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2 DEVELOPMENT OF "AL BAROKAH" ORGANIC AGRICULTURE CLUSTER AS VILLAGE TOURISM DEVELOPMENT OF "AL BAROKAH" ORGANIC AGRICULTURE AS VILLAGE TOURISM CLUSTER

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ABSTRACT

Ketapang village at Susukan Subdistrict, Semarang Regency, Central Java Organic farming has grown. Achievement of this village along with a group (cluster) Al Barokah farm organic rice farming field has been highly recognized at regional, national, and even international. In addition to his achievements in the field of organic to the village is very beautiful and great potential as a tourist destination area. This is corroborated by the results of the study of Central Java Regional Research Council (2011). Ketapang village at Susukan Subdistrict, Semarang Regency, Central Java Organic farming has grown. Achievement of this village along with a group (cluster) Al Barokah farm organic rice farming field has been highly Recognized at regional, national, and even international. In addition to his achievements in the field of organic to the village is very beautiful and great potential as a tourist destination area. This is corroborated by the results of the study of Central Java Regional Research Council (2011). Due to the cluster member society, the main activity is organic rice farming, the Tourism Village Educational on Organic Field. The market potential is wide open given the increasing awareness of healthy food organic based. There was also a trend of people on vacation enjoying the countryside. However, because of tourist arrivals is not much, it would require the development of specific strategies to the cluster. Due to the cluster members of society, their main activity is organic rice farming. The potential market is wide open given the increasing awareness of healthy food organic based. There was also a trend of people on vacation enjoying the countryside. However, because of tourist arrivals is not much, it would require the development of specific strategies to the cluster. This paper is based on research which conducted by the method of observation to the location, observation of the web (www.albaorganic.com) and some social media, became guests (tourists) in the village and also conducted interviews with village leaders (clusters leaders). This paper is based on research conducted by the which the method of observation to the location, observation of the web (www.albaorganic.com) and some social media, became guests (tourists) in the village and conducted interviews with village leaders (clusters leaders). Descriptive analysis were done based on Tourism Based Community and Cluster Development Theories. Descriptive analysis were done based on Tourism Based Community and Cluster Development Theories. Findings from our study indicate that the village of Ketapang yet widely known as a tourist village. The number of guests who have been less than the maximum or the capacity to receive guests (tourists) a lot left. Already recognized by the villagers about the benefits of receiving travel guests include organic rice will be more popular that demand for rice will also increase. They will also be more involve women farmers who have produced a wide range of processed food products. Based on discussions with community leaders agreed on the existence of specific activities in the field of tourism. Development will be done by forming special teams, using online media (especially those already owned) and promotion by personal selling. Cluster members are optimistic this particular field can run well. Our study found that the village of Ketapang not yet widely known as a tourist village. The number of guests who have been less than the maximum or the capacity to receive guests (tourists). Already recognized by the villagers about the benefits of receiving travel guests include organic rice will be more popular that demand for rice will also increase is. They will also be more involve; women farmers who have produced a wide range of processed food products. Based on discussions with community leaders they agreed on the existence of specific activities in the field of

tourism. Development will be done by forming special teams, using online media and promotion by personal selling. Cluster members are optimistic this particular field can run well. Its because they have the resources, including personal. It is because they have the resources, including good personality. They just need some training and other development activities They just need some training and other development activities.

Key word: tourist village, cluster, organic farming, village development Keyword: tourist village, cluster, organic farming, village development

INTRODUCTION

Organic Farming has growing in the Ketapang Village at Susukan District, Semarang Regency. Farmers at those organic farming into Al Barokah Cluster. The main harvest of these groups is an organic rice. The marketing area of Al Barokah's organic rice including Jakarta, Bandung, Bogor, and several cities in Central Java. In connection with the activities of organic farming and its beautiful natural environment, Ketapang Village is very interesting to be visited by tourists, especially traveler with themed organic educational. This is confirmed by research conducted in Central Java Regional Research Council in 2011 to identify their potential Ketapang village as a tourist destination areas, it is in terms of Attractions, accessibilities, amenities and aciallery services. The description of the potential Ketapang village are as follows:

- Attraction: They are producer of organic rice (agricultural products are unique), a beautiful natural landscape, how to learn environment.
- Accessibilities : easy to reach (9 km from Salatiga) with good road, impassable public transport and is included in the path (network) other tourist destination (Rawa Pening, Ambarawa and Salatiga).
- Amenities : have parking facilities, places of worship, lodging (home stay), inadequate public toilet facilities. Although not yet available additional services (eg, ATMs) but the village is already connected to the internet.

Findings from our study indicate that the village of Ketapang is not yet widely known as a tourist village. The number of guests who have been less than the maximum or the capacity to receive guests (tourists) a lot left. This paper will discuss how to develop Organic Farming Village to be Tourism Village.

LITERATURE REVIEW

3 Cluster

A simple definition of a cluster is "the geographical concentration of industries which gain advantages through co-location" (Bosworth and Broun, 1996). A Simple definition cluster is a groups of companies and spatially dominated by one sector. This definition use by researchers who conduct research cluster in the developing country (Schmitz and Nadvi, 1999). A broader definition is the "geographic concentrations of inter-connected companies and institutions in a particular field" (Porter, 1998). Nowadays, AC initiatives are starting to be seen as a key approach to help promote the agricultural sector of developing countries. Agriculture Cluster initiatives are starting to be seen as a key approach to help promote the agricultural sector of developing countries. The promotion or inducement of such clusters has The promotion or inducement of such clusters has Table 2. Commonalities and differences of approaches to support clusters in developing countries Similarities Differences (Nogales, 2010) commonalities and differences of approaches to support clusters in developing countries Similarities Differences (Nogales, 2010).

1 Cluster approaches recognize that all the actors in the agricultural value chain are often more innovative and successful when they interact with supporting institutions and other actors in the supply chain. Cluster approaches recognize that all the actors in the agricultural value chain are more innovative and successful when they have interaction with supporting institutions and other actors in the supply chain. By promoting vertical and horizontal links between local agricultural enterprises, as well as supporting relationships between them and facilitating organizations (eg local governments, research institutes and NGOs), cluster policies promote the diffusion of innovation, as well as the use and generation of important local externalities. By promoting vertical and horizontal links between local agricultural enterprises, as well as supporting the relationships between them and facilitating organizations (eg local Governments, research Institutes and NGOs), cluster policies promote the diffusion of innovation, as well as the use and generation of important local externalities. ACs can also enhance access to markets and information. ACs can also enhance access to markets and information. (Nogales , 2010) (Nogales, 2010).

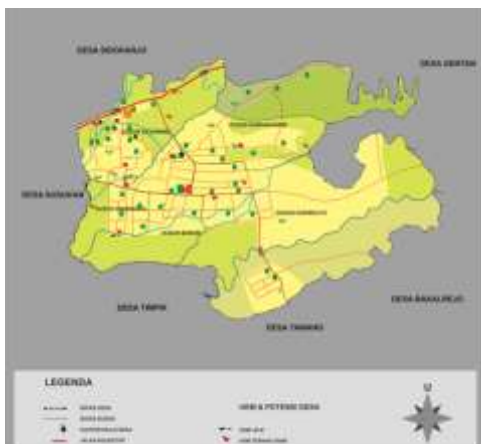
The World Tourism Organisation defines sustainable tourism as 'tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities' (UNWTO, 2012). The World Tourism Organization defines sustainable tourism as "tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities' (UNWTO, 2012). Brohman (1996) states that 'community-based tourism development would seek to strengthen institutions designed to enhance local participation and to promote the economic, social, and cultural well-being of the popular majority' (p.60). Brohman (1996) states that 'community-based tourism development would seek to strengthen institutions designed to Enhance local participation and to promote the economic, social, and cultural well-being of the popular majority'. Hatton (1999) describes CBT as innovative tourism development in local communities, involving individuals, groups, small business owners and local organizations and governments. Hatton (1999) describes as innovative CBT tourism development in local communities, involving individuals, groups, small business owners and local organization and governments.

METHODOLOGY

Data Gathering by interview with the leader of Al Barokah Cluster, Obsevation on Location. Data gathering by interview with the leader of Al Barokah Cluster. We also did observation on location. Researcher also do participation research, we the practice of being a guest for 2 days.

RESULTS AND DISCUSSIONS

The Location



Map of Ketapang Village, Susukan District , Semarang Regency , Central Java . Maps of Ketapang Village, Susukan District, Semarang Regency, Central Java.

Sources : (bps.go.id) (Sources: bps.go.id)

Activities in the field of Organic Farming Cluster

In 2007 received the Technical Assistance of Green Ear Net and Thailand on the standardization of organic products. In year 2012, the project received certification from the LSO Inoffice ISO 6729.2010 No. 062 / LSPO-003-IDN / 10/12. Until 2015 there were 16 Farmer Group, 158 farmers in five villages namely Ketapang, Timpik, Koripan, Kenteng, and Sidoharjo Area in District Susukan been certified by the ISO Inoffice no. 062/LSPO- 003-IDN/10/15 dengan luasan 332,76 hektare. 062 / LSPO- 003-IDN / 10/15 with an area of 332.76 hectares. The scope of certification is rice (white, black, red), glutinous rice (black and white), bran (brown rice and black rice), flour (white rice, brown rice and black rice).

Tourism in Ketapang Village

- Guest / Tourist who come to Al Barokah : Guests with the purpose of learning about organic farming, it usually comes from a farmer groups from other regions, researchers in the field of agriculture (undergraduate up to doctoral students, and another researcher)
- Organization Member Companies :Secondary school children are learning to live in the village (live in or Field trip). Long stay guests: for a researcher or farmer groups usually stay longer (one week up to three months). Guests who stay for the purpose of Live in staying shorter (three to five days) They live in for personality development, organizational development, the introduction of environmental and others. In connection with the activities of tourism, in the village there are two groups of people who have been serving the arrival of guests.
- Group of Learning Center Al Barokah : Learning Center is an institution were established for organic farming instructional media. They learn among others. Material of learning are the introduction of organic farming, manufacturing of organic pesticides and organic fertilizer production. Learning Center Al Barokah Group support training activities either for farmers or members of the outside community (including tourists who come to visit).
- Women Farmer Group II (Annisa) : Annisa Women Farmers Group is a group formed for the empowerment of women farmers in the village. The group is active in harvesting their crops. The main activity is a routine meeting, savings and loans, and produces a variety of local food. In the tourism activities Annisa women farmers annisa role in providing food services and accommodation, also sales souvenirs. Before guests arrive, board member or Cluster will hold a meeting to organize a guest's arrival, things that need to be addressed It is a welcome activity, distribution of the population living in the home and guest activities during on-site.

Hospitality as perceived by guest

Guests feel comfortable with the situation and the environment of the village. Ketapang Village like other villages, most residents work as farmers. Therefore environmental conditions of the village is still fresh. Guests were impressed with acceptance committed by citizens. Ketapang villagers always were very accepting of tourists, it is indicated when we arrived. In extreme events, where the host does not know if it will be used as a host. They still will graciously receive the guests. Tourist placed in the main bedroom (the best area of the residents). Guests will treated food more than enough. There are many alternates menu that is served by the host, and even the main menu meets the four criteria healthy food. All of the farmers have will be served to guests, regardless of profit and loss. Guests experience is quite exciting, they follow host's activities as a farmer.

Is Al Barokah well known as Tourism Village?

To determine whether Al Barokah has been known as a tourist village, we do some searching on albarokah activities in tourism, we found on the internet.

- Googling "Al Barokah " we only found "organic farm" When we googling "Al Barokah" we only found "organic farm".
- Googling "Al Barokah Tourism Vilage ", we didn't find any result. When we googling "Al Barokah Village Tourism", we did not find any result.

There are no information from Al Barokah that they can receive guest/tourist ? Also there are no upload information from guest that had been visited Ketapang Village. So how Ketapang village as a place of organic farming became tourist village? All can occur because of the networking that occurs among Agricultural Cluster with various parties. Cluster administrators also actively present their activities and their villages. It was the emergence of demand for activity tourism in Ketapang Village District of Susukan. Thus a lot more to do personal selling.

CONCLUSION

Ketapang Village have attractiveness in the field as producer of organic rice (unique agricultural products), knowledge in the field of organic farming, sustainability on environmental aspect, and beautiful natural landscape. Ketapang have Organization which is already well. There are two groups of farmers commissioned to manage tourism activity at this organic farm. They will give what they have for consumption and accommodation guest. This corresponding with character of rural community. However, they need to be considered aspect business. They no take into account aspect business, so that still will be big question is tourism activities will give benefit ekonomi for community?

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