

20. Agribusiness Based Coastal Tourism Development

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Agribusiness Based Coastal Tourism Development

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Abstract. The village has a lot of potentials to improve the welfare of the community, such as Sodong coastal tourism in Cilacap which can be developed with Community Based Tourism. The study used descriptive quantitative methods and analysis with data collection through questionnaires, interviews, focus group discussions, observation, and documentation. Respondents were determined by a total sample of 120 people consisting of internal parties, namely the village government, tourism administrators, fishermen, farmers, and traders using Random Sampling of as many as 60 people and 60 people from outside visitors using Accidental Sampling. The research took place in Sodong Beach, Karangbenda Village, Cilacap Regency, Central Java Province of Indonesia. The results showed that the development of coastal tourism requires improving facilities and infrastructure such as electricity networks, street lighting, trash cans, and information centers. Then it requires a joint commitment to tourism managers and owners, a network of cooperation, and a more proactive government role with policies, budgets, and programs to make coastal tourism based on agribusiness and community participation.

Keywords. Agribusiness potential; coastal tourism, community, cooperation; development

1. Introduction

Alternative tourism or commonly called thematic tourism is tourism that prioritizes nature, culture, uniqueness, or the characteristics of a particular area. Alternative tourism is a tourist destination for tourists who do not want to go to crowded places because they want to discover new things. Currently, alternative tourism has become a tourist trend. Tourism trends have experienced a shift from mass tourism to alternative tourism. Tourism players believe that the trend of tourism that is more friendly to nature and local communities is tourism with development potential with high attractiveness. This has led to the emergence of tourism that emphasizes culture, nature, and unique things in a particular area. One of them is promoted by the existence of a tourist village.

Tourism village is part of sustainable tourism development and one of the plans of the government of the Republic of Indonesia which is expected to accelerate the revival of tourism and encourage economic growth. Tourist villages develop in the countryside and still have their characteristics. The characteristics of a tourist village are the original natural resources, the uniqueness of the village, and the traditions and culture of the local community. The difference in these characteristics becomes the identity of a tourist village with a special interest in tourism

activities. In addition, village tourism can indirectly encourage local communities to maintain and protect the nature and culture of the village. Every year, the number of tourist villages in Indonesia is also growing rapidly. In 2021 there will be 83,931 villages in Indonesia, 1,838 of which are tourist villages throughout the archipelago^[1,2,3]

A tourist village is a tourist destination that integrates tourist attractions, public facilities, tourist facilities, and accessibility which is presented as a combination of applicable procedures and the structure of traditional community life. Tourism villages are characterized by unique village architectural structures and designs, as well as unique and interesting activities, and can develop into various components of tourism. The tourist village has two main components, namely: (1) Accommodation is part of the residence of the local population or a unit developed under the residence of the resident. (2) Attractions are the daily lives of residents, coupled with the physical background of the village location,

The Province of Central Java in Indonesia has launched the "Regulation for Tourism Village Empowerment" to promote community welfare, equal distribution of business and employment opportunities, optimize economic potential and regional characteristics, as well as promote and protect culture, religion, customs, and protection of nature. The Governor of Central Java Province stipulates Central Java Provincial Regulation No. 2 regarding the empowerment of tourist villages in Central Java Province 2019 in Semarang on February 11, 2019.

Based on a preliminary research study from August to December 2021 conducted in the Karangbenda Tourism Village, researchers obtained some information, namely that the government of Cilacap Regency, Central Java Province in Indonesia, supports the development of tourist villages as leading destinations. This is because the growth of alternative tourism is still very small. The Department of Youth, Sports, and Tourism of Cilacap Regency recorded that currently, from 269 villages, Cilacap only has six tourist villages that have obtained formal legal from the Regent's decree, namely Karangbanar Hamlet, Jetis Village, Nusawungu District, Wagir Indah Welahan Wetan Village, Adipala District, and Samudera Mandiri, Widarapayung Village, Binangun District, Cimandaway Indah Tourism Village, Dayeuhluhur District and Genta Wisata in Kroya District.

Thus the development of Tourism Villages in Cilacap Regency is still underdeveloped. The Department of Youth, Sports, and Tourism of Cilacap Regency plans to again encourage potential villages to become Tourism Villages by re-mapping the potential in each village to immediately fulfill the requirements to get a formal legal in the form of a decree from the Cilacap Regent.

The Tourism Village development program must be the thought of all stakeholders such as the community as civil society, local and national governments, and the private sector, to participate with you starting from planning, management, and development based on problems, needs, and potential of human resources, economic resources, natural resources or environment, socio-cultural resources based on Community Based Tourism (CBT)^[4,5,6,7,8,9,10]

The tourist village in Cilacap Regency in Central Java Province that has not yet received a formal legal decree from the Regent is Karangbenda Tourism Village, especially in Sodong Hamlet, Adipala District, which is located 25 km from the city center of Cilacap. Its tourism potentials include Sodong Beach with a beautiful panorama of black sand and beautiful or cool pine trees. Goa Raja and Goa Ratu which are religious or spiritual tourist attractions, and at the west end of Sodong Beach, there is a beautiful green view of Mount Selok. In addition to the tourism potential, Karangbenda Village has agricultural and fishery potential. The fields and rice fields in Sodong Beach are planted with rice and secondary crops by farmers who are

members of the Sriwedadi farmer group and the Wana Pandan Sari farmer group. Fishermen in Karangbenda Village are mining fishermen because there is no port on Sodong Beach. Fishermen in Karangbenda Village are members of the Mina Asih fishing group.

The manager of the Karangbenda Tourism Village is the surrounding community who are members of a group of approximately 90 people with Mr. Kusiran as the group leader. In 2020 the Cilacap Regency Government handed over the management of beach tourism objects to the Indonesian National Army in the dimension of the Dasat Force. Sodong beach tourism motorcycle taxis were previously the largest source of Cilacap Regency's Regional Original Revenue from the tourism sector, especially in 2019. However, after the government handed over the management of beach tourism to the Army in 2020, local revenue from the tourism sector decreased. The Covid-19 pandemic has also caused tourist visits to drop dramatically.

The impact of the Covid-19 pandemic on all sectors of life is not only in the field of public health but also in the economic, service, transportation, and trade business sectors including tourism. Decrease in turnover and business productivity, as well as a profit deficit or a loss. This is because the community and the business world cannot freely mobilize and carry out transactions. After all, there must be a regional quarantine, increasing the number of infected and victims of Covid-19 from 2020-2021.

Based on a preliminary research study from August to September 2021, the development of a tourist village model in Karangbenda Village is needed to increase the number of tourist visits while at the same time being able to directly increase local revenue through the tourism multiplier effect. Tourism village is important to be developed as a leading sector to improve the economy and community welfare. Tourism villages can be developed with the potential of local wisdom and agribusiness that are characteristic, food security and sustainable environmental preservation This is a form of the concept and theory of Community-based tourism (CBT).

Karangbenda Village has the potential to be developed into a community-based agribusiness tourism village. Tourism potential is in the form of beaches and hills whose people's lives come from agricultural and marine products, as well as natural potential in the form of beaches and caves. Agribusiness or agriculture and fisheries in Karangbenda Village is preserved and developed as one of the main attractions of agriculture-based tourism and makes it a community-based agribusiness tourism village that can improve the community's economy. Therefore, the author believes that the analysis of tourism development in Karangbenda Village as a community-based agribusiness tourism village is needed so that it can compete with other tourist attractions,

With the aim of research to describe Community-based tourism (CBT) in the development of Karangbenda Village in Adipala District, Cilacap Regency as a community-based agribusiness tourism village, it is necessary to develop and compete with other tourist attractions and will also have a positive impact on the economy and community welfare.

2. Research Method

This research uses descriptive quantitative methods to reflect on reality or event that is being studied objectively through the use of numbers from the results of data collection through questionnaires, then interpreting the data and explanation.^[11]

The location research was carried out at the Sodong Beach tourist site, Karangbenda Village, Adipala District, Cilacap Regency, Central Java Province in Indonesia with consideration as a Tourism Village that had not yet obtained a formal legal decree from the Regent. Karangbenda Village has the tourism potential of Sodong Beach with a beautiful

panorama of black sand and pine trees that make the atmosphere look beautiful, cool, and beautiful. Then the tourist site of Goa Raja and Goa Ratu are religious and spiritual tourist attractions, and at the west end of Sodong Beach, there is a beautiful green view of Mount Selok which can attract the attention of tourists. In addition to the tourism potential, Karangbenda Village has unique agricultural and fishery potential and is rarely found in other coastal tourism.

Collecting data through questionnaires, direct observation, interviews, Focus Group Discussions (FGD), and documentation. The targets of this research include internal and external parties at Sodong Beach in Karangbenda Village. Internal parties are tourism management groups (communities), village officials, entrepreneurs or traders at tourist sites, farmers, and fishermen. External parties are tourists or visitors to Sodong Beach. The total sample is 120 people consisting of internal parties, namely village government, tourism administrators, fishermen, farmers, and traders using Random Sampling of as many as 60 people and 60 people from outside visitors using Accidental Sampling is a sampling technique based on chance, namely consumers who happen by chance. /incidental meeting with the researcher can be used as a sample,

The quantitative data analysis method is a data analysis method that is used following the aim of calculating data accurately and is expected to be able to interpret complex data, one of which is descriptive quantitative data analysis. Descriptive analysis is a statistical analysis method that aims to describe groups of research subjects based on the variable data used, the results are in the form of histogram tables, frequency distribution tables, standard deviation values, and mean values^[12]

3. Results and Discussion

3.1. Sodong Beach Tourism Reality

Sodong Beach Cilacap called "The Beauty of the Ocean Behind Srandil Hill in Cilacap City" is a city in Central Java, Indonesia which is directly adjacent to the ocean off the Indian Ocean. That's the reason that makes this city has many beautiful and enchanting beach attractions. One of them is Sodong Beach. Sodong Beach is beach tourism located in Karang Benda Village, Adipala District, Cilacap Regency. However, residents around this beach often call it Selok Beach, because it is close to the Selok Hills (Mount Srandil).

Sodong Beach has a charming beach beauty surrounded by cliffs that line lengthwise and pine trees towering upwards as if taking us into a different world. The cool air and the green beauty of the pine trees will make us more comfortable and want to linger when we are at Sodong Beach. If you come to Sodong Cilacap beach in the morning, you will get the beauty and warmth of the sunrise that appears behind the hill bushes. Then the amazing sunset view will make us not want to leave Sodong Beach.

Tours to Sodong Beach, Cilacap, and its surroundings have a very affordable cost for tourists with an amazing offer of natural beauty. The entrance fee to the Sodong Beach location is only Rp. 5,000 per person, then there is another rate of IDR 5000 to use the existing facilities on the beach location such as chairs and swings made and provided by residents.

Visitors can use two-wheeled or four-wheeled vehicles with good road access to the tourist attractions of Sodong Beach and its surroundings, it takes about 20 to 30 minutes from Adipala District, Cilacap Regency.

Sodong Beach has lost its prestige to other similar tourist attractions in Cilacap, such as Widara Payung Beach, Turtle Bay, Jetis, and Permisan. So far, the management of tourism in Sodong Beach has been neglected, and the local community has not been empowered to manage the Sodong Beach area and its surroundings. The Sodong Beach area has an attraction and a lot

of potentials that deserves to be developed. Currently, Sodong Beach needs immediate attention from many parties, especially from the Cilacap Regency Government through the Youth, Sports, and Tourism Office.

The potential of the beach to be excellent and valuable capital for entrepreneurship, welfare, and independent development of rural communities. Coastal tourism based on agribusiness and nature can be an economic strength and local autonomy to be independent and can be a pioneer or model for other community groups as the implementation of Community-Based Tourism (CBT)^[13,14,15,16,17]

Sodong Beach is also known as Selok Beach because it is close to the Selok Hills or Srandil Mountain. This beach is hidden behind the Srandil Mountains, and the beauty presented by this beach is indeed very charming. The atmosphere of the beach which is surrounded by cliffs that line lengthwise and pine trees towering upwards seems to bring tourists to a different world. The cool air and the green beauty of the pine trees will make tourists more comfortable and want to linger on Sodong Beach.

But behind the charm, Sodong Beach has many problems. Among them, are the condition of the beach which is dirty because of garbage scattered everywhere, unorganized selling places, the number of garbage bins that are not enough, and the absence of check dams that break the waves. So that sea water does not rise to the mainland, it is necessary to build a dam or safety embankment on Sodong Beach. Another problem that emerged in the workshop was that residents who lived around Sodong Beach and rented land to the Army as the land owner had never received assistance and empowerment to increase their income.

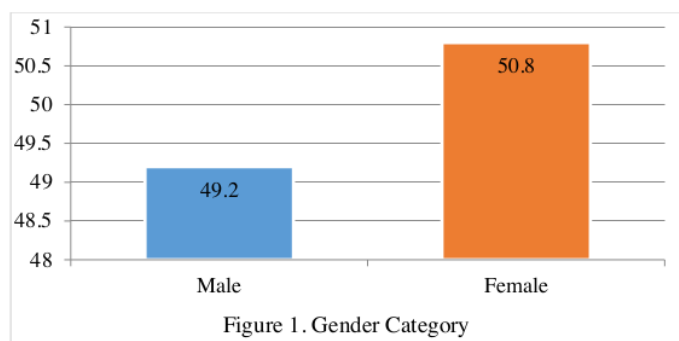
The Cilacap Regional Government and Army Soldiers who own land around Sodong Beach should work together to develop the tourism potential of Sodong Beach by empowering it as an agribusiness-based tourism village, the prestige of Sodong Beach will be able to provide more benefits for the surrounding residents.

Community empowerment is a method or strategy for providing motivation, inspiration, knowledge, and skills to community groups through the formulation of programs that involve the participation of all parties in a dialogical and egalitarian way. Empowerment programs are designed and implemented based on the needs, problems, and potential of community resources, so that the implementation of development will become a shared property and responsibility between the community, the government, and the private sector^[18,19,20,21,22,23]

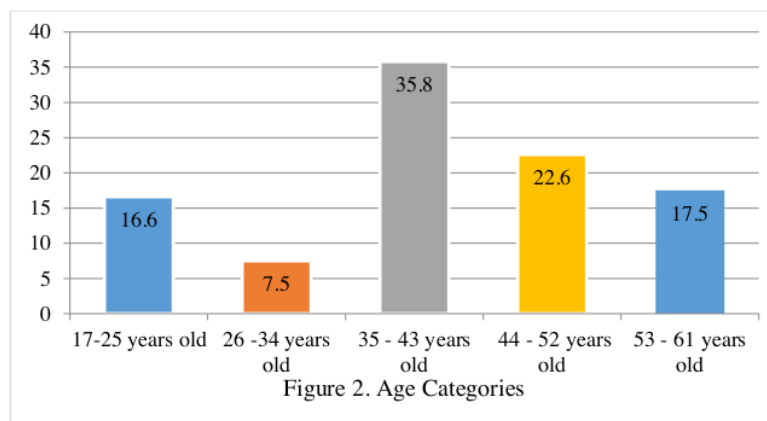
The tourism potential of Karangbenda Village, besides Sodong beach, there are also Nagaraja Caves, Rahayu Caves, Ratu Caves, Gunung Selok, and Nagaraja Cilacap Turtle Conservation, there is also agribusiness potential, namely three hectares of land for rice, land kale, long beans, coconut, bananas, onions, red, watermelon, and taro. The potential of beaches and agribusiness needs to be a priority for community empowerment around Sodong Beach in Karangbenda Village and its surroundings. Including visitor services also need to be addressed such as promotion through digital media.

3.2. Characteristics of Respondents

The characteristics of the respondents can be described in the categories of gender, age and education level, respondent status, and the intensity of arrivals to the tourist location of Sodong Beach, Karangbenda Village, Maoas District, Cilacap Regency, Central Java Province, Indonesia.

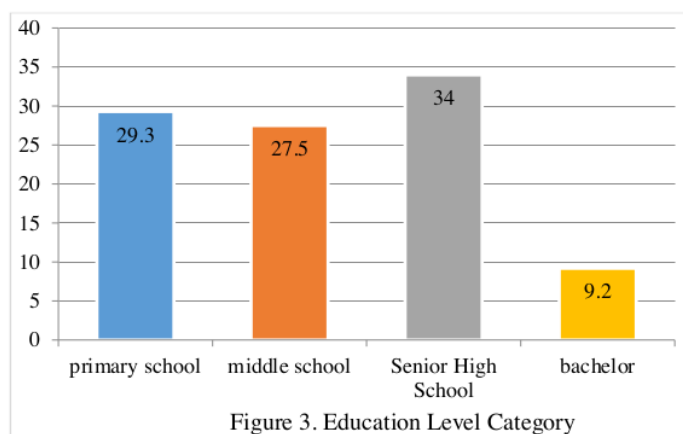


Characteristics of respondents based on gender in Figure 1, 49.2% male and 50.8% female from all internal respondent statuses, namely tourism administrators, village government staff, farmers, fishermen, and traders. Then external respondents are visitors.



Characteristics of respondents based on age categories in Figure 2, the most age category 35 to 43 years as much as 35.8%, age range 44 to 52 years as much as 22.6%, age range 53 to 61 years as much as 17.5%, age between 17 to 25 years as many as 16.6% and ages 26 to 34

years as much as 7.5%. This shows that many age categories of generations X and Y are more likely to visit tourist sites as visitors as well as tourism administrators and village government staff than generations Z and Alpha.



Characteristics of respondents based on the category of education level in Figure 3 the average respondent has a high school education of 34%, elementary school 29.3%, high school 27.5%, and university 9.2%. The tendency of fishermen, farmers, and traders is found to be generally educated in elementary and high school, while the average visitors are Senior High School and undergraduate.

3.3. Community-Based Tourism of Sodong Beach

The researcher formulates a theoretical study as the basis for compiling this research, and the research basis is the basis for compiling research, including conclusions from several theories and expert opinions related to the research topic, namely an analysis of the development of Karangbenda Village as a community-based agribusiness tourism village in Adipala District, Cilacap Regency, Java Province. Central in Indonesia.

In this study, development is an activity that makes what is and does not exist better than before. Development is defined as an activity to make Karangbenda Village an agribusiness tourism village by developing tourism potential and agricultural potential and involving local communities in all development activities. Tourism is a trip that is carried out temporarily, carried out from one place to another intending to enjoy the trip for recreation. A tourist village is a form of integration that includes attractions, accommodation, and supporting facilities that are presented in the structure of community life that refers to applicable procedures and traditions.

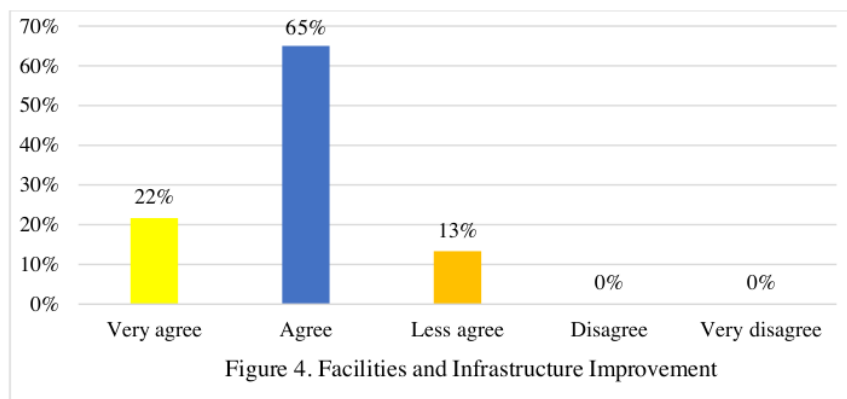
Agribusiness-based tourism is not only to meet consumer demand for beautiful scenery and clean air but also to promote agricultural products and public education, from business in agriculture to education for sustainable development and the harmony of nature. The tourism village must involve the local village community in its development, management, and services so that the village community can feel the benefits directly.

The research framework model developed is a theory-based problem-solving method. Based on the theoretical framework, it is hoped that it can be a guide for selecting research

variables related to the objectives of this study. This study examines the opportunities and possibilities of developing Karangbenda Village into a community-based agribusiness tourism village in Adipala District, Cilacap Regency, where the owner of the tourism industry is the community.

If the community has strong social capital, it can realize a tourism business model in the form of Community Based Tourism (CBT) (Aref & Redzuan, 2017; Ibal et al., 2021; Sulaiman, Chusmeru, & Kuncoro, 2019) consists of (1) Facilities and infrastructure indicators, (2) Commitment, (3) Network, (4) Government role, (5) Tourism Village Development.

Then the results of descriptive data processing such as the question of whether the respondent wants an increase in facilities and infrastructure in Figure 5 show that 65% agree to be increased and 30% very agree.



Based on Figure 4, shows that generally 65% of respondents agree and 22% very agree that they want an increase in facilities and infrastructure at the Sodong Beach tourist spot in Cilacap. The intended facilities such as post or tourist information center office, trash bins, toilets, and prayer rooms which so far have not been adequate or are still lacking in number and less comfortable. Then infrastructure such as there are no dikes to withstand the tidal currents along the coast where traders sell so that when the tide is high, it can flood the stalls or stalls of traders along the coast. Electrical installations along the coast are also not yet available, so the traders provide their own by using electric cables without safety standards, including street lights that do not yet exist. The provision of facilities and infrastructure should be a joint business program and project for the sharing of capital, results, and profits between the local government, village government, and the Army as the choice of tourist sites. So that developing facilities and infrastructure at the Sodong Beach Cilacap tourist location do not wait for each other and rely on each other.

Facilities and infrastructure under development are important aspects to support other aspects such as the number of tourist visits, distribution of goods and travel services, as well as the attraction and comfort of visitors so that they feel at home, long stay at tourist sites, and become a promotional event to the public^[24,25,26,27]

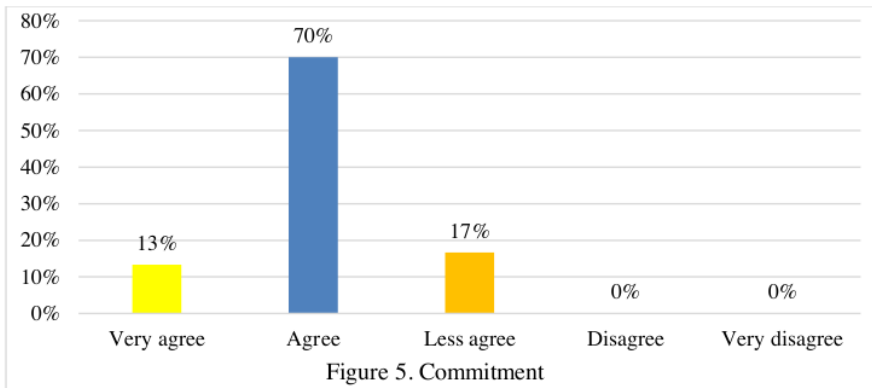


Figure 5 about the need for commitment, especially from tourism management institutions or groups regarding organizational efforts to realize policy steps, organizational efforts to maintain and realize tourist villages, organizational efforts to expand the business, and organizational efforts to increase added value as much as 70% agree, 17% less agree and 13% agree.

Shared commitment is part of the idealism, passion, and strong determination of the group to work, be responsible, and develop a joint business. This requires professional leadership and institutional management systems, accountability, openness, and cohesiveness^[28,29,30,31,32]

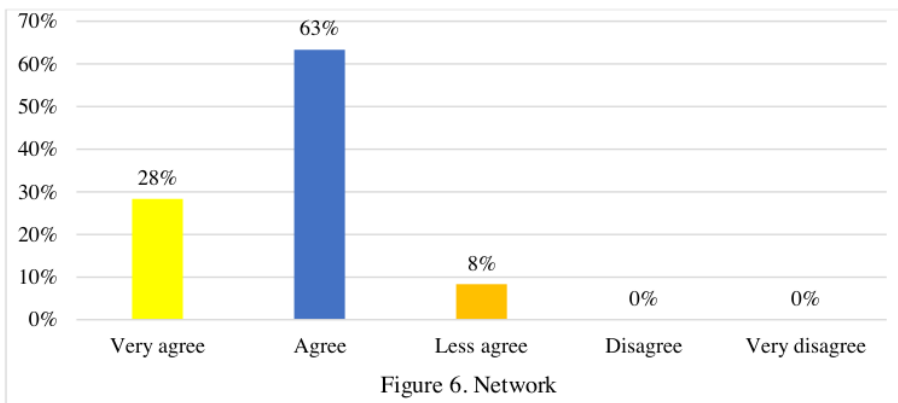


Figure 6 shows that there are respondents who want no collaboration network between stakeholders by 8%, this is because it has not been able to be established compactly between stakeholders and is better managed by one of the stakeholders so that responsibilities, tasks, and tourism development can be clearer. However, respondents generally 63% agree and 28% very agree that there is a network between stakeholders to cooperate with work sharing agreements or programs, responsibilities, and profit sharing formally between community groups, local governments, village governments, and the Army and private parties.

Because the network between stakeholders is strategic for development, such as the government and the army having policies, regulations, and budgets, while community groups have economic resources, business products, and creativity, then the private sector has a budget and network for business^[33,34,35,36,37,38,39]

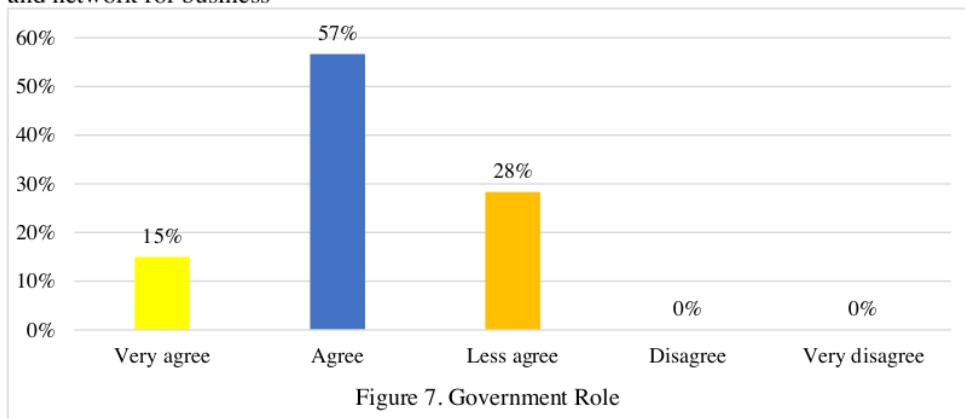


Figure 7 shows that in general, they agree with the role of the government in the development of Sodong Cilacap Beach tourism as much as 57%, very agree with 15%. The role of the government in question is to empower farmers and fishermen, empowerment in tourism management, and government policies that must support empowerment for tourism development.

The role of the government is also a decisive aspect in the development of development programs so that they have more power in policies, formal legal regulations, and budgets, and can develop existing resources into capital, potential, and regional advantages^[41,42,43,44,45,46]

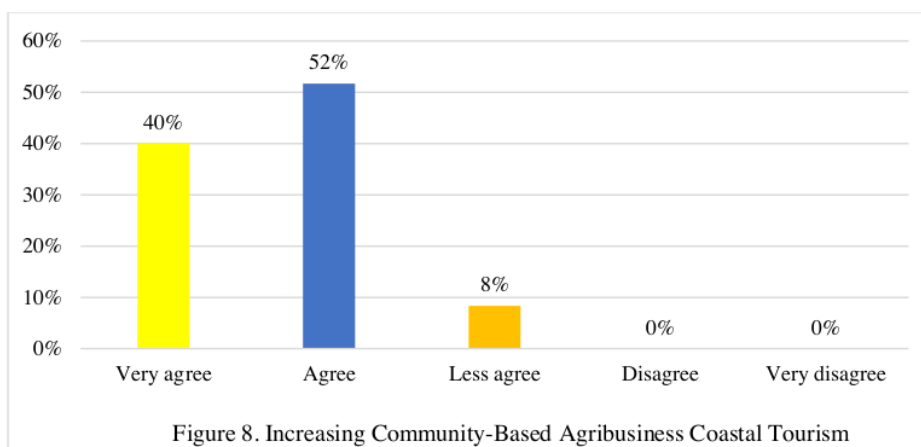


Figure 8 describes the Sodong Beach Cilacap tourist location that can be developed into a community-based agribusiness tourism village, so respondents who agreed were 52%, very agreed with 40% and only 8% less agreed. The development indicator is the livelihood of the community engaged in agriculture or agribusiness having an agricultural business system and the availability of a service system supporting agricultural businesses.

Tourism development that not only utilizes the potential for natural beauty, but also other potentials such as economic resources from unique agricultural products that are rarely found in coastal tourism locations in other areas such as Sodong Beach tourism with a land area of three hectares planted with rice, kale, peanuts long, coconut, banana, onion, watermelon, and taro. The tourist sites of each region have their uniqueness and characteristics that must be preserved in addition to being developed because concrete buildings or walls should not be caused by physical development or infrastructure and facilities damaging the potential of the environment and natural beauty.

The location of the tourism village becomes the capital and potential that can be developed according to human, natural or environmental, socio-cultural, and economic resources that can be integrated to create Community Based Tourism (CBT) programs. Key aspects of CBT development^[47,48,49,50] namely: (1) Economic Dimension, indicators in the form of economic aspects, funding for community development, job creation in the tourism sector, and increasing local community income from the tourism sector. (2) Social Dimension, with indicators of improving quality of life, increasing community pride, sharing roles fairly between men and women of all ages, and building strengthened community organizations. (3) The Cultural Dimension, with indicators encouraging people to respect different cultures and support the development of cultural exchanges, as well as cultural development that is closely integrated with local culture. (4) Environmental Dimension, with indicators to investigate carrying capacity areas, manage waste treatment and raise awareness of conservation needs. (5). Political Dimension, with indicators that increase citizen participation, empower the wider community, and guarantee the right to manage natural resources. Community-based tourism can be used as a tool to develop communities and protect the environment. Therefore, these goals need to be seen in all aspects.

Then the development program for agribusiness tourism villages can be carried out by formulating and implementing participatory community empowerment through counseling,

training and assistance for agribusiness products such as rice cultivation, shallots, kale, bananas, bitter melon, coconut and fisheries. Then the post-harvest program for processing processed food and beverages from these agribusiness products. Counseling and training on entrepreneurial management, tourism, promotion and marketing of tourism products or locations. The implementation of the empowerment program requires the role of stakeholders such as village and local governments, the Army who owns the location, universities, empowerment activists and the private sector as inventors.

4. Conclusion

Villages have their potential, characteristics, and uniqueness that can be utilized, managed and developed without damaging nature or the environment such as in Karangbenda Village, Maos District, Cilacap Regency, Central Java Province, Indonesia has coastal tourism and Sodong Beach tourism based on unique agribusiness and interesting.

Sodong Beach has lost its prestige to other similar tourist attractions in Cilacap, such as Widara Payung Beach, Turtle Bay, Jetis, and Permisan. So far, the management of tourism in Sodong Beach has been neglected, and the local community has not been empowered to manage the Sodong Beach area and its surroundings.

Sodong Beach is also known as Selok Beach, because of its proximity to the Selok Hills or Srandil Mountain. The atmosphere of the beach is surrounded by cliffs that line lengthwise and pine trees that make it beautiful, cool, and green.

The tourism potential of Karangbenda Village, besides Sodong beach, there are also Nagaraja Caves, Rahayu Caves, Ratu Caves, Gunung Selok, and Nagaraja Cilacap Turtle Conservation, there is also agribusiness potential, namely three hectares of land for rice, land kale, long beans, coconut, bananas, onions, red, watermelon, and taro. The potential of beaches and agribusiness needs to be a priority for community empowerment around Sodong Beach in Karangbenda Village and its surroundings.

The Cilacap Regional Government and Army Soldiers who own land around Sodong Beach should work together to develop the tourism potential of Sodong Beach by empowering it as an agribusiness-based tourism village, the prestige of Sodong Beach will be able to provide more benefits for the surrounding residents.

Tourism in Karangbenda Village requires improving facilities such as post or tourist information center offices, trash bins, toilets, and prayer rooms which so far have not been adequate or are still lacking in number and less comfortable. Then infrastructure such as there are no dikes to withstand the tidal currents along the coast where traders sell so that when the tide is high, it can flood the stalls or stalls of traders along the coast. Electrical installations along the coast are also not yet available.

Tourism in Karangbenda Village also requires the institutional commitment of tourism administrators, fishermen, and farmers to be able to develop coastal tourism and beach tourism while maintaining environmental conservation such as the cleanliness of garbage, natural beauty not building walls or concrete buildings, then increasing the productivity of agribusiness crops, rice, livestock, and fisheries.

The government can play an active role in making economic empowerment programs for the Karangbenda Village community by collaborating with the Army as the owner of the Sodong Beach area, the private sector, and universities to support tourism development.

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