

Coffee Plantation Agrotourism Development Strategy with SWOT Analysis in Penggung Village, Pacitan Regency

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Abstract

Penggung Village is included in Pacitan Regency which is Agropolitan Area based on the Pacitan Regional Spatial Plan in 2005-2025. Development is carried out in the tourism sector with agriculture as the point. The main commodity is coffee plantations. The development is carried out with the Coffee Plantation Agrotourism concept. It pays attention to the sustainability of the natural environment and can increase the prosperity of the people of Penggung Village. The aim of this study is to analyze the factors that become strengths, weaknesses, opportunities and threats to develop coffee plantation agro-tourism and can determine the best strategy to achieving success in the development of coffee plantation agro-tourism in Penggung Village, Nawangan District, Pacitan Regency. The method used is a mixed (quantitative and qualitative) with SWOT analysis by evaluating strengths and weaknesses as internal factors (IFE), while opportunities and threats as external factors (EFE). The results showed the development of Coffee Plantation Agrotourism in Penggung Village Pacitan Regency is still not optimal in the provision of tourism facilities and infrastructure as well as the cultivation technology used is also not optimal. The strategy that can be used is diversification in the fourth quadrant which gives rise to four strategies. This study suggests researching the quality of liberica coffee species which are the leading commodities in Penggung Village for the sustainability of Coffee Plantation Agrotourism in Penggung Village, Pacitan Regency.

Keyword : agrotourism, coffee plantation, SWOT analysis

INTRODUCTION

Indonesia ranks fourth in the world as the largest coffee production with an increasing population in line with the increasing consumption of coffee. The level of coffee consumption in Indonesia increased in 2016 by 1.1 kg per capita. Especially in East Java, occupying the top 5 provinces with the largest coffee producer in Indonesia based on smallholder plantations. The number of smallholder plantations has increased every year. This causes an increase in coffee production in East Java [1]. The development of coffee reaches the third phase, commonly known as third-wave coffee. The phrase explains the curiosity of consumers about coffee, where the origin of the coffee beans is obtained, how to manage the coffee beans to how the coffee is served until it is served in front of consumers.

Penggung Village is one of the villages in Nawangan District, Pacitan Regency. Penggung Village has abundant natural resources in the agricultural sector. The main commodity in Penggung Village is coffee plants. Almost all farmers in Penggung Village have coffee trees in their yards. The area of coffee in Penggung Village in 2016, 2017 and 2018 are 85 ha with an average total production of 15.9 tons per year [1].

In line with Pacitan Regional Spatial Plan in 2005-2025 which is set Nawangan District and Bandar District into Agropolitan Areas. The main commodity that can be developed is coffee using the Agrotourism concept. Because the tourism sector is being in demand by the whole community both local and non-local.

The concept of agro-tourism is tourism related to agriculture while still prioritizing environmental preservation and improving people's welfare. The concept of agro-tourism is the development of sustainable tourism that minimizes natural inexperience due to tourism activities [2]. Agro-tourism aims to increase knowledge, travel experiences and business relationships in agriculture. The approach to agro-tourism development can be done on a community-based basis, where the community is involved in planning, managing and developing the agro-tourism site. Community empowerment can be a positive value to package agro-tourism [3].

The development of Agrotourism in Penggung Village is based on its superior potential, so this study uses a SWOT (Strengths, Weakness, Opportunities and Threats) analysis. This method analyzes the strengths, weaknesses, opportunities, and threats which will then be known as an alternative arrangement of the right strategies used for agro-tourism development [4],[5]. This study aims to analyze the factors that become strengths, weaknesses, opportunities and threats to develop coffee agro-tourism and can determine the right and good strategy choices in achieving success in

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the development of coffee agro-tourism in Penggung Village, Nawangan District, Pacitan Regency.

METHODS

This research uses mixed methods by using quantitative and qualitative data. Data analysis uses a strategic method of SWOT analysis. The study was conducted in September 2019 to October 2019 in Penggung Village, Nawangan District, Pacitan Regency (Figure 1).

The research instrument used a questionnaire. Sampling is done by the purposive sampling method, where researchers choose respondents based on certain considerations. The consideration used is because the purpose of the study was addressed to internal parties involved in the planning and determination of coffee plantation agro-tourism development strategies.

The number of respondents obtained from the calculation of the Slovin formula with a population of 4952 inhabitants was 98 respondents. Data analysis using the SWOT method (Strength, Weakness, Opportunity, Threats). SWOT matrix is obtained from identification Internal Factors Evaluation (IFE) used strength dan weakness. External Factors Evaluation (EFE) used opportunity dan threats. SWOT matrix produces four types of strategies, which is SO (Strenght-Opportunity), WO (Weakness-Opportunity), ST (Strength-Threats) and WT (Weakness-Threats). Furthermore, to determine which strategy is right in the development of coffee plantation agro-tourism using a matrix grand strategy.

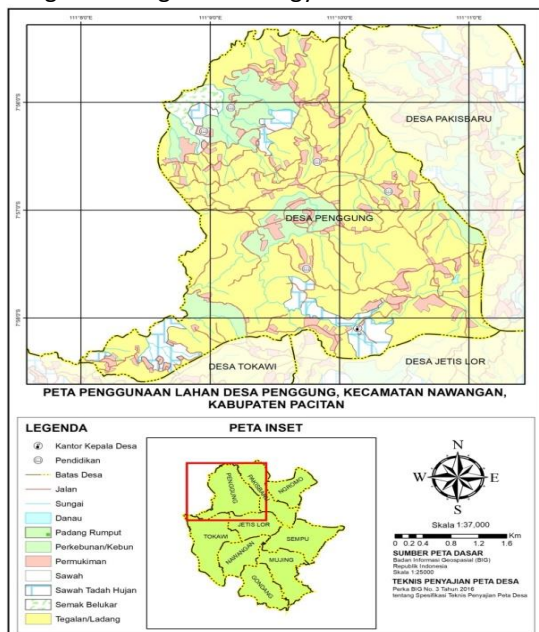


Figure 1. Land use map Penggung Village

RESULT AND DISCUSSION

1. Existing Condition of Penggung Village of Coffee Plantation Agro-tourism

Penggung Village is located in Nawangan District, Pacitan Regency, where the village has natural potential in the agricultural sector, especially coffee commodities. The majority of farmers in Penggung Village have coffee ownership in almost every farmer's house. In addition, farmers also own livestock and utilize the livestock manure for manure. The coffee field welding plant in Penggung Village is 85 ha with total production reaching 15.9 tons per year [1]. This potential is in line with the Pacitan Regional Spatial Plan in 2005-2025. Therefore, the development of coffee plantation agro-tourism can be one of the increase in income for the community of Penggung Village.

2. Strategy Analysis of Agro-tourism Kebun Kopi Development

a. Stage of Strategy Formulation

The stage for formulating strategies requires the input of qualitative data information. This stage is used in the formulation of strategies in this study assisted with the Internal Factors Evaluation (IFE) and External Factors Evaluation (EFE) matrices. This matrix is used to determine the relative importance of strengths, weaknesses, opportunities and threats from the results of internal and external analysis.

Based on Table 1 the results of the IFE matrix which is the main strength possessed by Penggung Village is a coffee plantation owned by almost all farmers in the village with the ability of the community to receive information very easily, besides that the determination of Penggung Village is one of the villages included in Pacitan Regency Agropolitan Area with a value of 0.10. These four factors have internal factors in the development of Agro-tourism in Kebun Penggung Village, Pacitan Regency and are able to compete in the tourism industry.

The development of Pacitan Regency in the temporary tourism sector focuses on the coastal area, while the northern area has not yet developed in the tourism sector. Therefore Nawangan District is determined to be one of the regions in the Agropolitan Area. Coffee yields are known from the number of coffee plantations which reach 15.9 tons annually. When entering the village of Penggung starting from the gate to the village office Penggung can find coffee plants along the road. That is because farmers have a culture of successively growing plants in the yard. The distance between residents' homes is far because they have a large yard. Besides that, in front of the house of the village community, you can find the process of drying the coffee fruit (during the harvest period)

because generally the community sells the harvest in the form of dried coffee beans.

Penggung Village community has the ability to receive good information due to a fairly high educational background (SLTA). The establishment of Penggung Village as one of the villages in the Pacitan Regency Agropolitan Area on the Pacitan District RTRW 2005-2025 is a superior strength factor. That is because the development of the Agropolitan Area includes the development of Coffee Plantation Agro-tourism, so that the development process in terms of infrastructure and facilities will be easier. As with inter-provincial road construction, road widening has begun, where a rest area will be established in Penggung Village.

The main internal weakness factor of Penggung Village is the coffee rejuvenation process that has not been done properly by coffee farmers. It show with value of 0.10 (Table 1). This is considered very important because the process of rejuvenation of coffee has a relationship with the yields. The rejuvenation process of coffee plants by pruning nonproductive branches can increase productivity, maintain the life of coffee plants and avoid pests and diseases [6]. Farming rejuvenation activities have not been carried out by farmers because farmers' knowledge is still lacking. They consider that the rejuvenation process in the form of pruning can reduce yields because it reduces the branches of coffee plants. Even though the pruning is done by branches which are not productive, instead of branches which are still productive

Furthermore, marketing of the harvest in the form of coffee beans and on average is sold to middlemen. The marketing process of farmers in crop yields is still less than optimal, where farmers on average sell coffee beans without being sorted in advance between types of robusta, liberika or arabica, so that it can affect the selling price. Coffee bean testing also still uses the services of middlemen so that the selling price tends to be lower than the market price. Another weakness is that the seedlings are carried out from the previous tree, where the quality of the coffee is not yet known to be superior or not. This can be improved by using superior quality seeds so that they can be a special attraction both from tourists and from coffee producers.

Facilities and infrastructure in Penggung Village that is still inadequate for coffee plantation Agro-tourism is the absence of hotels and the absence of public transportation that passes through Penggung Village. One component of Agrotourism is the facilities and infrastructure that must be met is the availability of additional facilities for visitors in addition to the main tourist attraction is the

availability of lodging and public transportation [7]. The final weakness is that the location of the coffee plantation is not centralized but in each farmer's yard.

Table 1. Internal Factors Evaluation Matriks of Coffee Plantation of Agrotourism Development

IFE		Scoring		
Strenght	Weigh	Rating	Score	Σ
The abundant of coffee plantation	0.10	4.71	0.46	2.142
Almost all farmers have coffee plantation	0.10	4.71	0.46	
The community has the ability to receive new information well	0.10	4.43	0.45	
Establishment of Penggung Village in Nawangan District as an Agropolitan Area	0.10	4.57	0.45	
Penggung Village is crossed by an inter-provincial road (East Java and Central Java)	0.08	3.86	0.33	
Sub Total	1			
Weakness	Weigh	Rating	Score	Σ
There is no coffee plant rejuvenation process	0.10	3.86	0.38	1.967
Marketing of coffee bean yields	0.08	3.29	0.26	
Seedlings are used from previous trees	0.09	4.29	0.40	
There are no hotels	0.07	3.29	0.25	
Private and scattered land (not centralized plantations)	0.09	4.14	0.39	
The location is not bypassed by public transportation	0.08	3.57	0.29	
Sub Total	1			
Σ TOTAL				0.175

Source: Data analysis. 2019

Evaluation of external factors is one step to plan and direct the actions to be taken based on the external factors that influence them. The EFE Matrix evaluates opportunities and threats that come from the external environment of the Coffee Plantation Agro in the Village of Penggung (Table 2).

The main factor of the opportunities of the Penggung Village Coffee Plantation Agro-tourism is the annual coffee festival coffee event by the Pacitan Government and the existence of the Pacitan Coffee Community (PKP) with a weigh value of 0.11 (Table 2). This can be an opportunity

because of the annual event and the community can help the promotion process of introducing tourist sites and coffee products. In addition, farmers have livestock whose dung is used as manure for coffee plants. The type of coffee grown by coffee farmers is liberika. where these types of coffee are found in the Kalimantan region. The type of liberika coffee can be superior because it is rarely found in ordinary coffee shops and the varieties are also small, especially in Java [8]. The processing of the yield in the form of ground coffee in Penggung Village is carried out by an entrepreneur named Pak Midin who is a resident of Penggung Village by involving youth in the process of making and marketing it.

The main threat factors from the external environment are the distance from downtown Pacitan to the Penggung Village which is far with a weight 0.12 (Table 2). This can be a seriously threat because there is no attraction all the way to the location Penggung Village. The existence of street lights is still under development, along with the development of the path between the provinces of East Java - Central Java. The only tourist attractions in Nawangan Subdistrict is Jendral Soedirman Monument, that located in Nawangan Village. Its located after Penggung Village. But he tourist attractions are very quiet visitors.. Other than that. the types of coffee planted are also not uniform. Farmers tend to plant 3 types of coffee plants, namely liberal coffee. Robusta coffee and Arabica coffee with the technique of picking not red quoting and generally farmers pick randomly so that the three types of coffee are mixed. Coffee yields are more in demand in the Ponorogo area (Central Java). so sales are more directed to ponorogo than to the city of pacitan. This is influenced by the distance to ponorogo is closer than to the city of Pacitan and the demand is even more in the Ponorogo area.

Table 2. Eksternal Factors Strategy Matriks of Coffee Plantation of Agrotourism Development

EFE	Scoring				
	Opportunity	Weigh	Rating	Score	Σ
The majority of types of liberika coffee are grown in Penggung Village	0.08	2.86	0.22	1.984	
Every farmer has livestock whose dung is used as organic fertilizer	0.09	3.71	0.34		
Coffee Festival annual event	0.11	4.00	0.44		
Pacitan Coffee Community (PKP)	0.11	3.86	0.41		
The government plans tourism development	0.11	3.57	0.38		

Coffee products are individually owned	0.07	2.86	0.20	
Sub Total	1			
Threats	Bobot	Rating	Score	Σ
Types of coffee planted by various types	0.11	4.71	0.51	2.059
Crops are more popular in Ponorogo	0.11	4.71	0.50	
Distance from the city center far and there are no attraction as long as road	0.12	4.71	0.55	
Lack of availability of street lighting	0.11	4.57	0.50	
Sub Total	1			
Σ TOTAL				-0.075

Source: Data analysis. 2019

b. Strategy Selection

Based on Table 1 and Table 2, a calculation is performed to determine the coordinates which are then included in the grand strategy matrix at Figure 2. Calculation results from internal strategy factors and external strategy factors are used to determine the coordinates of the coffee agro tourism development strategy in Penggung Village, Nawangan District, Pacitan Regency using the grand strategy matrix. As the X axis is internal factors and the Y axis is external factors. Value for coordinates point X = (2.142-1.967) = 0.175. While the axis Y is external factors, which is coordinates point Y = (1.984-2.059) = -0.075.

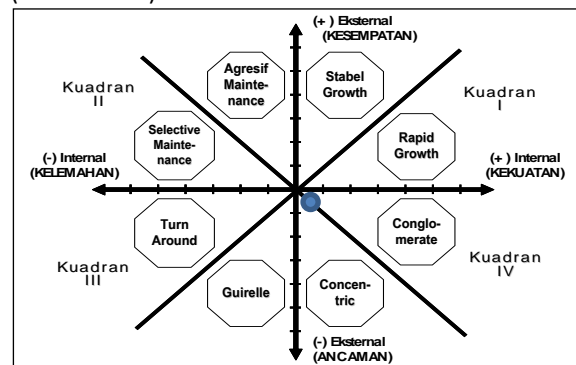


Figure 2. Matrix Grand Strategy of Coffee Plantation Agrotourism of Penggung Village Pacitan Regency

Based on Figure 2 above. the location of the coordinate point is in quadrant 4. This illustrates the situation of using the strategy is diversification. Where this strategy despite having various threats. but also still has strength from an internal perspective. The strategy adopted is to use power to take advantage of long-term opportunities by diversifying the product or service strategy [9]. This strategy can be applied by creating diversity of

tourist objects and attractions so as to attract investment funds from outside parties [10]. Diversification strategies are divided into two kind. First is namely concentric strategy diversification and second isconglomerate diversification strategy. Where concentric diversification is a diversification of tourist objects and attractions so as to minimize threats while diversification of conglomerates is diversification by including investors to fund diversification that considers profits [11].

The diversification strategy used for the development of coffee garden agro tourism in Penggung Village, Nawangan District, Pacitan Regency is concentric diversification. Diversification technique that can be done is the existence of various kinds of tourism products that initially only contained ground coffee products plus a farm tour for tourists. Besides that, it can also be added by the existence of good and true coffee picking tours that have entered at harvest time.

Table 3. Matrix SWOT Analysis

<p style="text-align: center;">Internal Factors Strategies</p> <p style="text-align: center;">External Factors Strategies</p>	<p style="text-align: center;">Strenghts (S)</p> <p>Strenght List</p> <ol style="list-style-type: none"> a. The abundant of coffee plantation b. Almost all farmers have coffee plantation c. The community has the ability to receive new information well d. Establishment of Penggung Village in Nawangan District as an Agropolitan Area e. Penggung Village is crossed by an inter-provincial road (East Java and Central Java) 	<p style="text-align: center;">Weakness (W)</p> <p>Weakness List</p> <ol style="list-style-type: none"> a. There is no coffee plant rejuvenation process b. Marketing of coffee bean yields c. Seedlings are used from previous trees d. There are no hotels e. Private and scattered land (not centralized plantations) f. The location is not bypassed by public transportation
<p style="text-align: center;">Opportunity (O)</p> <p>Opportunity List</p> <ol style="list-style-type: none"> a. The majority of types of liberika coffee are grown in Penggung Village b. Every farmer has livestock whose dung is used as organic fertilizer c. Coffee Festival annual event d. Pacitan Coffee Community (PKP) e. The government plans tourism development f. Coffee products are individually owned (Topco) 	<p style="text-align: center;">Strategi SO</p> <ul style="list-style-type: none"> ▪ Developing potential sectors, namely coffee which is packaged in the concept of coffee garden agro-tourism with the help of local government. ▪ Livestock (goats and cows) are additional attractions ▪ Empowering communities to produce local brand coffee with the help of Topco producers. ▪ Utilizing the annual coffee festival event to introduce coffee products typical of Penggung Village. 	<p style="text-align: center;">Strategi WO</p> <ul style="list-style-type: none"> ▪ Needed socialization about rejuvenation of coffee plants, especially on the type of liberika. ▪ Utilizing the PKP community to provide socialization related to coffee bean processing and marketing. ▪ Making typical processed products of liberika coffee with local brands of Penggung Village as a whole in the community / coffee farmers. ▪ Development of supporting facilities and infrastructures such as lodging and public transportation facilities. ▪ Provide information related to superior seeds of the type of coffee liberika from the relevant agricultural service.
<p style="text-align: center;">Threats (T)</p> <p>Daftar Ancaman</p> <ol style="list-style-type: none"> a. Types of coffee planted by various types b. Crops are more popular in Ponorogo c. Distance from the city center far and there are no attraction as long as road d. Lack of availability of street lighting 	<p style="text-align: center;">Strategi ST</p> <ul style="list-style-type: none"> ▪ Development of the Agropolitan Region begins with infrastructure in the form of street lighting. ▪ Development of agropolitan areas can coffee farm agro-tourism. ▪ Receiving new information about the technique. growing uniform types of coffee. ▪ Utilizing the agropolitan area to market crops directly to the agropolitan market. 	<p style="text-align: center;">Strategi WT</p> <ul style="list-style-type: none"> ▪ Construction of facilities and infrastructure such as lodging. street lights and managing public transportation with government assistance. ▪ Fostering / training in processing harvested products by providing local brands. ▪ Socialization of the cultivation of good coffee plants from the planting process. picking. coffee management and marketing nurseries.

Based on the swot matrix analysis above. then the coffee plantation agro-tourism development strategy of Penggung Village, Nawangan District, Pacitan Regency is the ST (Strength-Threat) strategy.

Its mean utilize the power to minimize threats in Penggung Village. Some strategies chosen were among others:

1. Development of the Agropolitan Region begins with infrastructure in the form of street lighting.
2. Development of agropolitan areas can coffee farm agro-tourism.
3. Receiving new information about the technique. growing uniform types of coffee.
4. Utilizing the agropolitan area to market crops directly to the agropolitan market.

CONCLUSION

Strategies that can be used for the development of coffee garden Agrotourism in Penggung Village, Nawangan District, Pacitan Regency are concentric diversification strategies with alternative Strengths-threats (ST) strategies. The strategy includes the first point being that the development of the Agropolitan Region begins with infrastructure in the form of street lighting. The second point is the development of agropolitan areas that can be based on coffee plantations such as coffee agro-tourism. The third point is the receipt of new information about the technique of growing uniform types of coffee. The fourth point is to utilize the agropolitan area to market crops directly to the agropolitan market.

A diversification strategy can be done by adding attractions such as farm tour experiences for providing coffee picking experiences during the harvest season. This research can be continued by examining the quality of liberika coffee owned by Penggung Village.

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