



Development Study of Kalaodi Agrotourism Area in the City of Tidore Islands

Dini Sulfana Djufri^{1*}, Muhammad Irfan²

^{1*} Bosowa University, Faculty of Engineering, Department of Urban and Regional Planning, Makassar, Indonesia, (ORCID: 0000-0002-6532-9021), dini.sulfana09@gmail.com

² Akdeniz University, Institute of Natural Science, Department of Urban and Regional Planning, Antalya, Turkey, (ORCID: 0000-0003-4629-5943), muhirfanfaizal@gmail.com

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Abstract

This research aims to learn how much potential the development of Kalaodi Agrotourism region in Tidore Archipelago is. The research conducted in Kalaodi Agrotourism region, Tidore Archipelago. The purposes of this research are (1) discovering the potential of Kalaodi Agrotourism region in Tidore Archipelago (2) finding strategies to developing Kalaodi Agrotourism region in Tidore Archipelago. Data collection is gathered by field survey, study literature and obtaining information from respected instances, and using qualitative approach. The data analyzed by using qualitative descriptive analysis to discover the potential of Kalaodi Agrotourism while SWOT analysis is used to find development strategies of Kalaodi Agrotourism in Tidore Archipelago. The development strategies of Kalaodi Agrotourism are using agricultures potential provided in Kalaodi subdistrict which is increasing the quality of agriculture's product, improving the human resource capability in agriculture sector so the people of Kalaodi can developing their own agrotourism, optimizing accessibility, conserving the attractions of local cultures of Kalaodi as the major appeal for tourists to come, as well as requesting government's action to involve the society in improving Kalaodi Agrotourism.

Keywords: Agrotourism, Development Study, Kalaodi, Tidore Islands.

Tidore Adaları-Kalaodi Şehri Tarım Turizm Alanı Geliştirme Çalışması

Öz

Bu araştırma, Tidore Takımadalarında Kalaodi Agrotourism bölgesinin gelişiminin ne kadar potansiyel olduğunu öğrenmeyi amaçlamaktadır. Kalaodi Agrotourism bölgesinde, Tidore Takımadaları'nda yürütülen araştırma. Bu araştırmanın amaçları (1) Tidore Takımadaları'ndaki Kalaodi Agrotourizm bölgesinin potansiyelini keşfetmek (2) Tidore Takımadaları'nda Kalaodi Agrotourism bölgesini geliştirmek için stratejiler bulmaktır. Veri toplama, saha araştırması, literatür çalışması ve saygın örneklerden bilgi alınması ve nitel yaklaşım kullanılarak toplanır. Kalaodi Agrotourizminin potansiyelini keşfetmek için nitel tanımlayıcı analiz kullanılarak analiz edilen veriler, Tidore Takımadalarında Kalaodi Agrotourism'in geliştirme stratejilerini bulmak için SWOT analizi kullanılır. Kalaodi Agrotourism'in geliştirme stratejileri, Kalaodi nahiyesinde sağlanan tarım potansiyelini kullanmak, bu da tarım ürünlerinin kalitesini artırmak, tarım sektöründeki insan kaynakları kapasitesini geliştirmek, böylece Kalaodi halkının kendi agrotourizmlerini geliştirmesini sağlamak, erişilebilirliği optimize etmek, yerel cazibe merkezlerini korumak. Kalaodi kültürlerini, turistlerin gelmesi için en büyük çekiciliğin yanı sıra hükümetin Kalaodi Tarım Turizmini geliştirmeye toplumu dahil etmek için harekete geçmesini talep ediyor.

Anahtar Kelimeler: Tarım Turizmi, Geliştirme Çalışması, Kalaodi, Tidore Adaları.

* Corresponding Author: dini.sulfana09@gmail.com

1. Introduction

Tourism development is one way to encourage development efforts at both the central and regional levels. This tourism development cannot be separated from the existence of natural resources and artificial resources as the potential of each region in Indonesia. The potential of the area is one of the superior tourism assets in the form of the beauty of the natural panorama, as well as the history and culture that is inherited.

Referring to Law Number 10 of 2009 concerning Tourism and Government Regulation Number 50 of 2011 concerning the Master Plan for National Tourism Development (RIPPARNAS), that each region must have a strategic tourism area in their respective regions as part of tourism development which will later become a tourism destination. the.

Indonesia is a country rich in tourism objects, ranging from nature-based, cultural history to special interests. Tourism in Indonesia has been considered as one of the important economic sectors, even this sector is expected to become the largest foreign exchange earner. Currently, the challenge for Indonesia in developing its tourism sector is to apply the concept of environmentally friendly tourism or the concept of green tourism and ecotourism in dealing with the issue of global warming and climate change (Anonymous 2014). Despite experiencing significant degradation in terms of environmental conservation, Indonesia is still one of the most targeted countries due to its greenery and natural beauty. The trend that arises due to the issue of global warming is the increase in tourist visits with environmentally friendly characteristics such as ecotourism & green tourism, one of which is Agrotourism or commonly called Agrotourism.

Agrotourism is part of a tourist attraction that supports the concept of environmentally friendly tourism development or green tourism and ecotourism. Because this tourism object utilizes agricultural business as the main object. Agrotourism activities aim to broaden knowledge, experience, recreation, and business relations in agriculture which includes food crops, horticulture, plantations, fisheries, and livestock supported by forestry and agricultural resources. The development of agrotourism is essentially an effort to exploit the potential of agricultural tourism attractions.

One of the attractions of tourists to visit an area is its natural panorama. North Maluku is one area that has potential in the field of tourism and has many areas with beautiful natural panoramas. One of them is Kalaodi Village, which is in East Tidore District, Tidore Islands City, which is one of the villages designated as an agrotourism area.

Kalaodi Village is one of the agrotourism areas in the Tidore Islands City with geological conditions in the form of volcanic material units and regosol soil types. As well as hydrological conditions utilizing springs, because the Kalaodi area is in a highland area with an altitude of 700 meters above sea level so that the village is in a highland area. It has a beautiful natural panorama and a cool atmosphere. In addition, Kalaodi Village also has the potential for natural resources that lead this village to become an agrotourism area. Characteristics of the cultivation of agricultural and plantation products in the form of fruit plants such as durian, mango, rambutan and others, food crops such as corn, sweet potatoes, and vegetables with an agricultural area of

±55.5 hectares, with agricultural production of 60 ,3 tons/Ha, while the plantations consist of coconut, nutmeg, and cloves with a plantation area of ±100 Ha with a production yield of 44.5 tons/Ha.

The development of agrotourism in Kalaodi Village, if developed, can provide opportunities in efforts to improve the local community's economy, in addition to contributing as a source of Regional Original Income (PAD) for the City of Tidore Islands. However, until now the potential for tourism objects owned by Kalaodi Village as an agrotourism area has not been optimally developed by the Tidore Islands City government as a tourist attraction. Some of the obstacles that cause development in this area are not optimal include the lack of promotion of the Kalaodi Village as an agrotourism area, the lack of supporting facilities and infrastructure as a tourist area, the low accessibility of the system to and from the Kalaodi agrotourism area, and the absence of governance from the Tidore City government. islands by involving the local community of Kalaodi Village as an agrotourism area. For this reason, it is necessary to formulate concrete and operational policy steps to achieve stable management of agrotourism objects in Kalaodi Village. xxxxxxx.

2. Material and Method

Data analysis techniques used in this study include:

1. Qualitative descriptive analysis

Qualitative analysis is a method of collecting data that is processed and analyzed by observing descriptive analysis techniques. This analysis is used to describe the characteristics or characteristics of the variables that have been determined.

2. SWOT analysis

To answer the second problem formulation using SWOT analysis, namely, to find out the strategy for developing the Kalaodi agrotourism area in the Tidore Islands City. SWOT analysis is one of the analytical techniques to assess the area in a whole environment. To examine a direction for controlling the development of built-up land, it is necessary to conduct an analysis by looking at internal factors (which arise from within the development area) consisting of strengths and weaknesses, as well as external factors (existing or coming from outside the development area) consisting of opportunities and threats.

3. Results and Discussion

3.1. Potential Analysis of Agrotourism Area

In terms of developing a tourist area, it is hoped that the attractiveness of the area can be lifted. The Kalaodi agrotourism area has potential that can be used as the main capital for better development.

a. Potential Analysis of Agriculture and Plantation Sector

Agro tourism object is one of the tourism's objects whose tourist attraction is agriculture. Travel activities do not damage or pollute nature with the aim of admiring and enjoying the beauty of nature, animals, or wild plants in their natural environment and being used as a means of education. The Kalaodi agrotourism area is one of the areas in the Tidore Islands City which has the potential for natural resources such as agriculture and plantations, where agricultural commodities are fruits and vegetables with an agricultural land area of 55.5 hectares. The agricultural condition

of the Kalaodi agrotourism area can be said to be quite good, seen from the increasing demand for agricultural products (fruits and vegetables) in the Kalaodi agrotourism area with the number of requests in 2014 including fruit plants consisting of durian, mango, rambutan, and others with a production yield of ± 21 tons/year and vegetables in the form of long beans, wax vegetables, chilies, tomatoes, and others with a production yield of ± 39.3 tons/year. And the leading commodity in the Kalaodi agrotourism area is durian fruit with a land area of 33 hectares and production of ±13 tons/year.

In addition to agricultural products, tourists can also enjoy plantation products with commodities of nutmeg, cloves, and cinnamon which are plant spices with world quality which are in great demand by the Dutch and Portuguese in the colonial era, so that they can be of historical value to increase the knowledge of tourists. And based on the data for plantation production is 44.5 tons/year. By looking at the potential of agriculture and plantations, this can provide economic value to local communities with increasing demand and become the main attraction for everyone to visit and enjoy agricultural products in the Kalaodi agrotourism area.

b. Natural Panorama

The Kalaodi agrotourism area is one of the areas located at an altitude in the city of Tidore, islands so that it has a beautiful natural panorama. Because it is in a highland area so that visitors or tourists can enjoy the green scenery, sea views, Failonga Island, Halmahera and Maitara and Ternate, the centre of Tidore City and the sunrise view is also very beautiful when viewed from this area. In addition, the cool atmosphere with cold air can add to the comfort of visitors or tourists. This natural panorama can also be used as a photography activity.

c. Cultural Attractions

The traditional ceremony that is still being carried out is paca goya or the cleaning of sacred places, which is led by a traditional head or commonly called suwohi. For three days during the procession of the ceremony, Kalaodi was in a state of silence, without any sounds, including the sound of motorized vehicles. Pacagoya is implemented based on the residents' intentions. Usually after the harvest, as a form of gratitude for the abundance of blessings received. There is also a cooperation tradition called Bari, Marong, and Galasi. The expression Bari is used generally for cooperation in everything, from clearing plantation land, building houses and so on. Marong is a working group in clearing garden land. Galasi is a cooperation in land clearing using an hourglass system (roasted sand filled in bottles like the old times). If the sand at the top of the bottle is empty, the job is declared complete. So, the cultural attractions of the Kalaodi community need to be maintained as unique and attractive for the Kalaodi Village itself as an agrotourism area.

d. Ake Celeng Waterfall Tourism Area

In addition to being able to develop the Kalaodi agrotourism area as a mainstay agrotourism area, it can be combined with natural tourism of the Ake Celeng waterfall, so that synergy is

needed which will become an integration in development which will certainly be able to attract more tourists. Ake celeng is also one of the natural attractions which is also one of the supporting tourism objects in the Kalaodi Agrotourism Area where this natural tourism object is surrounded by circular rocks that make the scenery under the Ake Celeng waterfall look like a bowl holding water. The surroundings are still very natural and untouched so that a different atmosphere can be an attraction for tourists or visitors to not only enjoy agrotourism but also the natural attractions of the Ake Celeng waterfall.

e. Analysis of the Development of the Kalaodi Agro Agrotourism Area

Agricultural potential, unique culture, customs, beautiful natural panoramas, and tourism supporting the Ake Celeng waterfall are the main objects in attracting visiting tourists. Some objects and tourist attractions that have not been marketed so that in the face of an era full of competition because other objects are also trying to attract the number of tourists. Therefore, every tourist attraction has an attraction that can compete with other tourism objects.

Another goal of the development of agrotourism in the Kalaodi agrotourism area is to improve the welfare of the local community and in general the people of the Tidore Islands City and the preservation of the surrounding environment, both the natural and artificial environments, or concerning human resources and natural resources in the Kalaodi agrotourism area.

To bring tourists to the agrotourism area, a strategy is needed in its development to avoid competition with other objects that have relatively similar attractions, as well as spatial improvements that have the needs of both domestic and foreign tourists. The development carried out should include all elements that complement the tourist trip, for example service improvement when tourists leave their homes to the object / place that is the destination and return to their homes. The main elements of concern to support tourism development in the Kalaodi agrotourism area are tourist objects and attractions, tourist facilities, management/infrastructure, community / environment.

3.2. Analysis of the Strategy of the Kalaodi Agrotourism Development Area in the City of Ternate Islands

To answer the next question, namely the development strategy of the Kalaodi agrotourism area in the city of Tidore Islands, the analysis used is a SWOT analysis. SWOT analysis is the identification of various factors systematically to formulate strategies related to the vision, mission, strategic plans, and organizational decisions (Rangkuti, 2003: 18). The SWOT analysis matrix can be seen in the following table:

Table 1. SWOT Analysis Matrix of Kalaodi Agrotourism Area Development Strategy in Tidore Islands

Strengths (S)	Weakness (W)
➤ Kalaodi agrotourism is one of the villages in Tidore Islands City which has a lot potential in the	➤ The lack of availability of facilities and infrastructure in supporting the development of the agrotourism area.

<p>Internal</p> <p>Eksternal</p>	<p>agrotourism sector, especially fruits and vegetable crops and plantations.</p> <ul style="list-style-type: none"> ➤ The geographical location of Kalaodi village which is strategically suitable for markets to be developed as an agrotourism area. ➤ The enthusiasm of the community to participate in the development of the kalaodi agrotourism area. ➤ unique cultural attractions located in the Kalaodi agrotourism area. 	<ul style="list-style-type: none"> ➤ it is still difficult to access public transportation from and to the Kalaodi area on normal days except of market days ➤ the lack of cooperation between the government and the local community (Kalaodi Village) in the management system in development of Kalaodi as a tourist destination in this case agrotourism
<p>Opportunity (O)</p> <ul style="list-style-type: none"> ➤ Kalaodi village is designated as one of the leading agrotourism object as stated in the RTRW and RIPPARDA OF Tidore Islands City ➤ there is natural tourism of the Ake Celeng Waterfall ➤ The existence of the development can improve the economy of the local community 	<p>Strategy SO</p> <ul style="list-style-type: none"> ➤ Optimizing the arrangement of agrotourism areas and the development programs in the agricultural sector (Durian, Mango, etc) in the agrotourism area. ➤ Increase community participation and preserve the cultural heritage in the Kalaodi village 	<p>Strategy WO</p> <ul style="list-style-type: none"> ➤ Improving facilities and infrastructure in Kalaodi village as agrotourism development and optimizing , accessibility for the agrotourism area. ➤ Improve the cooperation between the government and Kalaodi community in developing tourist attractions in the Kalaodi Area
<p>Threat (T)</p> <ul style="list-style-type: none"> ➤ Environmental damage due to illegal logging ➤ The entry of foreign cultures that can affect the local culture 	<p>Strategy ST</p> <ul style="list-style-type: none"> ➤ Environmental conservation through reforestation so that the area is maintained and safe ➤ There is fiterization so that the ancestral culture is still preserved 	<p>Strategy WT</p> <ul style="list-style-type: none"> ➤ Strengthen SO,WO,ST to confront threats and weaknesses ➤ Promote agrotourism area tourism programs in Kalaodi Village to the whole community

4. Conclusions and Recommendations

Based on the results of the analysis and discussion that has been done, the conclusions that can be drawn are as follows:

Kalaodi Village has potential in the agricultural sector, beautiful natural scenery, culture, and customs and has Akeceleng waterfall as a supporting tourism to be developed as an agrotourism area.

Based on the results of the SWOT analysis to formulate the Agrotourism Area Development Strategy, namely: by utilizing the agricultural potential in the Kalaodi Village (improvement of the quality of the population's agricultural products) which is still natural by adding artistic panoramic nuances, efforts to add facilities and infrastructure in the agrotourism area, Efforts to increase human resources (HR) of the Kalaodi community in the agricultural sector so that the community has human resources that have the potential to develop agrotourism areas, optimize accessibility to and from the Kalaodi area, efforts to maintain and preserve cultural attractions of local wisdom in the area as one of the one of the attractions of tourists visiting agrotourism areas, as well as the role of local governments by involving the community in the management of the Kalaodi agrotourism area.

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