



STRATEGY ANALYSIS OF AGRO-TOURISM DEVELOPMENT IS STRAWBERRY FARM MALINO, GOWA REGENCY, SOUTH SULAWESI

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ABSTRACT

Agrotourism begins with ecotourism. which is the fastest growing among other tourism development models around the world, and is receiving serious attention. Besides contributing to the diversity of tourism objects and attractions that can synergize with other tourist attractions, agro-tourism can also increase and create new agricultural values, and encourage the development of agro-tourism support services such as information services, transportation, accommodation, culinary, product souvenirs, rentals. Agricultural Equipment And Others. Thus the development of IS Strawberry Farm agro-tourism will provide economic benefits for many stakeholders around IS Strawberry Farm. The method used in this study is the CSI customer satisfaction index method. The results of the study obtained that the total accumulated value of CSI Information Sources with a CSI value of 0.50, the importance of transportation services 0.63, accommodation used 0.75, the management unit provides facilities 0.71, culinary visits 0.64 , Souvenirs and souvenirs visited 0.45. which means that the level of tourist satisfaction of Agrotourism Is Strawberry Farm towards the indicators based on table 2.3 Criteria for the Value of the Customer Satisfaction Index Interpretation is in the Very Dissatisfied category. Due to the condition of the strawberry garden at that time, it was a learning experience so that the number of ready-to-harvest fruit was reduced and there was no time to do pruning and structuring existing facilities.

Keywords: Agro-tourism development strategy, is strawberry farm, customer satisfaction index CSI.

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INTRODUCTION

Agrotourism begins with ecotourism. which is the fastest growing among other tourism development models around the world, and is receiving serious attention. Andrew, et al (2017). Agrotourism is developed in developing countries as a potential development model to maintain natural resources and support the process of improving the economy of local farmers,

Andriani, et al (2020). Can provide economic improvement alternatives to agricultural management activities, resources, and to generate income for local communities. In general, the contribution of this sector can be seen from 5 types of business fields, namely Information, Transportation, Accommodation, Culinary, Souvenirs and Souvenirs.



One of the important indicators that can explain the general description of Agrowsata from a place is of course the number of tourists who visit which are usually categorized into Archipelago Tourists (Winus) and International Tourists (Wisman). South Sulawesi in Figures 2015 Central Statistics (BPS - Statistics Indonesia), Wisnus noted that there were 82,435 tourist visits to Kab. Gowa in 2016 recorded 128,166 where one year later there was an insignificant increase to 131,484 visits.

Number of Tourists registered at the IS Strawberry Farm Agrotourism. In 2017 and then until 2021 this agrotourism recorded a number of tourists in 2017 with the number of visitors reaching 9,840 in the following year noting the number of visitors was not too significant, namely 9,930 visitors in 2018 in 2019 the Global Covid 19 disaster hit the tourism sector including Agro-tourism IS Strawberry Farm. In that year Agrotourism IS Strawberry Farm was only visited by 3,720 tourists as well as in the following year in 2020 which forced the manager of Agrotourism IS Strawberry Farm to open and close agrotourism in accordance with government policy on that day it was recorded that only 1,212 in the following year 2021 was still in a pandemic condition. Agrotourism IS Strawberry Farm recorded the number of visitors at 1,800 tourists.

The development of agro-tourism in addition to contributing to the diversity of tourist objects and attractions that can synergize with other tourist objects, Atrianingsi, et al (2019). can also increase and create new agricultural values, and encourage the development of agro-tourism supporting services such as information services, transportation, accommodation, culinary, product souvenirs, rental of agricultural equipment and others. Thus the development of IS Strawberry Farm agro-tourism will provide

economic benefits for many stakeholders around IS Strawberry Farm, including farmers, business actors and providers of agro-tourism support services. Bria, et al (2020). In an effort to formulate a strategy for developing IS Strawberry Farm agro-tourism in Malino, a study on the formulation of a development strategy is needed. to support the optimization of the competitiveness of Agro-tourism Is Strawberry Farm.

RESEARCH METHODS

This research will be conducted in June 2022 in Gowa Regency, South Sulawesi Province in Tinggimoncong District, Pattappang Village. The location selection is done purposively (deliberately). The location was chosen because the village has Strawberry orchards. The CSI method is used because it can measure a person's level of satisfaction with a product/service. The IPA method is used to map the relationship between interests and satisfaction of each Anggraini, et al (2015). Attributes offered. The questionnaire is the main instrument that will be used in the science method. The level of importance and level of satisfaction are measured using a Likert scale weighting which has a scale of 1 to 5.

2.1 Sampling technique

This research was conducted at Agrotourism IS Strawberry Farm referring to the tourist population of IS Strawberry Farm. The sample technique used was accidental sampling. The number of samples in the study was determined using the Slovin formula

$$n = \frac{N}{N(d^2) + 1}$$

Information:

n = Number of samples



N = Total population

d = Precision (Uncertainty tolerance)

1.2 Data Analysis Techniques

The analytical technique used is qualitative and quantitative. Qualitative analysis is used to determine the potential of agro-tourism Is Strawberry Farm, while quantitative data analysis uses descriptive statistics to determine the descriptive of tourist opinions on the development of Agro-tourism Is Strawberry Farm.

- Collect many items relevant to the topic
- Submit items to respondents
- Taking respondents' ratings, both positive and negative
- Make an analysis by calculating the Likert scale using the Likert scale formula Draw a conclusion.

Table 4. Operational Definition of Agro-tourism Variables Is Strawberry Farm.

No	INDICATOR
A. Information Source	
1	Social Media
2	Bus Representative
3	Car Rental Manager
4	Families
B. The transportation used	
5	Tour Bus
6	Car rental business
7	Private cars
8	Two Wheeled Vehicles
C. Accommodation used	
9	Hotels
10	Villas
11	boarding houses
12	Residents' houses
D. Facilities used	
13	Garbage dumps
14	Available Meeting Place.
15	Gazebos and Places of Worship
16	There is a Photo Spot
E. Culinary visited	
17	restaurants
18	Food Stalls
19	Traditional Market
20	Café/ Warkop

F. Souvenirs and Souvenirs visited

21 Modern market

22 Traditional Market

23 Street Vendors

24 grotourism Merchandise

Analysis Method

Descriptive Methods and Quantitative Approaches According to Suryana in (Pangaribuan, 2018) descriptive methods are used to look for elements, characteristics, properties which are carried out through survey techniques. Meanwhile, the quantitative approach means the collection of data to be processed in the form of numbers.

CSI Customer Satisfaction Index Method

Analysis Method Descriptive Methods and Quantitative Approaches According to Suryana in (Pangaribuan, 2018) descriptive methods are used to look for elements, characteristics, properties which are carried out through survey techniques. Meanwhile, the quantitative approach means the collection of data to be processed in the form of numbers.

$$MIS = \left[\frac{\sum_{i=1}^n Yi}{n} \right]$$

$$MSS = \left[\frac{\sum_{i=1}^n Xi}{n} \right]$$

Information:

Yi = Importance value of attribute to i

Xi = Value of attribute satisfaction to i

n = number of respondents

a. Make Weight Factor (WF) WF, which is the presentation weight of the MIS value per attribute to the total MIS of all attributes, with the formula:

$$WF = \left[\frac{MIS_i}{\sum_{i=1}^p MIS_i} \times 100\% \right]$$

Information :



MIS_i = Average value of i importance

$$\sum_{i=1}^p MIS_i = \text{Total mean importance from i to p}$$

a. Making the WS Weight Score (WS) is the multiplication weight between WF and the average level of satisfaction of each attribute or MSS

b. Determining the CSI scale The consumer satisfaction scale commonly used in the interpretation of the index is a scale of 0 to 1 or zero to one hundred.

$$CSI = \left[\frac{\sum_{i=1}^p WSI}{HS} \times 100\% \right]$$

Information :

HS = High Scaled (the number of scales used during the study is 5).

Table 1. Customer Satisfaction Value Criteria Index (%)

Index Number	Interpretation
0 ≤ x ≤ 20	Very Dissatisfied
20 < x ≤ 40	Not satisfied
40 < x ≤ 60	Quite satisfied
60 < x ≤ 80	Satisfied
80 < x ≤ 100	Very satisfied

Source: Rangkuti, 2006.

RESULTS AND DISCUSSION

Based on the table below, the source of information is Y 2.51 and X 3.72, while WF is 0.67, WS 2.51 the final result of CSI information media is 0.50.

Table 4. Sources of Information

Sources of Information				
Y	X			
MIS	MSS	WF	WS	CSI
2.51	3.72	0.67	2.51	0.50

2.51	3.72	0.67	2.51	0.50
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Source: Data Processed 2022.

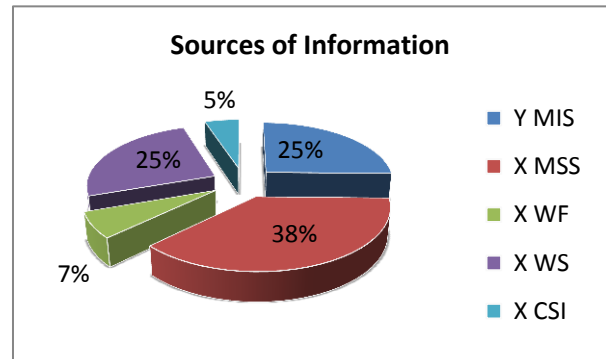


Figure : Graphics of information sources.

Table 11. CSI Transportation.

C				
Y	X			
MIS	MSS	WF	WS	CSI
3.17	3.89	0.81	3.17	0.63

Source: Data Processed 2022.

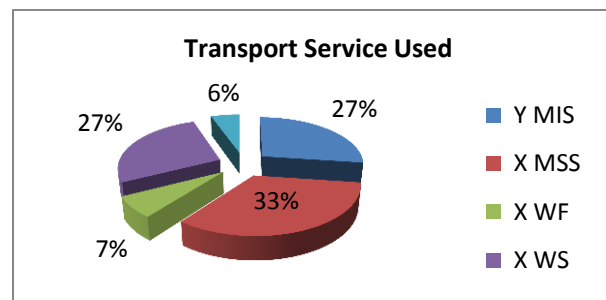


Figure: Transport Service Used

Table 12. CSI Accommodation.

Accommodation used				
Y	X			
MIS	MSS	WF	WS	CSI
3.77	2.93	1.29	3.77	0.75

Source: Data Processed 2022.



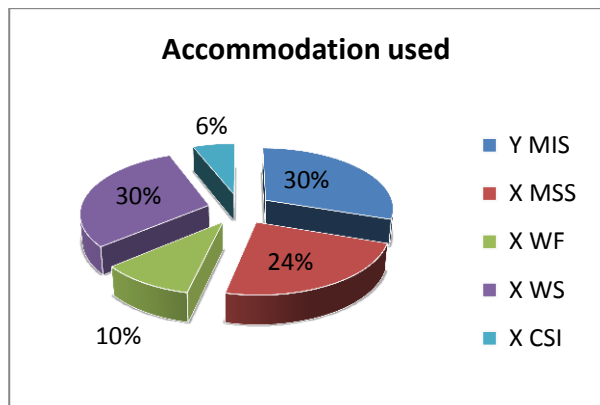


Figure: Accommodation used

Table 13. CSI Facilities.

Management Unit Provides Facilities					
Y	X				
MIS	MSS	WF	WS	CSI	
3.56	2.90	1.23	3.56	0.71	

Source: Data Processed 2022.

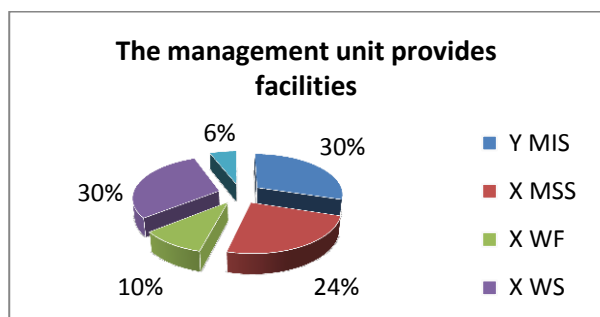


Figure: The management unit provides facilities

Table 14. CSI Culinary.

Culinary Visited					
Y	X				
MIS	MSS	WF	WS	CSI	
3.20	3.12	1.03	3.20	0.64	

Source: Data Processed 2022.

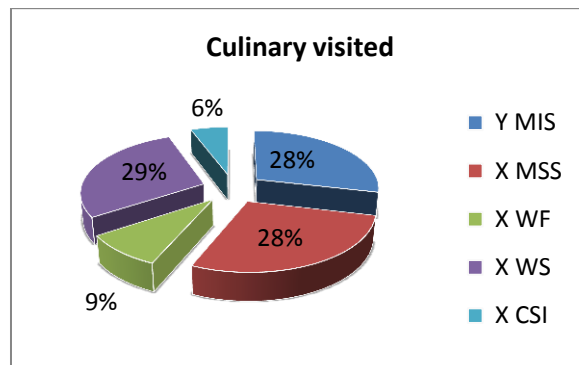


Figure: visited culinary.

Table 10. CSI Souvenirs and Souvenirs.

Souvenirs and Souvenirs.					
Y	X				
MIS	MSS	WF	WS	CSI	
2.25	3.19	0.71	2.25	0.45	

Source: Data Processed 2022.

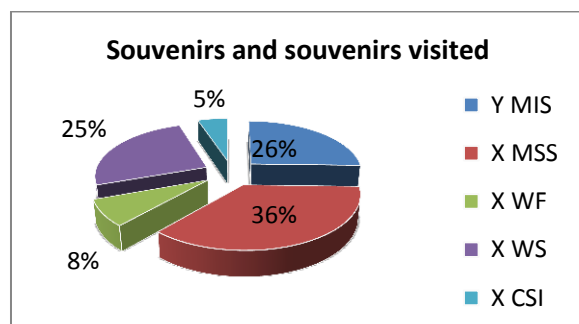


Figure: Souvenirs and gifts visited

A. Results of the Customer Satisfaction Index (CSI)

CSI is used to measure the level of satisfaction of Is Strawberry Farm tourists who visit when conducting research on a product/service. It can be seen in the table below. Sources of information according to tourists based on the results of processing the CSI method are at 0.50 which means Very Very Dissatisfied, followed by the importance of Transportation services at 0.63 which means Very Dissatisfied, then on the Accommodation used according to tourists, it is at 0.71 which means it is very Dissatisfied, In the Management Unit Providing Facilities in the table it is recorded 0.71 which means it is in the Very

Dissatisfied category, Furthermore Culinary Visited by tourists the CSI value obtained is 0.64 which means Very Dissatisfied and the last indicator is Sovenirs and Souvenirs. The CSI value obtained reached 0.45, which means Very Dissatisfied.

Table 17. Customer Calculation Results Satisfaction Index.

No	Indicator	Interpretation	CSI
A	Resources	Very Dissatisfied	0.5
	The Importance of Transportation	Very Dissatisfied	0.6
B	Services	Very Dissatisfied	0.3
	Accommodation	Very Dissatisfied	0.7
C	used Management Unit	Interpretation	0.7
	Provides Facilities	Very Dissatisfied	0.6
E	Resources	Very Dissatisfied	0.4
	Indicator	Very Dissatisfied	0.5

Source: Data Processed 2022.

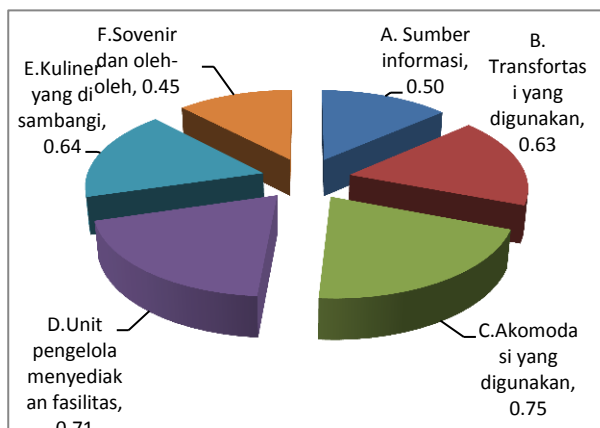


Figure : CSI Indicator Results.

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