

ANALYSIS OF THE DEVELOPMENT OF ECOTOURISM AT SIRUKAM DAIRY FARM IN SIRUKAM VILLAGE, ALAHAN PANJANG, SOLOK REGENCY, WEST SUMATRA

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*Corresponding Author, Received: August 12, 2025. Revised: October 26, 2025. Accepted: December 02, 2025



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ABSTRACT: This study aims to analyze the development of Sirukam Dairy Farm ecotourism in Sirukam Village, Alahan Panjang, Solok Regency, West Sumatra. This study uses SWOT analysis to describe the internal and external environments that constitute the strengths, weaknesses, opportunities, and threats of Sirukam Dairy Farm ecotourism. The results show that a dairy farm such as Sirukam Dairy Farm in Solok Regency has great potential to be developed into an ecotourism destination, utilizing the appeal of rural life, the milk production process, and the beauty of the surrounding nature. In addition to dairy farming, there are also other types of farming such as sheep, rabbits, chickens, and many more. Based on the results of the internal research, the strengths of Sirukam Dairy Farm ecotourism are greater than its weaknesses, with an IFAS score of 3.34 compared to a weakness score of 2.58. Meanwhile, from an external perspective, the opportunities are smaller than the threats, with an EFAS score of 3.04 compared to an opportunity score of 3.01. Therefore, it is evident that the opportunities and threats are quite similar. The results of the SWOT analysis suggest that Sirukam Dairy Farm ecotourism is located in Quadrant II, indicating that although it encounters threats, it still has the capability to leverage long-term opportunities by implementing strategies like diversifying attractions centered around education and recreation.

Keywords: ecotourism, SWOT, Sirukam

1. INTRODUCTION

Indonesia is a vast region with abundant natural resources that can be utilized. In addition, Indonesia also possesses a wealth of local arts and culture, traditions, and, equally captivating, the beauty of its natural landscapes, which are renowned not only domestically but also internationally [1]. According to Law Number 10 of 2009, tourism is defined as travel undertaken by individuals or groups to visit specific locations for the purposes of recreation, self-development, or gaining knowledge about unique tourist attractions, for a temporary period of time. Tourism can be defined as a series of activities aimed at leisure, business, religion, and health within a short period in a certain area. Tourism development is an important strategy to enhance the economic growth of a region. With the development of tourism, it will have an impact on the advancement of the tourism industry and increase employment opportunities [2].

Ecotourism has become a significant economic

activity, providing visitors with opportunities to experience nature and culture, as well as learn and understand the importance of preserving local biodiversity and culture [3]. Ecotourism and agrotourism offer an integrated approach that combines environmental conservation, strengthening the local community's economy, and educational experiences for visitors [4]. This tourism model not only seeks to promote community economic growth, but also preserves cultural and environmental heritage, while introducing local riches to a wider audience. Agrotourism can also be an effective tool for balancing the needs of tourists with those of rural communities, while reducing negative impacts on the environment [5].

The development of ecotourism and agrotourism is highly dependent on the active involvement of local communities. Proper management can support the optimal development of tourist attractions. Tourism destination management has a major impact on tourism growth

because the smooth operation of a tourist attraction is highly dependent on the quality of management implemented [6].

Solok Regency, including the Alahan Panjang area, has potential for agrotourism and ecotourism development due to its natural landscape and distinctive agricultural/livestock activities. Agriculture-based agrotourism has been proven to increase community income in the Solok area, West Sumatra [7].

Sirukam is a village located in Payung Sekaki District, Solok Regency, West Sumatra Province, Indonesia. The name of this village is believed to originate from the word "suruakkan," which means "hide," referring to Sirukam's role as a hiding place during the colonial period. The village is located at an altitude of between 600 and 1,400 meters above sea level and consists of hilly areas with slopes and lowlands. It covers an area of 133.40 square kilometers with a population of around 5,654 people divided into 1,789 households.

In Nagari Sirukam, there is a tourist attraction called Sirukam Dairy Farm. This tourist attraction is an educational attraction that focuses on livestock and agriculture. Established in 2018, this tourist attraction occupies an area of 20 hectares, making it the largest dairy farm and milk processing facility in West Sumatra. Sirukam Dairy Farm is known as a tourist destination that offers educational experiences for visitors, both families and students, with a focus on knowledge about modern agriculture and animal husbandry.

The village of Sirukam in Alahan Panjang, Solok Regency, West Sumatra, with its geographical characteristics and dairy farming activities, has great potential to be developed into a farm-based ecotourism destination. Agrotourism, particularly that based on agricultural and livestock businesses, has proven capable of becoming a tourist attraction aimed at expanding visitors' knowledge in the field of agriculture while also providing recreation [8]. Therefore, the development of dairy farming ecotourism in Sirukam can be an effective strategy for economic diversification of the community, creating new jobs, and increasing local income, as demonstrated by other studies on the development of tourist villages in Indonesia.

An analysis of dairy eco-tourism in Sirukam will examine how the potential of natural resources and local culture can be integrated with dairy farming activities to create a unique and sustainable tourism experience. This approach is expected to empower the community, build skills, knowledge, and confidence, and strengthen local institutions in managing tourism [9].

The development and management of Sirukam Dairy Farm (SDF) as one of the leading agrotourism destinations in West Sumatra has been the focus of

academic studies since it became fully operational in 2022. An important initial study was a strategic analysis using the SWOT [10]. The study found that SDF is in Quadrant I (Aggressive Strategy), indicating that the company has sufficient internal strengths to take advantage of high market opportunities, especially public interest in educational and environmental tourism [10].

This finding is reinforced by an analysis of attractiveness and visitation behavior. [11] Research from Bung Hatta University shows that educational factors and the unique experience of interacting with livestock are the main determinants that encourage tourists to make repeat visits, although it acknowledges that poor road access remains an obstacle. Meanwhile, visitor satisfaction factors were also analyzed, with a study from UNAND confirming that the quality of service and cleanliness of SDF facilities are positively and significantly correlated with overall tourist satisfaction [12].

Despite its strong appeal and advantageous strategic position, operational and sustainability aspects were also highlighted. Research from Padang State Polytechnic (2023) highlighted the need to increase the implementation of community-based ecotourism, as the participation of local communities around SDF is still passive and needs to be optimized through training and active partnerships. Overall, these previous studies recommend diversifying dairy products and improving access infrastructure to maintain the competitive advantage of SDF [13].

In addition, this analysis will also evaluate the economic, social, and environmental impacts of ecotourism development in Sirukam, given the importance of maintaining a balance between economic growth and resource conservation for future generations. Thus, this study is expected to provide a framework and strategic recommendations for the sustainable development of dairy eco-tourism in Sirukam Village.

SWOT Analysis

SWOT analysis is a fundamental and widely used strategic planning tool for evaluating an organization's position in the market and formulating strategies based on internal and external factors. By systematically analyzing these four aspects, organizations can formulate strategies that capitalize on strengths and opportunities, while mitigating weaknesses and anticipating threats.

SWOT analysis has two factors, namely internal factors and external factors. The internal factors are strengths and weaknesses. Meanwhile, the external factors are opportunities and threats. SWOT analysis also has four strategies, namely:

- a. SO Strategy

- This strategy is formulated when an organization uses its internal strengths to take advantage of external opportunities [14]. This is an ideal situation for organizations, where strengths are used to maximize opportunities.
- b. WO Strategy
 This strategy aims to overcome the internal weaknesses of the organization in order to take advantage of existing external opportunities [15]. This is a conservative strategy that indicates that organizations must strive to compensate for weaknesses by taking advantage of environmental

- opportunities.
- c. ST Strategy
 This strategy is designed to effectively use the organization's internal strengths to prevent or reduce the impact of external threats.
- d. WT Strategy
 This strategy aims to minimize internal weaknesses and avoid external threats. It is a defensive strategy and is the least favorable scenario, often leading to survival measures [16].

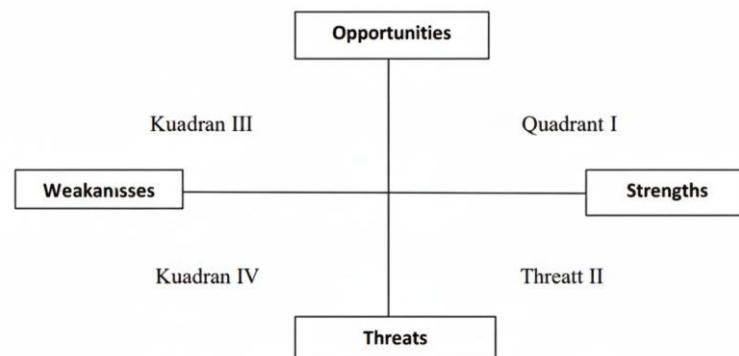


Figure 1. SWOT analysis diagram

Quadrant I: This is an extremely advantageous circumstance. The organization possesses strengths and opportunities that allow it to capitalize on current prospects. The approach to take in this circumstance is to endorse an aggressive growth policy (growth-focused strategy)

Quadrant II: Even with numerous challenges, this company maintains its internal advantages. The approach to adopt is to leverage its strengths to capitalize on long-term opportunities via a diversification strategy (products/services)

Quadrant III: The firm encounters vast market possibilities, yet simultaneously it confronts multiple internal limitations/weaknesses. The business environment in quadrant 3 resembles the Question Mark in the BCG matrix. The company's strategic aim is to reduce internal issues in order to capitalize on more market opportunities

Quadrant IV: This is a highly disadvantageous scenario, since the firm confronts multiple dangers and internal vulnerabilities.

Table 1 SWOT Matrix.

Internal/External Factors	Strengths	Weaknesses
Opportunities	SO Strategy Leveraging all strengths to capture and take full advantage of opportunities.	WO Strategy Plans executed by leveraging available opportunities while reducing current weaknesses.
Threats	ST Strategy Strategies defined based on the organization's strengths to overcome threats.	WT Strategy Strategies established on defensive actions, focused on reducing current vulnerabilities and preventing risks.

2. METHODS

Type of research

The type of research used is quantitative descriptive research, which is a method that uses interview techniques and later processes the data using the SWOT method. This research was

conducted on natural objects, where the researcher acted as the main instrument.

Time and place of research

The research was conducted in September and November 2025 at the Sirukam Dairy Farm ecotourism site.

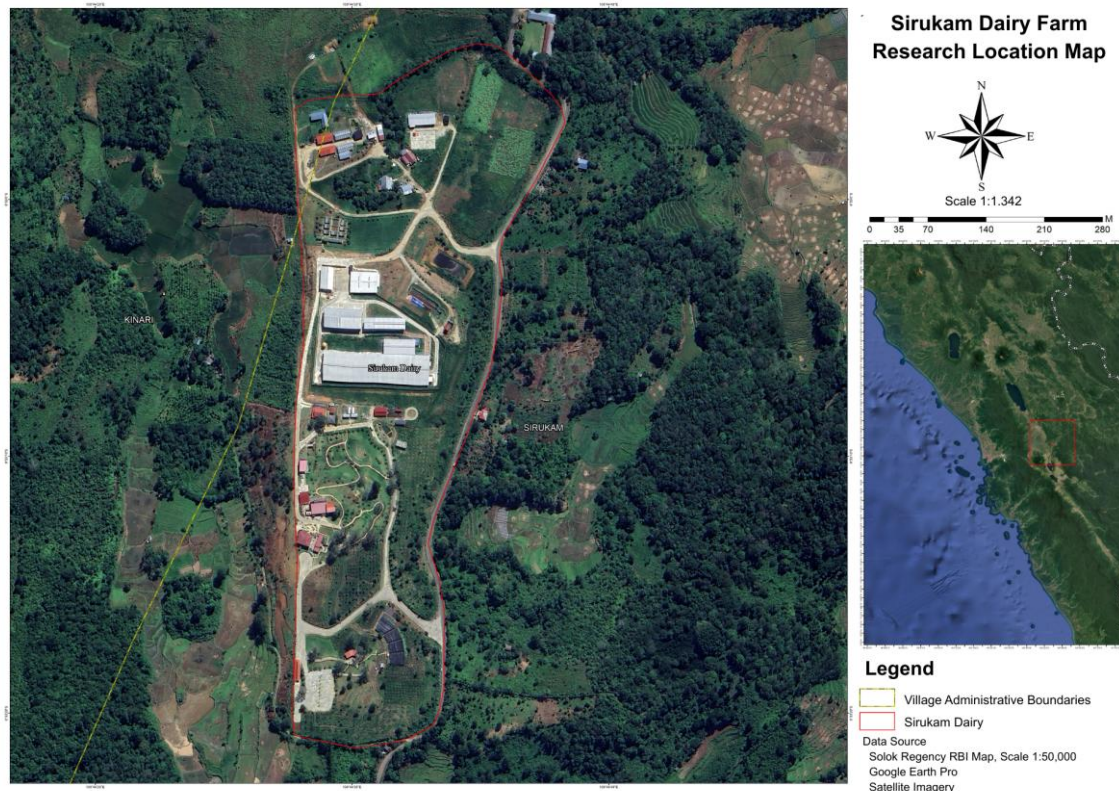


Figure 2. Map of the research location

Research subject

The research subjects in this study consisted of 6 respondents, comprising 2 visitors to Sirukam Dairy Farm and 4 employees of Sirukam Dairy Farm.

Data sources

The data sources used in this study are:

- Primary data obtained through direct interviews with employees and visitors to Sirukam Dairy Farm ecotourism site.
- Secondary data obtained in the form of visitor data and other information from Sirukam Dairy Farm ecotourism site.

Data analysis techniques

The data analysis technique used in this study was SWOT analysis, which describes the internal

and external environments that constitute the strengths, weaknesses, opportunities, and threats of Sirukam Dairy Farm ecotourism. SWOT analysis is the result of identifying various factors to formulate strategies for solving a problem. This analysis concludes that optimizing strengths and opportunities can reduce weaknesses and threats [17]. The SWOT analysis consists of four main elements: strengths, weaknesses, opportunities, and threats.

3. RESULTS AND DISCUSSION

A dairy farm such as Sirukam Dairy Farm in Solok Regency has great potential to be developed into an ecotourism destination, utilizing the appeal of rural life, the milk production process, and the beauty of the surrounding nature. In addition to dairy farming, there are also other types of farming such as sheep, rabbits, chickens, and many more.

In addition to livestock farming, there are also

various types of herbs and ornamental plants. This attracts visitors. Visitors can not only see the livestock and plantations, but also participate in educational activities. There are various educational activities that can be done here, such as dairy cow education, cheese making education, skincare

making education, and so on.

Sirukam Dairy Farm also provides camping, strawberry picking, outbound activities, and meeting rooms. This makes Sirukam Dairy Farm very popular with visitors because this tour is different from other tours.



Figure 3. Interview Documentation

Sirukam Dairy Farm in Solok Regency implements high hygiene standards to maintain product quality and visitor comfort. The dairy cow barns are designed with modern systems that facilitate cleaning, while milking is carried out using automatic machines to maintain milk hygiene. Livestock waste is managed in an environmentally friendly manner by separating solid and liquid waste, which is then processed into organic fertilizer and compost, supporting the zero waste concept.

The tourist and educational areas are kept clean with adequate sanitation facilities, so visitors can interact with the animals safely. In addition, the poultry farm uses a closed house system to ensure the cleanliness and health of the animals. Education on the importance of cleanliness is also provided to visitors through tours and rules that must be obeyed,

such as wearing closed-toe shoes. All of this makes Sirukam Dairy Farm an example of a farm that prioritizes cleanliness and sustainability.

When you buy a ticket to enter Sirukam Dairy Farm, the ticket can be exchanged for one bottle of pure milk. One ticket to enter Sirukam Dairy Farm costs IDR 20,000 (weekdays) and IDR 25,000 (weekends). This ecotourism site also has a cafe and resort that offers a variety of food and drinks.

This eco-tourism site also produces aromatherapy oils and skincare products made from herbal plants. Additionally, it offers authentic cheese made from the milk of the dairy cows. The process of making the oils and skincare products can be observed by participating in the educational packages provided by the management.

Analysis of internal and external factors at Sirukam Dairy Farm

constitute strengths and weaknesses in the ecotourism development strategy of Sirukam Dairy Farm. The following is the analysis:

Internal Factor Analysis Strategy (IFAS)

The objective is to identify internal factors that

Table 2. Matriks IFAS (Internal Factor Analysis Strategy)

No	Description	Weight	Rating	Score
Strength				
1	Having reliable, professional, and competent employees.	0.14	4	0.56
2	Promoting a modern farming concept that maintains cleanliness and environmental sustainability.	0.20	4	0.80
3	Providing educational tours about dairy farming, milk milking, and waste processing.	0.18	4	0.72
4	Producing high-quality milk using a hygienic process with automated machines.	0.18	4	0.72
5	Maintaining various livestock such as cows, sheep, rabbits, and poultry with high cleanliness standards.	0.18	3	0.54
Total Strengths				3.34
Weakness				
1	Relatively far location from the city center and minimal public transportation, requiring visitors to use private vehicles.	0.16	3	0.48
2	Major tourist activities are conducted outdoors, making them highly dependent on weather conditions.	0.20	3	0.60
3	Main focus is on dairy farming, resulting in limited variety of tourist attractions.	0.15	3	0.45
4	The price for educational tours is quite high and cannot be conducted individually; it must be in groups or teams.	0.15	3	0.45
5	Access roads to Sirukam Dairy Farm are still poor and narrow.	0.20	3	0.60
Total Weaknesses				2.58

Source: processed data 2025

The score for the strength factor is 3.34, which means that the company has reliable, professional, and competent employees, promotes the concept of modern farming that maintains cleanliness and environmental sustainability, provides educational tours about dairy farming, milking, and waste management. It produces high-quality fresh milk through a hygienic process using automated machines and raises various animals such as cows, sheep, rabbits, and poultry with high hygiene standards, which is very satisfactory.

Meanwhile, the score for weaknesses is 2.22, namely the location is relatively far from the city center and there is minimal public transportation, so visitors must use private vehicles. Most tourist activities are carried out in open spaces, so they are very dependent on weather conditions. The main

focus is on dairy farming, so the variety of tourist attractions is still limited. The main focus is on dairy farming, so the variety of tourist attractions is still limited.

The number of educational guides is still small, so the tourist experience may be less than optimal when there are many visitors, and some access roads to Sirukam Dairy Farm are still poor and narrow.

External Factor Analysis Strategy (EFAS)

Aiming to identify external factors that present opportunities and threats to the development of ecotourism at Sirukam Dairy Farm, the following is the analysis:

Table 3. Matriks EFAS (Eksternal Factor Analysis Strategy)

No	Description	Weight	Rating	Score
Opportunity				
1	Potential to develop derivative products such as cheese, yogurt, and ice cream, which can become an added attraction while increasing revenue.	0.17	4	0.68
2	Growing public interest in education-based and eco-friendly tourism, opening opportunities to attract more visitors.	0.17	4	0.68
3	Opportunity to create tour packages that combine farming, culinary, and local scenery to increase business appeal.	0.18	3	0.54
4	Opportunity to establish partnerships for educational visit programs, field practices, and research.	0.20	3	0.60
5	Promotion through social media, websites, and online travel platforms to reach a wider market, including tourists from outside the region.	0.20	3	0.60
	Total			3.10
Threat				
1	Increase in cattle feed prices and maintenance costs can affect business sustainability.	0.20	3	0.60
2	Bad weather can reduce visitor comfort and hinder outdoor tourist activities.	0.20	4	0.80
3	The number of visitors tends to be high only during holidays, resulting in unstable income throughout the year.	0.18	3	0.54
4	The large number of nature and education tourism destinations in West Sumatra could reduce attractiveness if there is no innovation.	0.15	2	0.30
5	Risk of livestock disease that can affect production.	0.20	4	0.80
	Total			03.04

Source: processed data 2025

The highest score for the opportunity factor is 3.1, which is the potential to develop derivative products such as cheese, yogurt, and ice cream that can be an additional attraction while increasing income. Public interest in education-based and environmentally friendly tourism is increasing, opening up opportunities to attract more visitors. Opportunities to create tour packages that combine farming, culinary experiences, and the beauty of the surrounding nature to increase appeal. Opportunities to establish partnerships for educational visits, field trips, and research programs. Promotion through

social media, websites, and online tourism platforms to reach a wider market, including tourists from outside the region.

Meanwhile, the score for threat factors is 3.04, namely: Increases in cattle feed prices and maintenance costs can affect business sustainability. Bad weather can reduce visitor comfort and hamper tourism activities in open spaces. The number of visitors tends to be high only during holidays, so income is not stable throughout the year. The large number of natural and educational tourist destinations in West Sumatra can reduce attractiveness if there is no innovation. The risk of livestock diseases that can affect production.

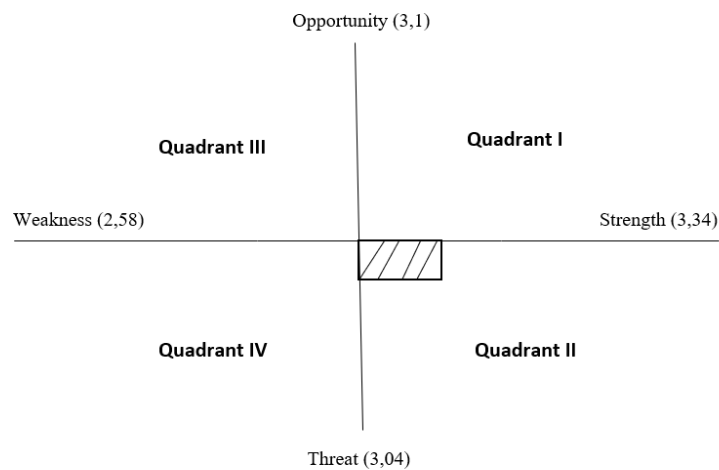


Figure 4. SWOT Strategy Quadrant for Sirukam Dairy Farm Ecotourism

Sirukam Dairy Farm ecotourism is located in quadrant II, which indicates that it has enormous strength. However, Sirukam Dairy Farm ecotourism still faces external threats, namely the risk of livestock disease, which can affect production. Furthermore, this ecotourism is highly dependent on the weather; if the weather is bad, it can reduce visitor comfort and hamper outdoor tourist activities.

According to the Minister of Home Affairs Regulation No. 33 of 2009, ecotourism development is a responsible nature tourism activity that pays attention to education, natural resource conservation, and increasing local community income. So, at Sirukam Dairy Farm ecotourism, in addition to fresh cow milking activities, there is also education on making cheese, herbal oils, and skincare products made from these herbs.

This ecotourism is in high demand among both local and out-of-town communities. Visitors to this ecotourism site are very diverse, ranging from school children and college students to large families on vacation. The educational packages provided make this ecotourism site the only one in West Sumatra that offers educational activities on animal husbandry as well as food and skincare.

However, the relatively high price of the educational packages has caused some visitors to object to the high cost. Therefore, it is a challenge for this ecotourism site to reduce the cost of education and offer individual education rather than only group education. In addition, access roads to this ecotourism site are rather poor, with many

potholes and narrow lanes. Roads are a crucial element in the development process; they are an essential form of infrastructure. Roads are a key facility that must be properly provided by the relevant authorities. If road conditions are adequate, this will certainly attract tourists who wish to visit, as good road conditions create comfort [18].

This ecotourism destination also has its own unique feature, which is that when you buy a ticket, you can exchange it for a bottle of pure milk. Ticket prices vary depending on whether it is a weekday or weekend. If visitors want to buy pure milk, they can purchase it for Rp. 6,000-8,000.

Therefore, it can be concluded that Sirukam Dairy Farm has great potential as an educational ecotourism destination that combines modern farming concepts, environmental sustainability, and interactive experiences. With strengths such as professional staff, high-quality dairy products, and educational facilities, this business can attract environmentally conscious and education-focused tourists. However, challenges include remote location, poor road access, weather dependence, and competition with other destinations. Significant opportunities arise through the trend of educational tourism, development of derivative products, and digital promotion.

Table 4. Matriks SWOT

<p style="text-align: center;">Internal Factors</p> <p>External Factors</p>	<p>Strengths (S)</p> <ol style="list-style-type: none"> 1. Having reliable, professional, and competent employees. 2. Promoting a modern farming concept that maintains cleanliness and environmental sustainability. 3. Providing educational tours about dairy farming, milking, and waste management. 4. Producing high-quality fresh milk through a hygienic process using automated machines. 5. Raising various animals such as cows, sheep, rabbits, and poultry with high hygiene standards. 	<p>Weaknesses (W)</p> <ol style="list-style-type: none"> 1. The location is relatively far from the city center and public transportation is limited, so visitors must use private vehicles. 2. Most tourist activities are carried out in open spaces, so they are highly dependent on weather conditions. 3. The main focus is on dairy farming, so the variety of tourist attractions is still limited. 4. The abundance of natural and educational tourist destinations in West Sumatra may reduce its appeal if there is no innovation. 5. Some access roads to Sirukam Dairy Farm are still in poor condition and narrow.
<p>Opportunities (O)</p> <ol style="list-style-type: none"> 1. Potential to develop derivative products such as cheese, yogurt, and ice cream, which can be an additional attraction and increase revenue. 2. Public interest in education-based and environmentally friendly tourism is increasing, opening up opportunities to attract more visitors. 3. Opportunities to create tour packages that combine farming, culinary experiences, and the beauty of the surrounding nature to increase appeal. 4. Opportunities to establish partnerships for educational visits, field trips, and research programs. 5. Promotion through social media, websites, and online tourism platforms to reach a wider market, including tourists from outside the region. 	<p>SO Strategy</p> <ol style="list-style-type: none"> 1. Develop premium educational tour packages 2. Create collaboration programs with schools and universities 3. Develop fresh dairy products (yogurt, cheese, ice cream) 4. Promote the concept of environmentally friendly farming as a green tourist attraction 5. Create educational digital content (videos, virtual tours) 	<p>WO Strategy</p> <ol style="list-style-type: none"> 1. Collaborate with travel agents and shuttle providers 2. Build semi-indoor facilities and interactive educational spaces 3. Diversify education- and recreation-based attractions 4. Create innovative thematic tours and regular events 5. Collaborate with the government/CSR to improve infrastructure
<p>Threats (T)</p> <ol style="list-style-type: none"> 1. Increases in cattle feed prices and maintenance costs can affect business sustainability. 2. Bad weather can reduce visitor comfort and hamper outdoor tourism activities. 3. Visitor numbers tend to be high only during holidays, resulting in unstable income throughout the year. 4. The abundance of natural and educational tourist destinations in West Sumatra may reduce appeal if there is no innovation. 5. Risk of livestock disease that may affect production. 	<p>ST Strategy</p> <ol style="list-style-type: none"> 1. Dealing with rising feed prices and maintenance costs 2. Anticipating bad weather that disrupts tourism activities 3. Overcoming unstable income due to visitors only coming during holidays 4. Facing competition from other educational tourism destinations in West Sumatra 5. Reducing the risk of livestock diseases that affect production 	<p>WT Strategy</p> <ol style="list-style-type: none"> 1. Establish cooperation with local governments and CSR for infrastructure improvement while developing integrated tour packages so that visitors feel that their trip is worth the experience. 2. Build semi-indoor facilities and enclosed culinary areas so that tourism can continue during rainy weather, reducing dependence on the weather. 3. Add creative attractions such as dairy workshops (cheese, yogurt, ice cream) and animal feeding to increase appeal and differentiate from competitors. 4. Develop online sales of dairy products and subscription programs to maintain revenue flow outside of the holiday season. 5. Strengthen biosecurity and cleanliness in tourist areas to remain attractive despite difficult access, and use digital promotions (social media, websites) to reach a wider market without relying on physical visits.

4. CONCLUSION

Based on internal research results, the strengths of Sirukam Dairy Farm ecotourism are greater than its weaknesses, with an IFAS score of 3.34 compared to a weakness score of 2.58. Meanwhile, from an external perspective, opportunities are smaller than threats, with an EFAS score of 3.04 compared to an opportunity score of 3.01. Thus, it can be seen that opportunities and threats are very close. The results of the SWOT analysis indicate that Sirukam Dairy Farm eco-tourism is in Quadrant II, which signifies facing threats. However, this eco-tourism still has the strength to leverage long-term opportunities through strategies such as diversifying attractions based on education and recreation.

5. ACKNOWLEDGEMENTS

This research was conducted smoothly thanks to the assistance and cooperation of various parties. Therefore, the author would like to express gratitude to the lecturers of the Ecotourism course, Prof. Dr. Siti Fatimah, M.Pd., M.Hum and Dr. Ratna Wilis, S.Pd., M.P, as well as the Sirukam Dairy Farm ecotourism team, who have provided opportunities and time to enhance our academic abilities, particularly in the field of ecotourism.

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