

STUDY OF THE POTENTIAL OF BALOHAN VILLAGE, SUKAJAYA DISTRICT, SABANG CITY AS AGRO-TOURISM

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ABSTRACT

The city of Sabang is one of the national and foreign tourist destinations because of the beauty of the natural panorama and the available infrastructure. Weh Island is also blessed with agricultural resources so that it has the potential to be developed into an agro-tourism area. The potential of agro-tourism in Sabang City has not been fully developed and utilized optimally. The purpose of this study is to identify and analyze physical, biophysical conditions including facilities, social, economic, and cultural as well as provide recommendations to be developed into agro-tourism. This research was conducted qualitatively and exploratory in nature, using a case study approach. Data collection techniques for inventorying physical, social data from sites and infrastructure using observation methods equipped with data recording instruments (cameras) to obtain information about agro-tourism. Descriptive data analysis and the analysis results obtained related to agro-tourism potential were also analyzed using SWOT (Strengths, Opportunities, Weaknesses and Threats) analysis. The results showed that Sukajaya District could be developed into agro-tourism because it has the potential of various fruit orchards, horticultural gardens and vegetable gardens. It is necessary to provide educational tourism programs, recreation, and economic tourism so that they are sustainable by taking into account the ecological system, economic growth, and local socio-cultural.

Keywords: agro-tourism, sustainable, potential, Sabang island

INTRODUCTION

The city of Sabang is one of the main tourist cities in Aceh Province, and as a strategic area because it is located on international shipping lanes which act as a gateway for investment inflows from within and outside the country. Sabang also plays a role in coordinating the Southeast Asian tourism zone with access to Phuket and Langkawi (BPKS, 2016; Ma'ruf et al., 2018; Sianipar, 2019). Sabang as an archipelagic region is certainly very supportive of tourism development, Sabang's nature is very beautiful and stored a variety of flora and fauna that can be enjoyed by tourists (Zalikha, 2015; Simangunsong, 2021). Tourism is a travel activity for individuals or groups to visit certain destinations, with the aim of recreation or to learn the uniqueness of tourist areas in a short period of time (UU RI No 10 of 2009). Tourism in principle involves the active participation of the community who have strategic concepts based on local wisdom and the uniqueness of the community, so that they can be used optimally (Setyaningsih., 2016). Agro-tourism or agricultural tourism is an effort to place/utilize local natural resources (agricultural sector) into the tourism sector. Agrotourism is a series of agricultural tourism activities from the beginning of production to agricultural products with the aim of expanding knowledge, understanding, experience, and recreation and business in agriculture for visitors. (Windia, et al., 2013; Yanti et al., 2016; Nurisjah 2001).

Natural resources in agro-tourism activities are agricultural commodities, natural scenery, and cultural activities of the community. Activities that are generally carried out when visiting agro-tourism are activities related to agriculture, fishing activities, tourism planting various vegetables and picking various kinds of fruit, shopping at farmers' retail markets, enjoying animals/birds on farms, milking cows, riding horses, picnic while enjoying the agro-tourism area, cycling or walking in the agro-tourism area, eating at the local agro-tourism area's specialty food and agricultural education programs. To develop an agro-tourism, it is necessary to identify the potential of the landscape at the location including the potential of natural resources and socio-cultural. Thus, sustainable agro-tourism needs to be supported by potential natural resources and local socio-cultural conditions (Alfian et al., 2020). The potential of Agrotourism in Sabang City has not been fully planned properly, it still needs development so that it can be utilized optimally. Therefore, a study of the potential of agro-tourism is needed so that agricultural commodities in Sabang are not only directed at agricultural production but also have a tourism selling value and increase income and community welfare as well as optimal agro-tourism. The purpose of this study is to identify

and analyze the physical, biophysical conditions including facilities, social, economic, and cultural Sabang City, especially Sukajaya District and provide recommendations to be developed into agro-tourism.

LITERATURE REVIEW

Definition of Agritourism

UU 10 of 2009 concerning Tourism defines tourism as a travel activity carried out by a person or group of people by visiting certain places for recreational purposes, personal development, or studying the uniqueness of tourist attractions visited in a temporary period. Tourism is a variety of tourist activities and is supported by various facilities and services provided by the community, entrepreneurs, government and local governments. Government through a Joint Decree of the Minister of Tourism and Post and the Minister of Agriculture. Government through a Joint Decree of the Minister of Tourism and Post and the Minister of Agriculture No. KM.47/PW.004/MPPT/89 dan No. 204/KPTS/HK050/4/1989, defines "Agrotourism is a tourism activity that utilizes agro-business as a tourism object to expand knowledge, recreational experience and business relationships in the field of agro". Agrotourism is a tourist destination with objects and attractiveness of agricultural land or those related to agriculture (Putra et al. 2018). According to Irwan et al., (2021) Agrotourism is a form of empowering natural resources, landscapes and rural communities that have the potential to improve the economy of the community in the village. Agrotourism can be an educational tour for all segments of the community while doing recreational activities. (Aristya et al. 2017; Irwan et al. 2019).

The Principles of Agrotourism

In developing an agro-tourism, education needs to be done to the visiting tourists regarding the importance of an act of nature conservation; Minimize activities that can damage tourism areas; economic benefits are entirely devoted to the preservation and improvement of the welfare of the local community; utilize energy sources, protect local flora and fauna and in the process of developing agro-tourism, must adjust to the surrounding environment; its development respects the boundaries of local wisdom of the local community (Pitana,2002). In the development of this agro-tourism, it should include agro-educational tourism, agro-recreational tourism and agro-economic tourism which are interrelated and support each other in order to remain sustainable.



Figure 1. Agrotourism Scheme

(Source: Analysis result. 2022)

Agro Educational Tourism

This tour consists of a series of activities that aim to add insight and knowledge related to agriculture and animal husbandry. The facilities needed are fruit, vegetable and animal husbandry plantations and processing/training processing of fruit/vegetable crops and livestock products.

Agro Recreational Tourism

This tour consists of a series of activities that are recreational and create experiences/challenges in the area of agro-tourism. Several alternative facilities that are suggested include Outbound Area; Tree house, Children's play ground; Flying fox and other play facilities.

Agro-Economy Tourism

This economy-based tourism is a series of activities, among others, visitors can experience picking and harvesting their own garden produce, including fruits, vegetables, secondary crops and other plants which can later be weighed and purchased. It can also be considered that visitors can enjoy the fruit harvest for free while in the agro-tourism area of the fruit garden. Other agro-economic tourism facilities are in the form of a fruit market (Market) and a restaurant serving processed garden products (restaurant).

Concept of Sustainability in Agrotourism Landscape

In the development of an agro-tourism, it is important to apply the concept of a sustainable landscape so that the development of agro-tourism in addition to improving the welfare of the community also protects local natural resources. The concept of sustainability is carried out by taking into account the local ecological system, economic growth, and socio-

cultural. Sustainability concept in conservation farming system by combining water conservation and soil conservation. Through this agricultural system, erosion can be reduced so that agricultural land can be sustainable, farmers' incomes will increase which has an impact on becoming more prosperous and preserving natural resources (Sinukaban, 2007).

Evaluation of the Ecological, Spiritual and Social Sustainability of the Land

Land clearing and land use changes into agro-tourism functions, other supporting facilities need to be anticipated through conservation of agricultural land. To develop agro-tourism to be sustainable, it is necessary to involve community participation and of course support from the government. (Routray & Malkanthi 2013). Other important factors that need to be considered are the physical nature of the land, society, socio-culture, economy, technology, legal and policy aspects, supply and demand of agricultural tourism, and the experience gained by tourists when visiting agro-tourism areas. These factors need to be analyzed to plan an appropriate agro-tourism development model.

RESEARCH METHODS

This research was conducted qualitatively and exploratory in nature, using a case study approach. This research was conducted in Sabang City, Aceh Province, Sukajaya District, Balohan Village, the location of the object of this research is agricultural land. (Figure 2). This research was conducted from June to July 2022.

Data Collection

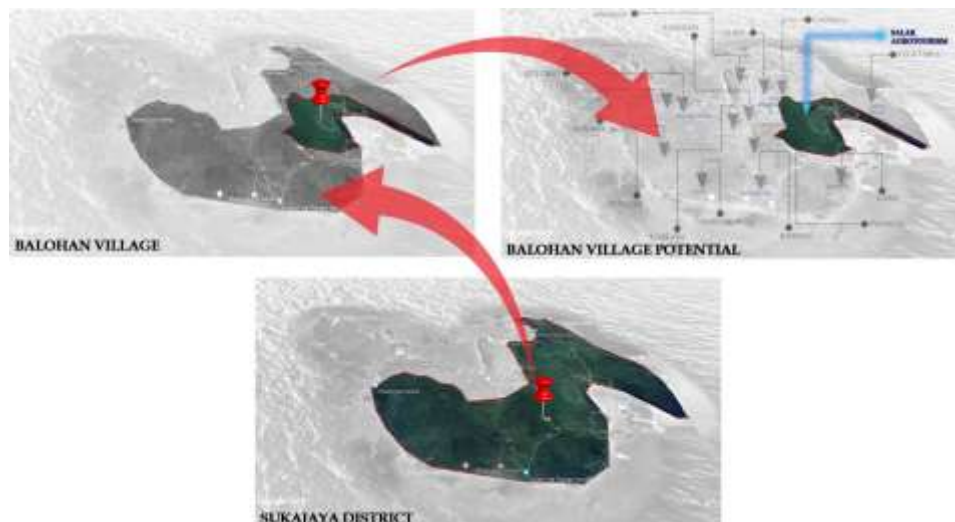


Figure 2. Map of the research location (Source : google Earth,2022)

Primary data is obtained from field observations while secondary data is from literature studies and the results of previous studies. Secondary data includes geographic data of the

research area, agro-climatic data, monographs, and regional maps. The tools used in this research are camera, writing equipment, and Adobe Photoshop CS 5, and Microsoft Word. The materials used in this research are biophysical data, regional map data from Google Earth, regional administrative data, local agricultural commodity data and documentation of the existing condition of the site.

The Data Analysis Method

Potential study data that has been collected were analyzed descriptively. Data analysis in this qualitative research was carried out before entering the field, during the field and after in the field. Furthermore, the data obtained related to the potential of agro-tourism were also analyzed using a SWOT analysis (Strengths, Opportunities, Weaknesses and Threats).

RESULTS AND DISCUSSION

Geographical Condition

The area that is the location of agricultural agro-tourism research is in Balohan Village, Sukajaya District, Sabang City, Aceh Province, geographically it is between the coordinates of 05,460 –05,540 North Latitude 95.130 - 95,220 East Longitude. Sukajaya District is located at an altitude of \pm 308 meters above sea level, with an area of about 6 082.12 hectares and the total area of Balohan Village is about 772.41 hectares. Based on village potential data, the Sukajaya Sub-district administratively borders the Andaman Sea, Sukakarya District in the north, the Indonesian Ocean in the south, the Indonesian Ocean in the east, and Sukakarya District, the Indonesian Ocean in the west. This area has agricultural resources and very potential landscapes to be developed as objects and tourist attractions, agricultural potential can be developed into agro-tourism objects and attractions.

Location and Accessibility

Balohan Village is one of the villages in Sukajaya District, Sabang City which is the center of entry and exit for all residents' needs to Weh Island by sea. For sea routes, there are 2 (two) types of ships used, namely Ferry ships and Express motor boats. Accessibility to Balohan Village as an agro-tourism area is relatively easy which can be reached from the direction of the Balohan port, the main road to agro-tourism is an asphalt road with good condition connecting between villages to agro-tourism, this road is passed by private cars, public transportation, and motorbikes. (Figure 3). The main road to agro-tourism on the left and right of the road does not yet have a display

of ornamental plant sales, so the road looks deserted. Access is a very important aspect that needs to be considered in supporting agro-tourism areas for visitor facilities.



Figure 3. (a) Condition of connecting roads between villages (b) road to agrotourism
(Source : Widia, 2022)

Facilities and Utilities

Public facilities in the agro-tourism area are government facilities, village offices, roads, education, health, mosques, clean water, electricity and energy. The utilities in Balohan Village are the electricity network, water, wells, PDAM and water needs are fulfilled because they use springs. Supporting facilities for tourism activities are already available at the research site, such as mosques and inns (Figure 4). However, there are still lacking facilities to support agro-tourism such as unattractive resting places, souvenir stalls and cleaning facilities around the site.



Figure 4 (a) Mosque (b) inn
(Source : Widia, 2022)

Topografi

The city of Sabang is located at an altitude of approximately 28 m above sea level. The morphological condition is dominated by mountains, which is about 48.17% of the total area. In more detail, Sabang City covers 1.01% plains, 5.02% sloping plains, 31.70% undulating

plains, 14.10% steep. The slopes of Balohan Village as the research location vary greatly, namely very steep topography >40 % (108.52 ha), mountainous 15 40 % (410.33 ha), wavy 5 15 % (177.31 ha), and sloping 2 5 % (76.25 ha) (Sabang City Government, 2012). These varied slopes provide a beautiful view of the hills as well as an attractive visual value for visitors. (Figure 5).



*Figure 5 The topography of Balohan Village is mountainous and hilly.
(Source : Widia, 2022)*

Soil and Climate

The dominant soil type in Sabang City is Latosol. The general nature of this soil is solum with a granular or spice soil structure to earthquakes. The soil type conditions in Balohan Village are Andosol; Chocolate Podsollic; Grumosol (131.29 hectares), Andosol; Podsollic chocolate; Litosol (5.57 hectares) and Podsollic cocoa; Podsolik red yellow; Grumosol (624.92 hectares). Climatic data in Sukajaya District was obtained from Meteorological Station Class III Maimun Saleh, a description of climate conditions in Sukajaya District, namely the monthly average temperature of 26.5 °C, the average monthly humidity of 85.31%, the average wind speed of 6 m / seconds and the average air pressure is 997.6 mbar. The average monthly rainfall is 197.2 mm with the highest rainfall in December of 355.4 mm and the lowest rainfall in February of 20.5 mm. (Badan Pusat Statistik Kota Sabang, 2022).

Agrotourism Object

A place that has the potential to become an agro-tourism object includes (1) agro-tourism objects, (2) a distinctive agricultural culture, (3) facilities and infrastructure, (4) community support, (5) human resource capacity, (6) agro-tourism programs, (7) institutions that support/manage agro-tourism programs, (8) services for agro-tourism activities, (9) government support (10) partnerships. Balohan Village has the potential of various natural resources that have the potential to be developed into agro-tourism. Some of the potential objects and tourist attractions in Balohan Village are unspoiled landscapes, fruit gardens

(avocado, salak), secondary crops (corn), vegetable gardens and horticultural gardens (curly chili, cayenne pepper, eggplant, long beans, cucumber, tomato).

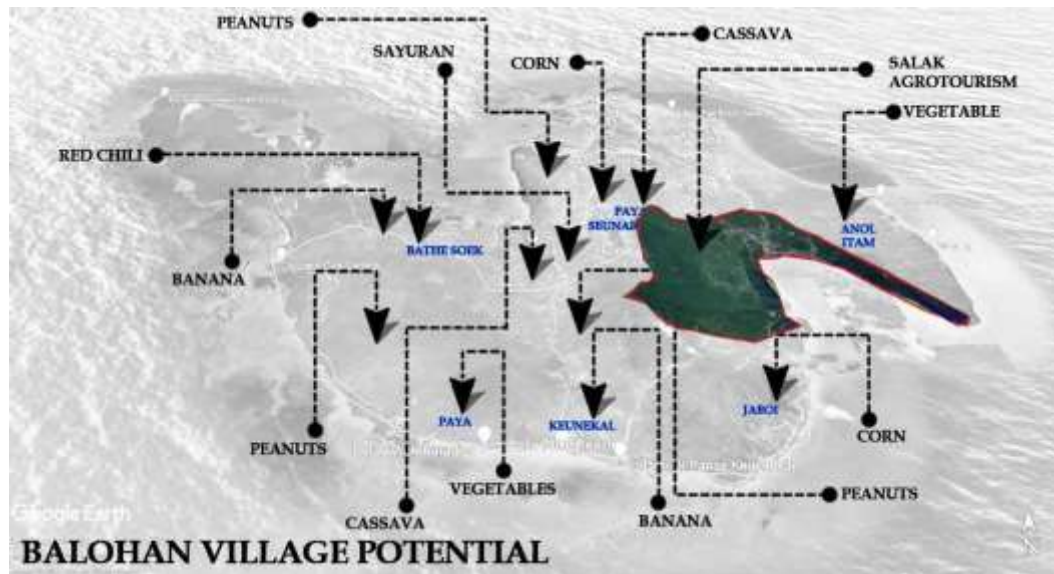


Figure 6. Potential of Agro-tourism Commodities in Sukajaya District
 (Source : Analysis Results, 2022)



(A,B) Fruits, dan (C) Palawija
 (Source : Widia, 2022)



Figure 7 3. (1,2,3,4,5,6). Vegetable and Horticultural Garden
 (Source : Widia, 2022)

Based on the results of the potential survey, Sukajaya District has economic value because it has the potential for agro-tourism objects of various fruit and horticultural gardens and vegetable gardens that can be processed and developed for the benefit of the community if managed properly and correctly.

Community Support

The people of Sukajaya District do not fully understand the concept of agro-tourism. Increasing the capacity of rural communities is very important as an effort to increase community participation in agro-tourism development, through training related to tourism and agro-tourism and the community also needs to be involved in planning for agro-tourism development in their area (Nurhidayati 2012).

After identifying various factors and data related to the potential of agro-tourism in Sukajaya District, both from the biophysical and socio-cultural aspects, this potential can be formulated with a strategy presented in Table 1:

Table 1. Analysis of Agrotourism Potential Sites in Sukajaya District, Sabang City

INTERNAL FACTORS	
Strength	Weakness
<ul style="list-style-type: none"> • Sukajaya District is one of the areas in Sabang City which is designated as an agro-tourism area. • Its rich natural potential as a tourist attraction is supported by the existence of Commodities of Fruits (Salak & Avocado), secondary crops and vegetable gardens. • The community has activities that support educational activities such as farming and raising livestock. • The hospitality of the people in Sabang City • Accessibility to agro-tourism is very easy. 	<ul style="list-style-type: none"> • The absence of a tourism management organization • Not maximal insight and understanding to the community about agro-tourism potential. • Lack of supporting facilities for the development of agro-tourism • Inadequate infrastructure, especially public transportation to get to agro-tourism
EXTERNAL FACTORS	
Opportunities	Threat
<ul style="list-style-type: none"> • It has the potential to be a place for natural education for visitors. • Can attract investors to develop tourism objects • Potential to improve the local community's economy 	<ul style="list-style-type: none"> • Development of agro-tourism areas if not planned carefully will have a bad impact on the existing natural potential.

Recommendations for Agrotourism Development Model in Sukajaya District

Based on field observations, recommendations for the development of agro-tourism in Sukajaya District require the following stages: (1) zoning of tourism objects, both fruit orchards, farms and agro-tourism support facilities (markets and restaurants, and other facilities). (2) penyiapan Sumber Daya Manusia dan kelembagaan untuk pengelolaan agrowisata (3) perbaikan sarana jalan (4) pembuatan program-program kegiatan agrowisata preparation of Human Resources and institutions for agro-tourism management (3) improvement of road facilities (4) development of agro-tourism activity programs for visitors, namely agro-educational, educational and economic tourism. Assistance from related parties is needed to help develop this agro-tourism program (5) improvement of land and resource management for the sustainability of agricultural systems and communities (6) increased insight in processing agricultural products, livestock and their marketing (7) preservation and development of local traditional arts and culture that can be applied to agro-tourism activities. Social values, mutual cooperation, and spiritual-religious are still high so they need to be maintained (8) increasing cooperation with related parties for the development of agro-tourism.

CONCLUSION

Sukajaya sub-district has agro-tourism potential with fruit gardens, including superior commodities of salak fruit, avocado and other fruit crops and horticulture and vegetable gardens. This agro-tourism potential is one of the tourist attractions for visitors that can have an impact on improving the community's economy, in the form of community income, job opportunities, and business opportunities. In addition, the potential of agro-tourism provides benefits for education, environmental conservation, namely soil and water, increasing the aesthetic value and natural beauty and recreational activities. As a place of recreation, agro-tourism managers can develop other facilities to support the needs of tourists, such as restaurants, accommodation, places to sell agricultural products such as fruits, food and others. For that, it needs the support of various parties to make it happen.

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