Development of Agrotourism in *Kampung Kopi Amadanom*, Malang

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Abstract

Agrotourism is the community-based tourism activities that utilize the agricultural business as a tourist attraction that has many positive impacts which can improve the economy of society, especially in the form of society's income, open employment opportunities and business opportunities (entrepreneurship). This research aim was to develop the concept of agrotourism in the largest coffee producing area in Malang Regency that is in Amstirdam (Ampelgading, Sumbermanjing Wetan, Tirtoyudo, and Dampit). This study used a qualitative approach by observing the four areas to see the potential of each region. SWOT technique was used to analyze data and the results showed that Dampit is one area that has more potential attractions than other regions. One area in Dampit that has the potential to be developed into agro tourism is *Kampung Kopi Amadanom*. The results of this research indicated that the effort for developing *Kampung Kopi Amadanom* was still not maximal due to the lack of local government support and also lack of quality supporting resources. This research suggested by using a development model and applying appropriate strategy, it could provide and increase benefits not only for *Kampung Kopi Amadanom* but also for Malang generally.

Keywords: Agro-tourism, Amadanom, Coffee Agro-tourism, Tourism.

INTRODUCTION

Coffee is one of the significant commodities among the rural community in Indonesia. In Indonesia, the production of coffee beans in the past ten years increase significantly [1]. Coffee grains produced from Coffee plant, botanically belong to the Rubiaceae. They're numerous Coffee species, which are cultivated in Indonesia, namely *Coffea arabica*, *Coffea canephora* (var. Robusta), *Coffea liberica* and *Coffea exelsa*. Two species, namely *Coffea arabica* and *Coffea canephora* var. *Robusta* widely planted in many parts of the Indonesia archipelago. Diverse environments and soils of Indonesia influence coffee plant grow and bean production. These are called specialty coffee. There are numerous specialty coffees, including Kintamani, Lanang, Toraja, and Wamena [2].

Malang Regency is one of the centers of coffee grains production, in which a wide area of coffee plantation exists and still maintained by the local community in many villages. In Malang, coffee is grown and distributed at the area of Ampelgading, Tirtoyudo, and Dampit area, or known as *Kopi Amstirdam*. In the past, this coffee was very famous among European and received positive appreciation among the coffee lover in Europe. More than 90% of coffee that cultivated and produced from Dampit area was exported to numerous countries, including European

countries and Japan. Coffee is important among local community in Dampit, especially its role in local economic development [3]. Future economic development based on coffee crops can be initiated by promoting agrotourism.

Scholar points out that the development of agrotourism by involving culture and local wisdom in farming and land management are able to increase local economic earnings [4]. These practices especially important to promote local wisdom and traditional knowledge of many communities in developing countries. The development of coffee-based agrotourism will increase the economic earning of the coffee farmer and the local community in Dampit [5]. Moreover, developing agrotourism also important to educate the visitor about coffee cultivation and production. Thus it can be concluded that the aims of this study were not only to develop the concept of agrotourism but also to increase the standard of living of community [5,6].

METHODS

The research was done following a qualitative approach [7]. The functions of SWOT analysis are to get information from the situation analysis and describe the internal (strengths and weaknesses) and external (opportunities and threats) factors that determine the strategy [7]. The first step was collecting data by surveys or observations technique on four areas which are Ampelgading, Sumbermanjing Wetan, Tirtoyudo, and Dampit. Furthermore, we analyzed the potential of tourism in each region according to the topic of research. From the numerous criteria

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that stated in this study, Dampit Sub-regency selected as an observation site, and the Amadanom Village has selected as a focus of the study. The results of pre-research indicated that Amadanom Village has potential and can be developed as agrotourism. The Amadanom location is strategic that is located on Highway of Malang-Lumajang, making this tourist attraction is easy in terms of accessibility.

RESULTS AND DISCUSSION

Amadanom is one of the centers of coffee production in Dampit. Recently, there are some efforts of agricultural diversification through the idea to develop coffee-based agrotourism [8]. Recently, the initial community group to handle and manage tourism potentiality in the village has been established, with the coffee farmer community group (locally called *Kelompok Tani* or *Poktan*) as the main actor in tourism development. Amadanom Village has five farmer community groups, including Harapan, Makmur 74, Trisno Manunggal, Sinar Tani and Barokah Ahmadi. The results of pre-research showed that among the five farmer groups, community group Harapan is the most active group (farmers) in cultivating coffee and making coffee as a new tourist attraction in the form of agrotourism [9].

Poktan Harapan has a main goal, which is to improve the welfare of all coffee farmers and avoids conflicts among coffee farmers, especially in Amadanom. Besides that, it also served to provide information related to the cultivation, processing, and distribution of coffee by holding the training monthly. The training was attended by almost 20 participants who were all heads of each farmer group. Each trainee was expected to apply the knowledge they gain to increase and develop their farm [1]. Unfortunately, the training only focuses on cultivating seeds and improving the quality of coffee crops. There had been no training related to the development of the coffee plantations as a place for tourism.

Field research found that human resources are still poor in tourism resources management. The potential value of numerous resources for agrotourism development in the village is poorly understood. The community in Amadanom Village through *Poktan* Harapan has been declared their village as Amadanom coffee farm ecotourism. However, the implementation of ecotourism has been rarely understood and practiced. The name uses the word ecotourism, but there are no ecotourism practices in the activities. The community group of *Poktan*

Harapan has poor knowledge about tourism and seems to be lack of philosophy of ecotourism especially agrotourism. *Poktan* Harapan has coffee farmer member with its own lands, but they unable to integrate farming activity (i.e. seedling, planting, maintaining and harvesting) into agro-tourism.

Ecotourism implementation

Recently, ecotourism has been promoted as ideal tourism activity to promote environmental conservation, local economic development, and local culture promotion [10]. Scholar points out that there are important aspects should be meet by ecotourism, including education, nature conservation, and increase local economy grows [11]. Ecotourism is the form of sustainable tourism [12]. Following such principles, some findings were described below:

1. Education

Field observation confirms that there are no education aspects in ecotourism program in Amadanom coffee farm. There is a wide area of coffee field and coffee processing activity, but there is no tourist guide available to explain the coffee and its processing [11]. It leads to the tourist's poor knowledge of coffee. Whereas the tourists' understanding of the coffee plant is very important. Tourists can learn how to cultivate a coffee plant, know the varieties of coffee plants, and understand the coffee processing into a product that is ready for consumption.

2. Nature conservation

Agrotourism coffee processing is expected to preserve the coffee garden by practicing various techniques appropriate in cultivating coffee. In the development of tourist and visitor infrastructure, they also used local material. The controversial aspect in infrastructure development, however, related to the establishment of the permanent toilet and praying room in the central position in the coffee garden by local government. This lead to the decreasing quality of scenic beauty of coffee garden landscapes [8].

3. Increase of community economic status

The ecotourism in Amadanom has been believed able to increase economic earning of the local family who joins the ecotourism program [10,13]. The farmer stated that direct selling to tourist through agro-tourism mechanism has a positive impact on the economic earning. It is because of the

received price is higher than paid price by the coffee factory in Dampit. Ecotourism program is able to increase revenue from coffee.

4. Sustainability

The implementation of ecotourism in the coffee farm in Amadanom was less sustainably. One of the reasons for this situation is because tourism is still at the beginning of development. There are, however, high spirits for tourism development among *Poktan* member and village officer of Amadanom. They have the spirit to develop rural tourism in Amadanom based on coffee. The high enthusiasm is the important aspect for future tourism development in Amadanom.

SWOT Analysis on the Development of Kampung Kopi Amadanom

1. Strengths

Coffee from Indonesia has been internationally recognized. This is shown by 4C (*Common Code for the Coffe Comunity*) certificate achievement by Indonesia coffee. One of the famous coffees from Indonesia was origin from Dampit, Malang Regency in East Java. About 90% of coffee from Dampit, the majority is Robusta, has been exported to numerous countries [3]. In Dampit, *Coffea canephora* (var. Robusta) was cultivated at the area with elevation 800 mdpl, with suitable temperature and proper crops management. Harvesting and the post-harvesting process was done traditionally, and therefore it is environmentally sustainable.

In Amadanom, tourism-based coffee has been introduced and initiated as one of the diversification of coffee crops. Recently, there are new tourism object in the coffee garden. Groups of farmer develop café in coffee orchards environment. Located at the side of provincial road Lumajang-Malang, the café was easy to find and has high accessibility from the visitor. In this Cafe, the visitor can enjoy Dampit's coffee in coffee orchards. There are some facility has been established to increase visitor satisfaction. Local movement and private sector have supported the development of the facility. The toiled and room for praying was provided by local government, and the visitor gazebo was provided by PT Krebet Baru.

2. Weakness

The farmer group (*Poktan*) is the pioneer and recently is the main actor in coffee agrotourism in Amadanom. Among numerous farmer groups, only one group - *Poktan* Tani Harapan – which actively promote and implement agrotourism in coffee orchards area. The problems are related to the low capacity of human resources. Not all community members in Amadanom and people who actively involved in tourism program in Amadanom aware about the potentiality of tourism to generate alternative economic revenue.

There is still improvement needed in the development of ecotourism in Amadanom coffee area. It is including increasing community understanding in tourism service, tourism planning, and tourism program development. The community with tourism awareness is the community with good understanding and awareness about tourism, and able to actively participate in tourism development and provide good service to the visitor who visits the recreation area [14].

As far, the marketing effort of coffee farm owner was not optimal. Amadanom has social media (i.e. Instagram), but it seems not effective to promote Amadanom. Social media as an *electronic word of mouth* that is significant to use in order to increase the existence of coffee-based agrotourism in Dampit [15].

3. Opportunity

The opportunity for the development of Coffee agrotourism in Amadanom came from the tourists who visit nature-based tourism attraction in Banyu Anjlok tourism. The location of Amadanom located between Banyu Anjlok and Malang, and tourist from Malang potentially visit Amadanom as coffee-based agrotourism destination. The Dampit coffee also received positive appreciation from consumer and has been known as one of the best coffee in Indonesia. The agrotourism coffee management can receive income from the visitor who visit Amadanom, buy and order coffee for them and their family.

4. Threat

Dampit sub-regency has a wide area of the coffee plantation, and the idea to

diversify coffee orchards as the tourist attraction to increase economic revenue can be copied by other sub regency or village. This can be a competitor for coffee agrotourism in Amadanom.

SWOT Analysis on the development of *Kampung Kopi Amadanom* It can be seen from table 1 and 2 as follow. The tables showed that *Kampung Kopi Amadanom* has the strength score of 3.5 while the weakness showed the score -2.8. Thus the accumulated value of this internal factor is 0.7; this value formulate that the strategy must utilize the strength and minimize the weakness.

Table 1. The Internal Factor at *Kampung Kopi Amadanom*

No	Internal Factor	Scoring			Σ
		Weight	Rating	Score	
STRENGTH					
1	Amadanom is the largest coffee producer in East Java	0.5	3	1.5	3.5
2	Amadanom is one of the regions which have coffee attraction	0.3	4	1.2	
3	There were a lot of potential labor	0.2	4	0.8	
Sub score		1			
WEAKNESSES					
1	Lack of supporting facilities and infrastructure	0.5	-3	-1.5	-2.8
2	The arrangement of the area was not interesting	0.3	-3	-0.9	
3	Lack of human resources	0.2	-2	-0.4	
Sub score		1			
TOTAL SCORE				0.7	

Table 2. External Factor at *Kampung Kopi Amadanom*

No	External Factor	Scoring			Σ
		Weight	Rating	Score	
OPPORTUNITIES					
1	Supported from the government for Amadanom	0.6	4	2.4	3.2
2	One of the tourist place that offers ecotourism concept	0.4	2	0.8	
Sub score		1			
THREATS					
1	Environmental issues about tourist areas	0.5	-2	-1.0	-2.5
2	The condition of areas have the potential of erosion	0.5	-3	-1.5	
Sub score		1			
TOTAL SCORE					0.7

Table 2 showed that the value of the opportunity was 3.2 and the threat score was at the value of -2.5. The external factor obtained an accumulation of 0.7. This may indicate that Amadanom has to take advantage of existing

opportunities and minimize threats. Thus, the accumulation value of SWOT matrix analysis result was (0.7; 0.7), it showed that the condition of agrotourism of Amadanom in the position of quadrant I, as shown in Figure 1.

Figure 1. SWOT Result

Development Strategy of Amadanom

Strategies that need to be undertaken to support Amadanom as agrotourism village by the considerations of strengths and opportunities on resources, among others, as presented in Table 3. The strategy that recommended to improve the agrotourism in Amadanom was SO strategy (Strength and Opportunities). In this strategy, Amadanom should do promotion [14]. Promotion is one of the most important elements which include several action plans to inform the current or prospective customers about the development of a good product, its price, and availability [16]. By using promotion, encourage the actual and potential customers to travel a destination (agrotourism) through the spreading of information could be reached [12,14,15].

The development of technology such as online or digital marketing system can be used to promote Amadanom as interesting destination [17,18]. Furthermore, Amadanom should hold an activity such training program to all managers to increase and develop their human resources capability [1]. Training is the process that provides employees with the knowledge and the skills required to operate within the systems and standards set by management [11].

Table 3. The Development Strategies for Amadanom as Agrotourism Matrix

EFAS	IFAS		
	STRENGTHS		WEAKNESSES
	a. Amadanom is the largest coffee producer in East Java. b. One area that has the coffee agro Tourism concept c. Have a number potential human resources		a. Supporting facilities and infrastructure are still limited b. The location design uninteresting c. Its human resources are unskilled
OPPORTUNITIES a. There is government support related to the development of Amadanom as agrotourism b. The only tourist place that offers the concept of agro-tourism		Strategy SO a. Do promotion b. Training to all managers c. Spatial planning and arrangement	Strategy WO a. Increase the attractions b. Increasing the number of tourism facilities and infrastructure
THREATS a. Environmental issues b. The potential for erosion / landslide		Strategy ST a. Establish a monitoring and evaluation system by involving communities and stakeholders b. Rehabilitate the ecosystem of tourist areas	Strategy WT a. Conduct training on nature conservation b. Provide an understanding of agro-tourism c. Location setting

CONCLUSION

SWOT analysis indicated a framework for helping the planners to identify the strategies of achieving goals. The SWOT analysis is expected to provide information related to the strengths, obstacles, challenges, and efforts that must be anticipated and undertaken to manage the Amstirdam Coffee Village in order to attract and increase the number of tourist arrivals.

Kampung Kopi Amadanom has been applying the concept of agrotourism since 2016 by introducing the natural potential in terms of coffee farming also provides education about coffee processing for tourists. *Poktan* Harapan developed the concept. However, the development and management were still low. This is due to lack of information and knowledge about tourism, especially agro-tourism. The finding shown that the appropriate strategies that should have been done were aggressive strategy by 1) doing aggressive promotion, 2) training to all managers and 3) spatial planning and arrangement. Adopting implementing Internet technology was the best and useful result to make Amadanom better known by the visitors.

Internet nowadays became apart from channel to collect information, offer enterprises the opportunity to market goods and services to more customer than ever before. Moreover, Amadanom has to increase their human resources capability. Training for all managers could be useful to improve their knowledge and solve the problem at Amadanom. The effective training and development programs for employees can help and resolve conflicts within an organization. And the last important factor

that useful was spatial planning and arrangement.

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