

Development of Educational Tourism Based on Arabica Coffee Plantations in Belantih Village, Kintamani District, Bangli Regency

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ABSTRACT : This research is located in Belantih Village, Kintamani District, Bangli Regency, was conducted to find out how the potential for coffee plantation-based educational tourism was, the obstacles faced and strategies for developing coffee plantation-based educational tourism. Data collection techniques in this study were observation, interviews, documentation, literature study. The analysis carried out is qualitative data analysis and SWOT analysis. The results of the study show that there are 4 tourism product businesses that use plantation land managed by local communities without the help of investors, so far there have been no major investors involved in the development of coffee plantation-based educational tourism in Belantih Village. In the development of coffee plantation-based educational tourism in the Belantih Village area, there are various obstacles ranging from the lack of training from the department for tourism development which is declared feasible and has potential, ranging from obstacles to unfair competition in selling a coffee product, and not many attractions that can make tourists stay longer. Programs that can help develop educational tourism based on coffee plantations are by making coffee plantation tour packages utilizing the potential of nature, culture, providing training for the community.

Keywords: *Educational tourism and development*

I. INTRODUCTION

Educational tourism is an innovation towards tourist destinations that combines tourism and education, packaging activities that have effective quality by improving learning patterns for visitors. Bali, which is known to be comfortable and has an attraction that is well known in all circles, both abroad and has a must-visit tourist position that has the best ranking position in the world. Bali as the prima donna of Indonesian tourism is known for its arts, culture and tourism industry and has a variety of natural tourism potentials for agrotourism, ecotourism, spiritual tourism, and so on. The province of Bali consists of 8 (eight) regencies, namely: Badung Regency, Buleleng Regency, Gianyar Regency, Karangasem Regency, Jembrana Regency, Klungkung Regency, Tabanan Regency, and Bangli Regency and 1 (one) municipality, namely Denpasar. Bangli Regency is one of the regencies that is not inferior to other regencies in tourism development. There are many potentials, namely ecotourism agricultural land in the form of coffee. Coffee is an important commodity in global trade, after oil, one type of coffee traded and developed in Indonesia is Arabica coffee. Arabica coffee is one of the coffees developed in Indonesia that currently has a distinctive coffee taste and has its own uniqueness from various regions, and the sales segment in the market is very expensive.

Bangli is one of the areas that has the highest area and coffee plantations when compared to other districts. The potential of agro-tourism that can be used as educational tourism in Belantih Village should be managed properly to improve the welfare of the community and can support regional tourism. This will have a positive and negative impact on the people who live in the Belantih Village area, a potential producer of educational tourism that uses coffee plantations such as natural resources, farming and others, so that they are formed and managed properly with existing potential such as arabica coffee. In addition to being the largest sub-district in Bangli Regency, Kintamani is also known as the center of tourism in the district. Having the potential for natural tourism that is already well-known makes Kintamani District one of the tourist destinations that must be visited by tourists while on vacation to Bali.

Belantih Village located in Kintamani District is a village that has the potential to develop natural potential that prioritizes the community in developing strategies with the main commodity, namely Arabica coffee plantations. Until now, Belantih Village still maintains the existence of coffee and has advanced institutions, namely subak abian kerta waringin, subak lunjangan which has been carried out through household-

scale organic farming, both products made from coffee with the type of arabica coffee with a coffee cultivation system using a cropping system, namely intercropping (lined up with citrus plants) arabica coffee from Belantih Village which has a taste like citrus (citrusy) original Balinese coffee with dominant coffee that does not leave a mark in the mouth. The dry land area is 620.00 Ha and the plantation land area is 338.90 Ha when compared to the percentage of land and plantations, the percentage of land in Belantih Village has reasons and has criteria for being a good tourist in using land as a means of education that utilizes natural potential that has potential and is manage to benefit society in the future. There is a business that has the potential and can be used as an educational tourism potential and is already running in Belantih Village, namely Belantih Coffee Farms, which stands alone with good facilities and uses privately owned coffee plantations, the potential that is owned, such as camping, farming systems, having fun with nature, sorting coffee, processing coffee, and enjoying it. There are two that have the potential but lack of facilities and lack of understanding and knowledge in using existing potential such as Arabica coffee plantations, and the need for government support and improvement programs, trainings to increase and develop the potential that does have potential in Belantih Village.

II. LITERATURE REVIEW

There are five reviews of previous research results. The first research conducted by Sifa (2011) entitled "Development of a National Park as an Educational Tourist Attraction (Gunung Leuser National Park in Bukit Lawang Village, Bahorok District, Langkat Regency, North Sumatra Province)". This study explains and describes the tourism potential of Gunung Leuser National Park which was developed into an educational tourist attraction. The second research, namely by Afina Suliastyaningrum (2015) as for the results obtained in this study, namely about "The Process of Community Empowerment Through Cocoa Processing in Chocolate Village Educational Tourism in Plosorejo Village, Kedamangan District, Belitar Regency" where community empowerment is carried out through cocoa plant processing with the preparation stage, results stage and evaluation. The third research on tourism destination journals is related to the analysis of ecotourism potential and the response of the people of Peninjoan Village, Tembuku District, Bangli Regency by I Gusti .Agung Oka Mahagangga & I Komang Agus Sugiarta who both discussed tourism potential by studying community responses in Peninjoan Village and focused on on the community's response to achieving development in Peninjoan Village. The fourth research "Local Community Participation in Management of Educational Tourism in Cau chocolate Agrotourism" by Ni Nyoman Astriani Giri (2017). This study applies the theme of educational tourism, namely cau chocolate agrotourism which is an alternative and wants to change the pattern of mass tourism visits into special interests, prioritizing nature and environmental conservation. The fifth research "Strategy for the Development of Kum Kum Tourism Park as Educational Tourism in Palangkaraya City" by Evi Fitriana (2018). This research makes alternative references that have a positive impact on the development of education and infrastructure development to improve the educational strategy of the regional autonomy framework and make tourism objects, especially nature-based educational tours.

III. RESEARCH METHODS

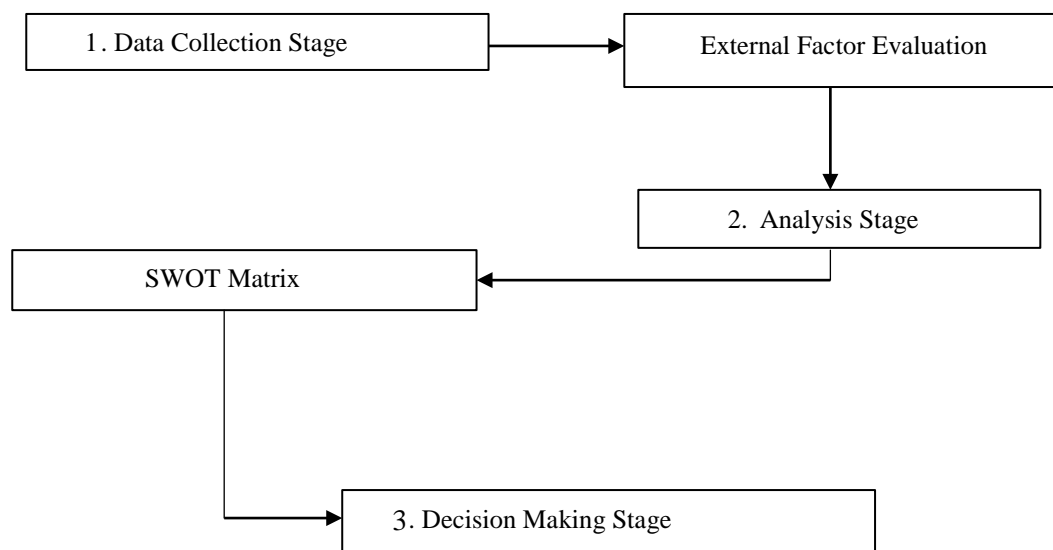


Figure 1. Conceptual Framework (Rangkuti, 2003)

This research took place in Belantih Village, Kintamani District, Bangli Regency, Bali Province which is an area that has the potential to be used as an education-based tourism using coffee plantation land and natural

beauty owned by Belantih Village and is expected to be profitable for the community for Belantih Village in the future. The type of data used in this study, namely qualitative data. The qualitative data referred to in this study is an overview of the research location, in-depth interviews with certain informants and information obtained from direct observation.

The data collection techniques in this study were observation, interviews, literature study and documentation. Observation is used to see and observe things that are necessary and still not realized by others, such as observing and understanding the activities in the research location and understanding the intentions and events that took place at the Belantih Village location, Kintamani District, Bangli Regency. Interviews were used with structured informants regarding strategy development and education on the potential for educational tourism in Belantih Village, Kintamani District, Bangli Regency. The informant determination technique used in this research is purposive sampling. The criteria for the informants in question are: 1) Informants must have knowledge of the depth of data on the object of research, 2) Informants must have extensive knowledge of the object of research (Bugin, 2007: 107). The informants selected in this study were the Bangli Regency Tourism Office, Kelian Adat in Belantih Village, Village Heads, Community and Arabica coffee plantation owners in Belantih Village, local entrepreneurs, and farmers. The data analysis technique used is descriptive qualitative, and SWOT analysis.

IV. RESULTS AND DISCUSSION

Development Strategy Based on the Strength of Coffee Plantation-Based Educational Tourism in Belantih Village

1. The existence of farmers' businesses has been able to create jobs for local communities
The existence of farming businesses has been able to provide employment opportunities to reduce unemployment according to the existence of (individual) farming businesses, especially businesses that use agricultural land and generally employ local residents as labor. Farming that uses agricultural land has made it easier for local residents to find work, besides that many local residents are experts in tourism or want to continue their education in tourism.
2. The existence of a farming business involving community agricultural land creates opportunities to increase income for providers of agricultural land rentals for activities and food.
The existence of profitable farming businesses and helping entrepreneurs who have agricultural land, plantations have been able to help local community businesses, for example as land providers and so that there are more jobs for the people of Belantih Village.
3. The quality of people's lives increases
With the existence of farming using agricultural land, plantations in the form of coffee, improving the quality of life of the community, parents can send their families to education so that there is an increase in the quality of human resources and the younger generation.
4. Business development pays attention to the environmental carrying capacity of plant and animal conservation
The management of a business in the Belantih Village area has realized the importance of protecting the environment, preserving the environment is a shared responsibility, especially for business owners in Belantih Village. This is done by carrying out conservation efforts such as waste management, involvement in other conservation activities.
5. The existence of equal roles of men and women in the development of a business in Belantih Village
The equal involvement of men and women in the development of a business in products has also been implemented in the Belantih Village area. The equality of roles applied can improve the quality and sustainability of businesses in Belantih Village.

Development Strategy Based on the Weakness of Coffee Plantation-Based Educational Tourism in Belantih Village

1. Participation or involvement in planning or decision making in the coffee business in Belantih Village is still lacking
The low involvement of the community in developing a product is one of the weaknesses, because the lack of community involvement will result in a conflict, even though the community is a major condimen in developing an attraction in the form of educational tourism involving community plantation land.
2. People are not ready to face the incoming foreign culture
With the development in the form of educational tourism that uses agricultural land and coffee plantations, the community is not ready for the incoming foreign culture, but the rigid nature of thinking it is good to adapt the incoming foreign culture will result in a setback in a business.
3. Bangli Regency government policies have not focused on the tourism sector

The role of the government is not only as a licensing regulation but also in the issuance of tourism development policies. The Bangli Regency Government certainly has a special institution in managing tourism and has issued policies related to tourism development, but in reality many governments are not too focused on the tourism sector so that the development of the tourism sector in the Bangli region seems slow compared to other districts and there are many violations and crimes that create a bad impression on tourism in Bangli Regency. There are also many policies that are not communicated with tourism actors, causing misunderstandings between the government and tourism actors, especially those in the Kintamani area.

4. Tourism organizations have not been fully formed
The lack of availability of tourism organizations is also a weakness in the development of educational tourism businesses in the Belantih Village area. With the collaboration with BUMDES as an institution that has a wider space to increase job opportunities that do have potential. Organizations that become a form of container for achieving a goal, will cause tourism actors to be more focused. The development of a targeted educational tourism business is in accordance with the wishes and abilities of the manager or owner regardless of the state of other educational tourism businesses or even the condition of tourism in the Belantih Village area. The existence of the organization has now begun to develop in the Belantih Village area, but there are still many tourism actors who do not even realize or feel the benefits of the organization.
5. The quality of human resources in tourism is low
The low quality of human resources in the tourism sector is also a weakness in developing accommodation businesses in the Kintamani area, this also results in the quality of services provided not being optimal. No wonder many tourists feel they do not get the appropriate quality of service.

Opportunities for Development of Coffee Plantation-Based Educational Tourism in Belantih Village

1. Social media as the most effective promotion
Social media is one of the effective promotional media, especially for entrepreneurs of a coffee product. Besides being easy to access, promotion through social media also doesn't cost a lot. Many tourists who want to stay somewhere before will see how the conditions and comments of previous visitors are through social media. The Kintamani coffee shop was the first to feel the impact of promotion through social media. Visitors who visit the coffee shop will share their photos through social media so that it will be seen not only among visitors' friends but also outsiders. The Belantih Village coffee shop is one proof of the successful use of social media as a promotional media, this of course can be used as an opportunity for Belantih Village Arabica coffee entrepreneurs.

Threats for Development of Coffee Plantation-Based Educational Tourism in Belantih Village

1. There is a price war between coffee entrepreneurs in the Belantih Village area
The increasing number of coffee product businesses in the Belantih Village area will unknowingly lead to a price war among coffee product entrepreneurs. To offer low prices, if this happens, many coffee business products will go bankrupt due to a much lower price war.
2. Lack of information related to products or tourist attractions in Belantih Village on the internet
As the most effective media today, information dissemination on the internet does not require a long time to disseminate information. The lack of related information about coffee products in Belantih Village on the internet also makes it difficult not only for managers, but also tourists who are interested in buying farming products in the form of coffee in Belantih Village.

Some strategies that can be formulated in the development strategy of Arabica coffee-based educational tourism are as follows:

1. Strength Opportunities (SO) Strategy
This strategy is needed to take advantage of the strengths they have to get opportunities that are outside the attraction of educational tourism. The strategy that can be applied in the development of Arabica coffee plantation-based educational tourism is the existence of farming businesses that are able to create jobs and involve agricultural land to create income-generating opportunities for agricultural land in Belantih Village. Farming businesses that have provided job opportunities in order to reduce the unemployment rate stand individually and employ local workers as labor which indirectly makes it easier for residents to find work. Farming businesses that have created jobs that have not been well organized with unfair competition compare their products with each other but from a positive point of view it has a good impact and affects the survival of the community and indirectly increases the quality of people's lives in business development with carrying capacity. environmental preservation, the equal roles of men and women in the development of a business are considered equal.

2. Strength Threats (ST) Strategy

This strategy is used to take advantage of strengths in dealing with threats. The strategy that can be done in the development of Arabica coffee plantation-based educational tourism is to create and involve farming businesses to create opportunities to add labor and provide agricultural land in Belantih Village. The existence of a price war for coffee entrepreneurs in the Belantih Village area, another strategy relates to the lack of information related to products or tourist attractions in Belantih Village.

3. Weakness Opportunities (WO) Strategy

This strategy is designed to try to minimize weaknesses by trying to take advantage of existing opportunities. An educational tourism development strategy that can be applied in Belantih Village is through effective promotional social media such as electronic media, internet, social media, tiktok and instagram. The Bangli Regency government's policy has not focused on the tourism sector to improve through training and adding facilities that are lacking in Belantih Village. Effective promotional media used by entrepreneurs for a product through social media accessed through promotional media are declared successful and influential which can be used as opportunities for entrepreneurs and make sources of information for cyberspace as a reference for having ideas for future product businesses.

4. Weakness Threats (WT) Strategy

A strategy that aims to minimize weaknesses by avoiding threats. The strategy applied in the development of Arabica coffee plantation-based educational tourism is to create a document with sustainable agricultural land and communities for Belantih Village and of course the community has thoughts that tend to change causing conflicts between land owners and coffee entrepreneurs.

V. CONCLUSION AND SUGGESTIONS

With the accommodation development carried out by the community, it has been able to motivate other communities and have a positive impact on the surrounding community. There is encouragement for businesses that use facilities in the form of coffee plantations as a means of learning or education, not only for the community. Not only does it have an impact on the community, but the public also earns income thanks to the coffee plantation land that is used as a source of business and at the same time provides lessons to manage more deeply and utilize privately owned plantation land. Thanks to the development of businesses that use coffee plantation land, the community becomes more concerned about the environment and maintains the culture of their ancestors that existed before. The government only provides counseling and has not fully supported the existence of businesses made by groups and individuals as well as in terms of licensing and training for the community. In developing coffee plantation-based education, the community in the Belantih Village area experienced various obstacles that were felt by business voters and coffee plantation managers. The biggest obstacle is felt by entrepreneurs, besides that there is fierce competition between entrepreneurs from the area of Kintamani who are generally more in demand. The lack of availability of supporting facilities regarding information via the internet and the quality of human resources who are deep in their fields are still minimal.

Suggestions that can be given by researchers to those involved in research are that local people are expected not to forget their ancestral culture and continue to preserve it. The community can develop accommodation that uses Arabica coffee plantation land in their business and is expected to have a good business plan and the right target so that it does not appear to just follow the existing trend. The community is also expected to establish communication with related parties both from the tourism sector and other fields. Local governments are expected to be active in providing trainings to assist the development of accommodation using coffee plantation land. The government is also expected to provide convenience for people who wish to have a business. Students are expected to be able to contribute knowledge to those who need and are involved. It is also expected to be able to explore problems and provide solutions to the knowledge learned.

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