

AGROTOURISM DEVELOPMENT STRATEGY PARAK KAFE ORANGE ORCHARD DT. TIMBIJO IN NAGARI KOTO LAWEH, X KOTO DISTRICT, TANAH DATAR REGENCY

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ABSTRACT: The purpose of this study is to study the development strategy of the Orange garden café parak Dt. Timbijo in Nagari Koto Laweh, Tanah Datar Regency. This research method uses SWOT analysis, namely by developing conditions and evaluating a problem and projecting it into an applicable business concept. Researchers also conduct research both comprehensively and focused to obtain complete and detailed data about those studied through observation and direct fieldwork. Parak Orange garden café is located in the middle of Koto Laweh nagari whose position is not difficult to access. Parak Tourism Cafe Kebun Jeruk dt. Timbijo can generate income for its owner. To enter Parak Agrotourism Cafe Kebun Jeruk Dt. Timbijo tourists do not need to pay entrance tickets, it's just that they are required to order the existing menu. If tourists want to bring home citrus fruits can buy directly at the orange plantation at a price of Rp 25,000 per kilo can be picked alone or assisted by employees at Parak Café. Agrotourism Parak Kafe Kebun Jeruk Dt. Timbijo in its development has not been able to fully cooperate with the Nagari government and the local community so in its control assisted by the presence of competent human resources. From Parak café, it can be found that there are 13 strategies that need to be developed in Parak Agrotourism, Orange Garden Cafe, Dt. Timbijo, then it is also necessary that promotional activities can be done through social networks to spread the news of other passengers and can be added to the existing facilities and infrastructure in Parak Agrotourism, Orange Garden Cafe, Dt. Timbijo.

Keywords: *Strategi Development, Agrotourism Parak Cafe Kebun Jeruk Dt. Timbijo, Tanah Datar Regency*

1. PENDAHULUAN

Tourism development is an effort to develop or promote tourist destinations so that these attractions become better and more attractive in terms of places and destinations to attract tourists to visit them [1]. Based on existing opportunities and possibilities, tourism development must be carried out sustainably for the foreseeable future [2], so that resources are protected from the effects of development that can cause cultural and social disruption, because development aims to increase economic growth by strengthening existing natural resources. Tourism development plays an important role in regional development. With the existence of tourism activities in the regions, areas with basic tourism potential can more easily develop and progress [3]. In addition, areas with considerable tourism potential are trying to develop existing regional opportunities to attract large numbers of tourists [4].

Agrotourism is tourism that utilizes agro businesses (agriculture / plantations) as tourist

destinations, to increase knowledge, recreational experience, and business relationships in agriculture and plantations, which highlight local agricultural culture, to increase farmers' income, accompanied by preserving land resources, local culture and technology that are basically in accordance with the conditions of their natural environment [5].

Agrotourism is part of a tourist attraction that utilizes agricultural business as a tourist attraction [6]. The aim is to expand knowledge, recreational experience, and business relationships in agriculture [7]. Agrotourism is currently growing rapidly and has made an important contribution to the development of rural communities with existing agricultural systems in rural areas. Through the development of agrotourism that highlights local culture in utilizing land [8], farmers' income can increase along with efforts to conserve land resources, as well as maintain local culture and technology (*indigenous knowledge*) which are generally in accordance with their

natural environmental conditions. Agricultural commodities with their diversity and uniqueness become a strong attraction as an agrotourism.

Agrotourism is limited as tourism that can utilize agricultural objects [9]. Agrotourism activities consist of preparing the land, planting, maintenance, harvesting, managing crops until they are ready to be marketed and tourists can buy these agricultural products as souvenirs. Agrotourism is agriculture-based tourism with the object of visiting agricultural areas or plantations that are distinctive[19] [20], and have been developed in such a way that various aspects related to the types of plants cultivated that cause desire and attraction for tourists to visit these tourist attractions [10] . Like citrus plants, citrus plants are annual plants and have been around 70% - 80% developed in Indonesia and every year experience developments in cultivation both covering land area, number of market demand [11]. Oranges have high economic value, good fruit taste and sweetness are the main complementary ingredients in supporting community nutrition [12][13]. In addition to its refreshing taste, citrus fruits also contain lots of vitamins C and A, antioxidants, potassium and other nutritional content.

The Koto Laweh nagari community, which generally has economic potential, needs to be touched so that it becomes an active potential by citrus farming businesses in accordance with their roles and functions in an effort to improve the economy of orange farming families. In an economy, income is the most important factor in determining the level of welfare [13], because with income, economic activities can run. Oranges are one of the fruit commodities that have an important role in the world and domestic markets, both in fresh and processed form. Because it has high economic value, the government not only directs orange management for smallholders[21], but also orients to a comprehensive pattern of orange industry development. However, from the information known about orange processing at Parak Kafe, Dt. Timbijo's orange grove, there has been no maximum direction from the government.

Agrotourism, known as the Orange garden café parak, Dt. Timbijo, is one of the agrotourism that develops in the midst of today's society, which has its own attraction for tourists to visit, agrotourism development is carried out where fruit plants that can be grown as commodities use existing plantation land, one of which is a type of citrus plant [14] . The planting of citrus plants can be developed into citrus picking agrotourism [15], to support tourism activities in Koto Laweh nagari. Independent agrotourism development activities through citrus plant cultivation activities that are interrupted by this café aim to be able to

increase land use[16], increase the knowledge and skills of the surrounding community in line with economic progress [17][18] . But there is no more potential than the café that stands in the middle of the orange grove. And there is still a lack of public awareness to introduce agrotourism.

2. METHODS

The research place was carried out at Parak Cafe Agrotourism, Kebun Jeruk Dt. Timbijo, Nagari Koto Laweh, X Koto District, Tanah Datar Regency. This research method uses SWOT analysis, namely by developing conditions and evaluating a problem and projecting it into an applicable business concept. Researchers also conduct research both comprehensively and focused to obtain complete and detailed data about those studied through observation and direct fieldwork.

3. RESULTS AND DISCUSSION

3.1 Overview of Parak Agrotourism Cafe Orange Orchard Dt. Timbijo

Criticizeatan X Koto Flat land geographically has boundaries; next to Agam Regency, T arat with Padang Panjang City, Barat with Batipuh District, and T imur with Padang Pariaman Regency. Sepuluh Koto District has an area of 152.02 km², with a population of 46,229 people in 2020. It consists of 23,378 women and 22,573 men. They live in 41 jorong in 9 nagari.

Nagari Koto Laweh, located in Sepuluh Koto District, Tanah Datar Regency, West Sumatra Province. Area of Nagari Koto Laweh: 7.27 square kilometers or 4.78 percent of the area of Sepuluh Koto District. It is about 3 kilometers from the district capital Panyalaian and 35 kilometers from the district capital Batusangkar. Altitude: 1012 meters above sea level.

Nagari Koto Laweh has a population of 3219 consisting of 1,599 males and 1,620 females, as well as 642 households. Nagari Koto Laweh consists of 5 jorong, namely: Kapalo Koto, Batu Panjang, Balai Gadang, Pincuran Tujuh and Kandang Diguguak.

Jorong Kapalo Koto has an area of 1.21 square km with a population of 541 [22]. Nagari Koto Laweh can be categorized as an advanced area / Nagari, in addition to the agricultural sector, this Nagari has strategic value from the field of agrotourism, namely Parak Agrotourism Kebun Jeruk café. It is the only agrotourism in Koto Laweh.

signs, at several points and the creation of unique and interesting selfie photo spots.

- b. Improved transportation access to Parak Agrotourism, Orange Plantation Cafe Dt. Timbijo.

4. CONCLUSION

Agrotourism Parak Kafe Kebun Jeruk Dt. Timbijo in its development has not been able to fully cooperate with the Nagari government and the local community so in its control assisted by the presence of competent human resources. From Parak café, it can be found that there are 13 strategies that need to be developed in Parak Agrotourism, Orange Garden Cafe, Dt. Timbijo, then it is also necessary that promotional activities can be done through social networks to spread the news of other passengers and can be added to the existing facilities and infrastructure in Parak Agrotourism, Orange Garden Cafe, Dt. Timbijo.

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