantih Coffee Farm will take products from the farmers at a higher price than the market price under the condition that the coffee produced must meet the criteria. In addition, Belantih Coffee Farm also provides training on how to care for coffee properly and correctly, assisting in providing fertilizer stocks for coffee planting. So that farmers can better understand that by growing coffee in a good and correct way, people will be interested to come and see the process firsthand and it can be used as an additional income for them. Not only farmers, housewives can participate in helping with production such as in the packaging team and others that do not burden them but still get income to help their family's economy.

In the planned development of society, of course, it is not only the results that are expected, but precisely because it is planned, all consequences and impacts are also taken into account, including efforts to prevent as far as possible the negative impacts it causes. The impacts arising from development are not only positive but also impacts that we do not want, namely negative, we cannot reject this because it is a natural thing from the effects of development. Negative changes in agritourism result in relations between communities becoming more tenuous and can even cause conflict due to competition that occurs in the field of agritourism. The visible influence of rapid development is the social change that occurs in traditional societies,

namely the change from a closed society to a more open society, from homogeneous values to pluralism of values and social norms is one of the impacts felt. The main thing that happens in social and economic changes is caused by the rapidly growing changes at this time apart from the influence of development, also because of the penetration of outside cultures that enter easily due to the development process itself. The negative impact caused in the social aspect is the problem of the fading of the normative values of local people who tend to imitate the behavior of tourists from outside the region. An example based on the results of observations is the way local people dress who imitate the way visiting foreign tourists dress. The way of dressing is very open and seems westernized. And when viewed from an economic point of view, many other farmers still use chemical drugs in planting vegetables adjacent to the coffee planting area which will cause the quality of coffee to decrease and it also has an impact on coffee sales which have dropped by 50%.

Socio-economic Impact Approach to Coffee Farmers

Approaches that can help researchers to find out and analyze the impact of tourism in terms of social and economic can use ecological, interactional and critical approaches. In essence, these three approaches can be used to understand the relationship between society and tourism by looking at how community members communicate and relate to each other, how they respond to the presence of tourism in the middle of their residence and how changes in society that tend to be dynamic can be successful in the development of tourism businesses. In an effort to see the socio-economic impact of the existence of Belantih Coffee Farm Agrotourism for local communities and farmers (Belantih Village community) through the three approaches above can be described as follows:

a. Ecological Approach

This approach emphasizes people living together and adapting to the existing arrangements in society. This approach also studies the reciprocal relationship between humans and humans or the natural environment. Through this approach, researchers can find out the reciprocal relationship between local communities and managers in the effort to develop Belantih Coffee Farm Agrotourism which is expected to benefit the local community itself. From the research in the field, it is known that the reciprocal relationship can be seen from the many people who claim to be happy with the existence of Belantih Coffee Farm Agrotourism because it has a positive impact such as free entertainment, work, and additional income by opening a business. This positive impact can occur due to the reciprocal relationship between the manager and the surrounding community, as described below:

- The existence of Belantih Coffee Farm Agrotourism provides free entertainment to the surrounding community. This is given in return for community support for the development of Belantih Coffee Farm Agrotourism. Support from the community is very important, for example cooperation between managers and the community or the friendly attitude of the community towards visitors. Cooperation can be in the form of community participation in the development activities of Belantih Coffee Farm Agrotourism either as workers or just giving permission for the development. While a friendly attitude can be shown from the attitude of the community towards visitors, this is important in order to provide a good image of Belantih Coffee Farm Agrotourism in particular and the surrounding community in general in the eyes of visitors. If there is no support from the surrounding community, the development of Belantih Coffee Farm Agrotourism will not run well.

- Job openings Job opportunities are increasingly open as Belantih Coffee Farm Agrotourism develops. The manager needs employees to provide services for visitors. Meanwhile, the community needs jobs and salaries to make ends meet. Because they both have needs, the manager and the community work together and establish a reciprocal relationship. The community expends energy and thoughts to get a salary for their work at Belantih Coffee Farm Agrotourism, while the manager provides work and money to employees for their help in providing services to visitors. This reciprocal relationship will benefit both parties in an effort to get what they want. Belantih Agrotourism is a group of garden fields owned by the community, for now the total number of coffee farmers themselves in the Agrotourism plantation is 15 local residents who own their own land with the provision of income from the coffee is profit sharing. In addition, Belantih Agrotourism opens jobs per day for local people who want to do daily work.

- Obtaining additional income The increasingly crowded Belantih Coffee Farm Agrotourism visited by tourists encourages people to want to earn additional income by working with Belantih Coffee Farm to invite tourists to visit and the desire to visit again. The coffee farmers in Belantih Agrotourism get additional income from the coffee harvest. Based on the results of an interview with a farmer, said that the coffee yields that can be calculated based on per year. Coffee income itself per year reaches 15 million per year with monthly income ranging from IDR 1,250,000.00.

b. Social System Approach

This social system approach emphasizes more on the order or arrangement of society in organizations and the formation of social structures that tend to be static. In essence, to understand the relationship between society and tourism that focuses on how community members communicate and relate to each other, how they are influenced by their opinions and how this dynamic process of influence can be successful in the development of agro-tourism tourism companies, the social system includes the behavior of the individual itself and its interactions between members (groups, organizations, communities). The owner of Belantih Coffee Farm applies the social system approach very well and applies the Balinese social culture which is famous for its high tolerance and mutual sharing to farmers and workers. With this approach, it is found that the interaction between the owner of Belantih Coffee Farm and the farmers and workers from the local community of Belantih Village has good interaction and communication. Communication that does not deviate from SARA, the use of simple language (easy to understand) sometimes uses Balinese language smooth, clear and the use of invitation sentences to the owner to workers and farmers in giving work assignments. Every celebration of religious ceremonies, the owners, farmers and workers share with each other such as sharing fruits, Balinese snacks and basic necessities.

c. Interactional Approach

This approach views society as an amalgamation of human interactions in organizations in a particular area. This approach emphasizes a dynamic social interaction that can create and change the structure of society. Through this approach, it helps researchers see the changes that occur in the community with the establishment of Belantih Coffee Farm Agrotourism around their place of residence. Belantih Coffee Farm Agrotourism, which was inaugurated in 2017, has made changes to the Belantih Village community. These changes are due to the interaction between managers, communities and visitors.

The manager who involves the community in the development activities of Belantih Coffee Farm Agrotourism has made changes to the local community, such as improving economic welfare and improving social status. This is further supported by the increasing number of visitors who are increasingly making people's lives improve. The increase in economic welfare is due to the establishment of Belantih Coffee Farm Agrotourism which provides employment opportunities for the community.

People who used to be unemployed and have no income now have jobs and salaries that can be used to meet their needs. In addition, the crowds of visitors encourage people to open businesses such as trading or parking businesses. This provides additional income for the community. This salary and additional income is what makes the economic welfare of the community increase when compared to before the establishment of the Belantih Coffee Farm Agrotourism near their residence. When viewed from a social perspective, the changes that occurred in the community with the establishment of Belantih Coffee Farm Agrotourism were in the form of an increase in the social status of the community. Where people who used to be unemployed were seen as having low social status and were less valued by the community because they did not have income. Since the establishment of Belantih Coffee Farm Agrotourism, the unemployed community has gotten a job and earned income. Even though they only get a small salary, the community no longer looks down on them. Thus, their social status in the community has increased from unemployment to employees.

d. Critical Approach

This approach emphasizes an act of resistance to all forms of coercion in certain groups, and fights for freedom of action and decision making. Through this approach, it can help see whether Belantih Coffee Farm Agrotourism has really had a positive impact on the community, or instead has a negative impact and how the community responds to the impact caused. Based on research in the field, the existence of Sondokoro Agrotourism has a positive impact in the form of increased economic welfare and improved social status. But on the other hand, it also has a negative impact, such as the emergence of issues of land eviction or the squeezing of local people by migrants. By using a critical approach, researchers can see that not all people can enjoy the benefits of the existence of Belantih Coffee Farm Agrotourism, some local people even get a negative impact. The negative impact in the form of land displacement issues that arose due to the manager's efforts to develop Belantih Coffee Farm Agrotourism, caused an act of resistance or rejection from the local community. As with the rejection that occurred when the issue of using the village road in Kranggan Hamlet to be used as a tourist spoor track arose, the people in the area objected and refused. The reason for the rejection is that the community feels that it will endanger residents who are around the area, because they have to intersect with tourist spots.

From the findings in the field mentioned above, it can be concluded that tourism is a study of the Sociology of Consumption where tourism such as Belantih Coffee Farm Agrotourism has a service consumption activity. In the consumption of these services includes economic activities such as buying and selling services and social relations, namely the interaction between sellers (managers of Belantih Coffee Farm Agrotourism assisted by local communities) and buyers (visitors or tourists). Both economic activities and social activities are intended to provide services for visitors to feel satisfied and return to visit Belantih Coffee Farm Agrotourism. Apart from being related to the act of consuming tourism services, the existence of Belantih Coffee Farm Agrotourism also has an impact both socially and economically on the local community. This impact can be in the form of positive impacts such as increasing economic welfare and increasing the social status of local communities, in this case the people of Belantih Village. But on the other hand, it also causes negative impacts such as eviction issues which result in the rejection of the Kranggan Hamlet community or the squeezing of the community by migrants. All of these impacts can be seen and analyzed through ecological, interactional and critical approaches.

4. Conclusion

Based on the results of the research above, it can be concluded that Belantih Coffee Farm agrotourism has a positive impact and a negative impact on the lives of local farmers. The positive socio-economic impact felt by local farmers is the emergence of cohesiveness due to a sense of belonging and pride in their village which is visited by guests or tourists from various regions and countries. In addition, due to the rapid development of the industry and the digital world, Belantih Coffee Farm can easily introduce coffee to the whole world. In addition, Belantih Coffee Farm also provides training related to how to care for coffee properly and correctly, assisting in providing fertilizer stocks for coffee planting. The development of agro-tourism also has a positive impact on the economic conditions of farmers such as an increase in income with monthly income of Rp 1,250,000.00 and the opening of new jobs where local people become daily coffee farmers.

The negative impact caused in social terms is the problem of the fading of the norms of local people who tend to imitate the behavior of tourists from outside the region. Before the covid-19 pandemic, workers received 2 different incomes from ecotourism in Belantih Village, such as scenic ecotourism including natural attractions and coffee plantations. Until now, workers have been given more than enough salary even during the pandemic and have not filed a protest for the salary they get. When viewed from income, Belantih Coffee Farm has an income of up to hundreds of millions and is proportional to the cost of expenses. The profits obtained by Belantih Coffee Farm do not only fulfill workers' salaries, but there are other costs to support the running of this business such as operational costs, development costs, raw material costs and so on.

The existence of Belantih Coffee Farm Agrotourism, which is seen by the community as having had both positive and negative impacts from a socio-economic perspective, it is hoped that the manager will try to more actively involve local communities in the development of Belantih Coffee Farm Agrotourism. With the involvement of local communities, this will further increase the positive impact received by the community and reduce the negative impact. Managers must also pay more attention and prioritize local people over migrants. So that people feel more valued and become hosts in their own place. For the Belantih Village Community The local community as the host of the Belantih Coffee Farm Agrotourism has an important role in the tourism development process, besides that the community also has a direct impact on the existence of the Belantih Coffee Farm Agrotourism. It is hoped that the community will participate more actively in the development, so that later it will also have a more positive impact on the community. By actively participating such as utilizing existing business opportunities, the community will be able to increase their income. Do not be pushed out by migrants. If

there are problems with the management, such as the issue of land eviction, the community must be able to act wisely by solving the problem peacefully. Thus, negative impacts can be minimized..

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