

Agrotourism As A Means of Improving The Economic Standard of Gumeng Village Residents With The Principle of Integrated Farming

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ABSTRACT

Objective: Rural tourism presents significant potential for economic diversification and community welfare, particularly through the sustainable utilization of natural and agricultural resources. This study explores the development of integrated farming-based agrotourism in Gumeng Village, Gondang District, as a strategy to enhance local economic growth and village self-sufficiency. **Method:** A qualitative descriptive approach was employed, utilizing documentation analysis, interviews, direct observations, and secondary data review from village reports and relevant literature. This methodological framework provided a comprehensive understanding of the existing agricultural potential and its integration into tourism development. **Results:** The findings highlight that Gumeng Village possesses considerable agrotourism potential, particularly in secondary crop cultivation, durian and rambutan plantations, and mountainous camping sites. These resources offer opportunities for structured agrotourism development, contributing to increased Village Original Income (PAD) and fostering economic resilience among the local community. **Novelty:** This study provides an empirical basis for agrotourism as a driver of rural economic transformation. The findings emphasize the role of agrotourism in promoting village self-sufficiency, encouraging infrastructure development, and supporting policy recommendations for sustainable rural tourism initiatives.

INTRODUCTION

One of the sectors with significant potential to improve the community's economy is tourism, especially in rural areas. Agricultural tourism, or agrotourism, is an alternative that can be developed to enhance people's living standards by maximizing the utilization of natural resources [1]. Gumeng Village in Gondang District has great potential for agrotourism development due to its rice farming, durian and rambutan plantations, and camping grounds near the mountain peak. Agrotourism is an alternative approach to improving the rural economy through sustainable utilization of natural resources [2]. However, several issues continue to hinder the progress of this sector.

One major problem is that the camping ground has been inactive since 2019. Although it should attract tourists, a lack of management and promotion has caused the site to become dormant. Additionally, due to the remote location of Gumeng Village, tourists find it difficult to reach. The lack of supporting infrastructure further hampers the growth of the village tourism sector [3].

Tourism has not yet fully utilized the available natural resources. Gumeng Village has the potential to be developed as a nature and agricultural tourism destination due to its scenic beauty. However, there has been no proper approach to managing it. The development of agrotourism is also hindered by inadequate agronomic conditions. Optimizing an integrated agricultural system with the tourism sector can increase agricultural productivity and attract tourists [4]. Integrating agriculture and tourism is an innovative strategy to develop the rural economy sustainably [5].

The development of agrotourism in Gumeng Village is expected to improve community welfare through income diversification by implementing an integrated farming system. This system emphasizes agriculture combined with tourism, education, and environmental conservation in addition to farm production [6]. Integrated farming is a holistic approach capable of optimizing agricultural potential through economic diversification and enhancing rural community welfare [7]. Therefore, the development of this agrotourism initiative can be an innovative solution to existing problems while simultaneously improving the economic standards of Gumeng Village residents.

RESEARCH METHOD

This study uses a descriptive method to provide a systematic, factual, and accurate description of events occurring in Gumeng Village, particularly those related to the opportunities and challenges in developing integrated farming-based agrotourism [8]. The research was conducted in Gumeng Village, Gondang District, during a community service program.

1. **Preparation Stage :** Both primary and secondary data were used in this study. Primary data were obtained through documentation, interviews with village officials, farmers, and local residents, as well as direct observations. Secondary data were obtained from village reports, literature, and relevant institutions supporting this research.
2. **Implementation Stage :** Data collection techniques included observation to assess village conditions, tourism potential, and the existing agronomic sector. Interviews were conducted with key stakeholders such as the village head, farmers, and local business owners to gain deeper insights into the village's conditions and potential [9]. Additionally, documentation was done by recording observations and interviews through photos, videos, and written reports. The collected data were then analyzed descriptively through several steps: data reduction to filter and simplify information, data presentation using tables, graphs, and narratives to provide a clearer picture, and conclusion drawing based on analysis results to offer recommendations for agrotourism development in Gumeng Village.
3. **Evaluation Stage :** By using this methodology, the study aims to provide a comprehensive overview of integrated farming-based agrotourism development as an effort to improve the village economy. The descriptive research methodology

provides a comprehensive approach to exploring complex social phenomena through systematic data collection and in-depth analysis of local community dynamics. The integrated data collection techniques, combining primary and secondary sources, offer a stronger and more holistic understanding of rural development strategies.

RESULTS AND DISCUSSION

a. Agrotourism Potential in Gumeng Village



Figure 1. Types of plants in Gumeng Village

Gumeng Village, located in the mountainous region of Gondang District, has great potential for agrotourism due to its cool climate and fertile land. Fruit-picking tourism and agricultural education can be developed through various plantations, such as durian, rambutan, and banana, as well as secondary crops like corn and sweet potatoes. Tourists can also gain a more comprehensive experience through the concept of integrative farming, which combines agriculture, livestock, and fisheries [10].



Figure 2. Goat pen in Gumeng Village

Gumeng Village has enormous potential in the field of agrotourism, especially in terms of managing the existing agricultural sector. However, much of this potential has not been fully exploited. Several agricultural products that can be developed for agrotourism, such as organic agricultural products, herbal plants and local fruit, have an attraction for tourists who want to learn about environmentally friendly agriculture [11]. Agrotourism that integrates agriculture and tourism can improve the village economy by providing an educational tourism experience. This can not only increase agricultural output but also create new job opportunities, such as tour guides, facility managers and tourist companions.

However, there are several challenges that need to be addressed, such as limited access and underutilization of resources. Infrastructure improvements, digital marketing through social media, and collaboration with government and private institutions for funding and training are some possible solutions [12]. With proper planning, Gumeng Village can develop into a leading sustainable agrotourism village that enhances residents' incomes.

b. Camping Ground Conditions



Figure 3. Campground revitalization and cleaning activities

Although strategically located and potentially attractive, the camping ground has been inactive since 2019. The main reason for its inactivity is the poor condition of the facilities. Given its proximity to nature and potential for outdoor activities, revitalization efforts with an agrotourism concept could enhance its function [13].

The campsite has deteriorated further due to the pandemic, which halted maintenance activities. Additionally, forest fires have damaged vital infrastructure, such as water pipes and electrical networks, leaving the campsite without clean water and lighting [14]. Besides infrastructure damage, the surrounding environment has become overgrown with weeds, making it unsuitable for use without thorough cleaning.

Improving road conditions, restoring infrastructure, and increasing accessibility are necessary steps to restore the camping ground as a prime tourism destination.



Figure 4. Condition of the road leading to the camping ground

c. Agronomy and tourism sector



Figure 5. Gumeng people's nursery

Gumeng Village has quite diverse natural resources. This village has extraordinary natural beauty, but the community does not understand how to manage and market this natural wealth, which is a major obstacle to encouraging tourists. As a result, increasing human resource capacity in this sector requires training. To maximize the natural potential of Gumeng Village, natural resource management must develop attractions that focus on environmental sustainability and maximize the use of natural resources [15]. For example, by encouraging natural tourism such as trekking in the forest, observing flora and fauna, and introducing local agricultural products. Tourists who care about environmental sustainability will be interested in healthy ecosystems that are managed and maintained [16].

Gumeng Village does not yet have a truly developed agronomy sector. Many people who work in the agricultural sector face problems related to environmentally unfriendly agricultural techniques and lack of access to more sophisticated agricultural technology. Strengthening the Agronomy Sector and Community Extension To encourage the growth of agrotourism, farmers and village communities must be trained in more environmentally friendly agricultural techniques, the use of organic fertilizers, and effective management of agricultural products [14]. To increase agricultural yields and increase agricultural competitiveness, appropriate agricultural technologies must also be introduced [17].

Gumeng Village not only has an agronomic business, but also has interesting natural tourism potential, such as a campground near the top of the mountain. If revived, this area can be used as a place for camping, trekking or adventure tourism such as jeep adventure. Nature conservation and environmental education programs can also be

linked to the concept of ecotourism [3]. This development not only attracts tourists, but also preserves the environment and helps local people live better [12].



Figure 6. Gumeng agrotourism consultation activities

In the sector, the residents of Gumeng village are very enthusiastic "thank you for the knowledge and insight that has been shared by the KKN students, along with the provision of PSB (Photosynthetic Bacterial) fertilizer. It is hoped that this will motivate residents to implement an organic farming system which can also attract tourists to study in Gumeng village," said the Gumeng village village secretary.

d. Community Response

Towards Agrotourism Development

At the time of the survey and opening of the KKN, the village head expressed his enthusiasm and appreciation for the student work program "Hopefully all the activities carried out by the KKN students can help improve the economy of the residents and village residents can also gain modern knowledge brought by the students in every activity and seminar."

Regarding the Use of Integrated Farming Systems

In every KKN activity, students ask for opinions from village elders, including Mr. Mudin. During the discussion at Mr. Mudin's house, he said "student work programs are not just about learning according to the standards of the campus, but they also have to participate in mingling with the village community, especially village activities and developing the agricultural sector as well as plantations owned by residents."

Against Campground Improvements

According to Mas Aris, "the revitalization activities carried out by KKN students from UMSIDA have a very positive impact because they can attract more tourists by increasing the rating on Google Maps and promoting it on social media accounts." With great hope, he also expressed that "hopefully the results of the activities of these KKN friends can be continued by village residents, especially by youth organizations in managing village tourism."

CONCLUSION

Fundamental Finding : This study confirms that integrated farming-based agrotourism holds substantial potential to enhance the economic prosperity of Gumeng Village by leveraging its natural and agricultural resources. The findings indicate that strategic revitalization of camping grounds, optimal utilization of secondary crops, and improvements in agronomic practices can transform the village into a competitive rural tourism destination. Community participation and capacity building in agrotourism management are critical to ensuring its long-term success. **Implication :** The results provide valuable insights for policymakers, local governments, and rural development planners in formulating sustainable agrotourism strategies. Enhancing infrastructure, promoting local entrepreneurship, and fostering community-based tourism management can drive economic resilience and rural self-sufficiency. **Limitation :** This study is limited to a single village context, which may restrict the generalizability of the findings to other rural settings with different socio-economic and environmental conditions. Furthermore, the research primarily focuses on economic and agricultural aspects, requiring a broader examination of environmental sustainability and cultural impacts. **Future Research :** Further studies should explore the long-term economic impact of agrotourism on village development, the role of digital marketing in promoting rural tourism, and comparative analyses of agrotourism models in diverse geographical settings to enhance scalability and sustainability.

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- diangkat dalam wisata sehingga dapat memberi nilai lebih terutama pada Petani bersamaan dengan pelestarian sumber daya lahan serta melakukan pemeliharaan terhadap teknologi atau budaya lokal setempat,” vol. 2, no. 2, pp. 77–85, 2021.
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