

## AGRITOURISM DEVELOPMENT STRATEGY STRAWBERRIES IN NAGARI PANDAI SIKEK SUB-DISTRICT X KOTO DISTRICT FLATLAND DISTRICT WEST SUMATRA

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**ABSTRACT:** This study aims to determine how the strawberry (*Fragaria* sp.) agritourism development system is located in Tanah Datar Regency, Nagari Pandai Sikek. In addition, through direct observation and field research, researchers conducted extensive and focused research to obtain complete and precise data on the subject matter under study. The manager and the community can benefit financially from the strawberry garden (*Fragaria* sp.) in Jorong Koto Tinggi Nagari Pandai Sikek District X Koto Tanah Datar Regency. Since its opening, this strawberry garden attraction has continued to attract tourists. Methodology for Development of Strawberry Nursery Agrotourism (*Fragaria* sp.) in Sikek Nagari Pandai: 1. S-O strategy 2. S-T strategy 3. S-T strategy 4. W-O strategy 5. W-T strategy 6. W-T strategy 7. W-O strategy 8. W-T strategy 9. W-T strategy 10. W-O strategy 11. W-T strategy 12. W-T strategy W-O strategy 4. W-T strategy W-T procedure. Strawberry (*Fragaria* sp.) agritourism has a lot of potential for future business opportunities. Twelve alternative strategies were identified through SWOT analysis, resulting in the following prioritized order of strategies: (1) Maintain the quality of goods, (2) Distinguish strawberry seedlings and other crops, (3) Provide strawberry-handled goods in turn, (4) Select capable representatives, (5) Add offices and frameworks, (6) Advance through extension, (7) Provide instructional visits and culinary visits, (8) Assist regions and local governments, (9) Follow and maintain existing offices, (10) Implement good agricultural practices, and (11) Seek better transportation access.

Keywords: *Strategy, Development, Strawberry Agritourism*

### 1. INTRODUCTION

Tourism development strategy is an effort to improve or promote tourist destinations so that the destination is classified as something promising and more charming in terms of location and purpose to attract tourists is known as a tourism development strategy. [1]. Indonesia is a country that has abundant agricultural assets and has a variety of assets that are organized as an agrarian country it is possible to develop agritourism [2]. The tourist industry area is a rapidly growing tourist industry around the world, considering that for Indonesia, this area has a lot of room to be developed [3]. Continuing this assessment, with the accessibility of human resources and normal assets that help increase this potential, the West Sumatra Region is one of the regions in Indonesia that may be able to develop agritourism [4]. [4]. Moreover, West Sumatra region is one of the regions that is rich in natural assets. West Sumatra has various kinds of agro-tourism, one of which is strawberry business

agro-tourism. West Sumatra Province is rich in agricultural resources, therefore many agritourism businesses are growing rapidly in the area. The term agritourism implies heading to horticultural areas, agriculture from a broad perspective that combines smallholder agriculture, plantations, animal farming and fisheries [5]. Heading to an agrarian area is referred to as agritourism. From a broad perspective, horticulture incorporates smallholder agriculture, plantations, animal farming, and fisheries [5]. From a broad perspective, horticulture combines smallholder agriculture, animal husbandry, animal cultivation, and fisheries. The phrase "Horticulture Travel industry" also alludes to a kind of travel industry that uses agribusiness (rural business enterprises) as a vacation location to enhance agricultural information, experience, diversion, and business connections [6]. Different experts say that agritourism is a blend of the travel industry and horticulture where guests can buy merchandise,

watch exhibits, participate in exercises, eat, or stay for a while in a house or guesthouse [7]. Agricultural tourism is another name for agritourism. Referring to its definition, agricultural tourism is an integrated and coordinated system of activities designed to advance agriculture and tourism, as well as human welfare and environmental protection [8]. One promising field to develop is the agritourism industry, also known as agriculture-based tourism [9]. Agritourism is widely recognized as a tourist attraction that aims to increase agricultural knowledge, recreational opportunities, and business connections. With tourist visits, it can increase vacation spots and open tremendous doors not only for agritourism-related labor and products, but also for other products and services. One of them is increased market purchases with all the needs of the community. The positive effects of the advancement of the rural tourism industry include an increase in the sale value of agricultural goods shipped and an increase in various types of income that benefit the neighborhood, such as sports offices, bottles, trinkets, and others. In addition, the rural travel industry is one method to expand the value of shipped agricultural goods. To that end, the rural travel industry is a viable method to advance the agrarian goods and culture of the archipelago [10].

One of the well-known agro-tourism places in West Sumatra Province is Strawberry agro-tourism located in Nagari Pandai Sikek, X Koto District, Tanah Datar Regency. The strawberry agro-tourism location is quite well managed with the aim of interest tourism, this location is also a nursery which will later be sold various kinds of other fruits besides strawberries which are the prima donna. The cool air adds an interesting impression like in Europe, because this location is located in the highlands and visitors are treated to views of Mount Singgalang.

Strawberry Agrotourism is trying to provide attractive facilities for visitors, visitors can pick strawberries directly, but the strawberries that have been picked must be paid in advance according to their weight, the garden owner also sells strawberries that are ready for visitors. However, there are some facilities that are considered

unsatisfactory for visitors, namely the lack of parking lots and poor governance. Visitors are certainly looking for a place with good and attractive facilities. With attractive facilities for visitors, strawberry agro-tourism also offers other facilities, namely a very beautiful view. Managers continue to improve even better facilities for visitors so that visitors become loyal and decide to return to the Nagari Pandai Sikek strawberry agrotourism. Based on the descriptions and problems that arise, the authors want to further research in an article entitled "Development Strategy for Strawberry Farm Agritourism in Nagari Pandai Sikek, X Koto District, Tanah Datar Regency".

## 2. RESEARCH METHODS

The field study approach is combined with a descriptive qualitative approach in this research. The qualitative method is philosophically a way to study scientific conditions (experiments) [11]. This research uses the researcher as the main instrument. This approach is expected to examine and describe the object of exploration in relation to social practice, perspectives and views of the local area both separately and in groups. Qualitative methods explore in detail information from data obtained in the field by explaining why a phenomenon occurs and why.

Descriptive research is a method that uses the information obtained to describe or provide an overview of the subject under study. Descriptive research can use several methods such as surveys, observations, interviews, and case studies. Descriptive research does not emphasize causal relationships, but allows researchers to see problems more comprehensively. The descriptive form of research the author uses because it is to find out how to analyze the strawberry agro-tourism business in Nagari Pandai Sikek. Information collection procedures are carried out through meetings, documentation, and observation. The data analysis technique used is SWOT. The company's relationship with its internal and external environment can be better understood through SWOT analysis, which can help formulate the most effective development strategy [12-13].

## 3. RESULTS AND DISCUSSION

### 3.1. Geography of Strawberry Agrotourism Farm

Strawberry Agrotourism Farm (*Fragaria sp*) is located in Jorong Koto Tinggi Nagari Pandai Sikek X Koto District, Tanah Datar Regency.

Geographically, it is bordered by Agam Regency in the north, Padang Panjang City in the south, Batipuh District in the west, and Padang Pariaman Regency in the east. In 2020, there were 46,229 people living in Kecamatan Ten Koto with a total area of 152.02 km<sup>2</sup>. Consisting of 23,378 women

and 22,573 men. In 9 Nagari, they live in 41 jorong. The westernmost point of the Tanah Datar District Government area is Nagari Pandai Sikek. One way to optimize an area or region into an agro-tourism tourist attraction can be land use that is still in accordance with its designation. [14]. *Fragaria* strawberry garden agro-tourism is a tour that combines agriculture and tourism. In this tour, guests can visit strawberry plantations and enjoy the surrounding natural scenery. In countries with subtropical environments, increased strawberry development is one of the main types of income for farmers. Strawberries are an attractive organic product and are very popular among children, teenagers, adults and the elderly. As a source of vitamin C, strawberries can also help prevent cancer, leukemia, cholesterol, diabetes, diarrhea, inflammation, stomach ulcers, skin tightening, teeth whitening, and aging. One of the horticultural products that has a large market share and high economic value is strawberries [15-16].

In this *fragaria* strawberry garden there are 5000 strawberry plants, with a plant area that is not too large but is able to produce a minimum of 5 to 10 kilos in 1000 sacks (4000 plants) and a maximum of 20 to 25 kilos. Strawberries are categorized as subtropical plants, so they can grow in Indonesia. Strawberries are more adaptable in the highlands, with temperatures ranging from 17 to 20 degrees Celsius. In one sack, 3 or 5 clumps of strawberries can be planted. Strawberry harvesting is done every 2 days, because the focus is on agro-tourism, the owner does not target fruit production. Usually during the fasting month the fruit is more abundant but there are fewer visitors so the strawberries are put in the freezer. There are various types of strawberry seedlings available such as california, sago onaka, mencir. There used to be a holland type but it was unproductive so only 3 types are planted now. There are also new seedlings as a trial sent from Korea now still 10 days old later if it is a bit big it will be separated into polybags, as a trial because not necessarily the desired results are the same as the results planted in Korea, if in Korea what is planted tastes sweet not necessarily in the village of pandai sikek also tastes sweet because several factors that cause these changes can be from the treatment or the type of soil and climate. Strawberries from stollon seedlings within 3 months have borne fruit, but there are also those who have borne fruit within 1.5 months.

### **3.2. Attractions of Strawberry Agrotourism Farm**

The strawberry farm in X Koto sub-district, Tanah Datar district, has become a popular tourist attraction due to its unique charm. Tourists from Kerinci, Padang, Solok City, Pekanbaru, and a

number of other areas, as well as local residents, are increasingly crowding this place. Since its opening, this tourist attraction, which has a strawberry garden, has continued to attract tourists. According to the entrepreneur, one of the attractions for tourists is the strawberry garden whose organic products can be picked directly by guests.

The attraction of new strawberries, beautiful panoramas and cool air make this destination for recreation ready to attract many guests. The uniqueness of this *fragaria* agro-tourism is that there are many places that are tourist attractions besides strawberry gardens other horticultural crops, namely citrus gardens, dragon fruit gardens, fishing ponds, singgalang tours, cafes, student educational tours, various saung and lesehan and the natural beauty around which shows the charm of Mount Singgalang.

Various types of food and drinks are made at this strawberry farm such as jams, juices, pancakes, ice cream, smoothies and sauces. Strawberry sauce eaten with grilled fish is also one of the uniqueness here as a food menu. There is also a fish pond so visitors can fish and the fish will be cooked by the manager or directly enjoy fresh grilled fish that has been cooked. For strawberry sauce, it lasts 10 days in the freezer if in an open room for about 4 days but can be reheated. All these types of food and beverages are a special attraction to increase the number of visitors.

### **3.3. Strawberry (*Fragaria* sp.) Agrotourism Development Strategy in Nagari Pandai Sikek**

The opportunities possessed by strawberry agro-tourism (*Fragaria* sp.) in Nagari Pandai Sikek are very large to be developed, because this area, which is in a good rural area, has a cool environment with an ideal temperature for strawberry development so that it tends to be suitable for educational visits. [17].

#### **1. S-O Strategy**

Leveraging one's capacity to capitalize on existing opportunities is the goal of this strategy. This technique can be:

- a. Develop and maintain attractive tourism potential and create quality branding with the charm of the first strawberry picking tour in Nagari Pandai Sikek.
- b. A variety of strawberry seedlings from several countries and other horticultural crops such as oranges, guavas, apples and dragon fruit plants are available for purchase by visitors.
- c. Providing processed strawberry products such as jam, pan cakes, ice cream, smoothies and unique strawberry chili sauce that can be

eaten with grilled fish as a favorite menu in this strawberry garden (*Fragaria sp.*). It also offers an interesting sensation for visitors to taste strawberries directly from the garden.

## 2. S-T Strategy

To deal with threats, this strategy capitalizes on strengths. These tactics may include:

- a. Recruit competent employees so that managers have more flexible time to focus on managing Strawberry Agrotourism (*Fragaria sp.*)
- b. Adding adequate facilities and infrastructure in Strawberry Agrotourism (*Fragaria sp.*) such as duck boat pool rides, fishing ponds, photo spots for families and the availability of cafes and singgalang tour packages for visitors who like to travel. As well as the addition of facilities such as vehicle parking lots, toilets, rest areas (saung) and others.

## 3. W-O Strategy

By leveraging existing opportunities, this strategy aims to minimize weaknesses. These tactics may include:

- a. Promote through brochures, pamphlets and various other social media and make direction boards, so that tourists can easily find the location of tourist destinations.
- b. Provides educational tours especially for children and families. Visitors can learn about the cultivation and processing of strawberries into products such as jam, pan cakes, ice cream, smoothies, strawberry sauce and others. Offer group tours such as schools, colleges, companies or communities interested in organizing strawberry agrotourism visits or activities. For example, schools can organize field trips to learn about agriculture and raise awareness of the importance of organic food and crop cultivation. Offer culinary tours in the form of strawberry-based dishes and foods such as jams, pan cakes, ice creams, smoothies, strawberry sauces and various strawberry fresh drinks for visitors. Offering family-based tourism, Strawberry Agrotourism (*Fragaria sp.*) is a suitable destination for a family vacation. Visitors can enjoy the natural atmosphere of the countryside with cool air and take part in activities offered by Strawberry Agrotourism (*Fragaria sp.*) such as picking strawberries, fishing, touring strawberry gardens and other fruit plants.
- c. Strawberry (*Fragaria sp.*) Agrotourism works together with the community and government in managing and developing Strawberry (*Fragaria sp.*) Agrotourism.
- d. Maintain and care for existing facilities in Strawberry Agrotourism (*Fragaria sp.*) both carried out by managers, local communities

and tourists. So as to create safety and comfort and satisfaction for visitors.

## 4. W-T Strategy

Avoiding threats and minimizing weaknesses is the goal of this survival strategy. This technique can be:

- a. Implementing good agricultural practices, using strawberry varieties that are resistant to diseases and careful monitoring of the weather. Some of the methods that can be applied include applying fertilizers and medicines to the plants. This will keep the plants healthy and free from pests that can damage the plants and maximize the care of the strawberry plants so that they get enough nutrients, water and sunlight to avoid weed competition.
- b. Work to improve transportation access to Strawberry Agrotourism (*Fragaria sp.*)

Some methods that can be used are: expansion of items, marking the created items, expanding the possible variety through utilization and executive of the agricultural area as a whole and as a whole, giving visit packages, improving supervision, improving and creating the idea of the travel industry by maintaining the value of the uniqueness of the attraction and advancing the nearby insight component, guests are expected to wear covers and clean themselves before entering the agro-travel industry territory, completing offices and frameworks, and involving the encompassing local area to sell gifts and adding correlative offices for the famous travel industry. [18].

Optional development procedures that can be carried out to further develop the strawberry fruit agritourism industry are as follows: (1) Utilizing the agritourism location for certain events so that the public is more familiar with this industry, offering discounted ticket prices to the public, working with hotels and travel, developing strawberry fruit agritourism, creating special SOPs for agritourism, collaborating with various research and development institutions, and improving service quality are some of the strategies that can help increase the number of visitors to this business. The quadrant II score of *Fragaria* strawberry farm agritourism indicates that the manager's performance is satisfactory and should be maintained [19-20]. The priority strategies that can be applied to improve agritourism are: 1) Product quality that must be maintained, (2) Adding job training activities, (3) Increasing promotion, (4) Improving the bookkeeping system, (5) Creating new strawberry varieties, (6) Utilizing vacant land in production



gardens, (7) Maintaining and improving the quality of service to consumers, and (8) Developing partnerships between companies and consumers and farmers [21].

#### 4. CONCLUSION

Strawberry Agrotourism (*Fragaria* sp.) has enormous potential for future business prospects. This can be seen from the enthusiasm of visitors who come to enjoy the natural atmosphere around which shows the beauty of Mount Singgalang. Offering educational tours that are very useful for schools, universities, companies or communities that are interested in organizing visits or strawberry agro-tourism activities. In addition, it is also a culinary tour of various strawberry-based dishes and foods such as jam, pan cakes, ice cream, smoothies, strawberry sauce and various strawberry fresh drinks.

Based on SWOT analysis, 12 alternative strategies were obtained so that the order of strategic priorities is as follows: (1) Maintain the quality of goods, (2) Distinguish strawberry seedlings and other crops, (3) Provide strawberry-handled goods in turn, (4) Select capable representatives, (5) Add offices and frameworks, (6) Advance through extension, (7) Provide instructional visits and culinary visits, (8) Assist regions and local governments, (9) Follow and maintain existing offices, (10) Implement good agricultural practices, and (11) Seek better transportation access.

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