

THE PROJECTION OF THE DEVELOPMENT OF FOLKS' FARM AS THE CONCEPT OF AGRO-TOURISM AS AN EFFORT TO INCREASE ECONOMIC BENEFITS OF SMALL-SCALE LIVESTOCK BUSINESS

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Abstract

The most main cause of the failed folks' livestock business in Indonesia in order to continue and survive is because they are generally still rely on the traditional techniques of breeding. It causes the productivity of livestock that would have an impact on the lower income for breeders. Therefore, it needs requirements that are more active efforts in order to maintain the existence of folks' livestock by doing diversification. This research was carried out in Dangean, Boyolali Regency by using qualitative descriptive method. The data collecting are done by interview, which is conducted in accidental; with the number of respondents are 10 people. Ambarrukmo Tourism Institute (STIPRAM) researchers found that the techniques and equipment of dairy farmers activity in the Dangean's folks' who still traditional have attractiveness. The farming activity that integrated with the beauty of the visual landscape of the village, and it is supported by the comfortable and cool natural atmosphere of countryside at the mountain slope, and also the harmony of people which is still reflected in the economic and social activity give the strength for dairy farmers in Dangean to diversify their farm into agro-tourism.

Keywords: Projection, agro-tourism, diversify, Dangean

INTRODUCTION

Livestock is the cultivation of animals that have a benefit and results in financial terms. Cows become one of the animals grown by many farmers in Indonesia. Generally, the cattle breeding business is divided into two kinds of farming. They are beef cattle breeding and dairy farming. The main difference in the business of beef cattle and dairy cattle is the beef cattle business are oriented to produce meat, while dairy farm applied to produce milk as its main commodity. Differences commodities in an effort to beef cattle and dairy cattle make the complexity of business between the two types are to be different. Dairy farm considered to provide a greater challenge for the business management more complex than the beef farm. Boyolali is one of the basic milk producer in Indonesia. Census of Agriculture conducted by the Central Statistics Agency (BPS) in 2013, showed the number of dairy farm households in Boyolali District as many as 27 655 households, the second largest after Pasuruan.

The main causes of the failure of dairy folks' in Indonesia is a factor of the limitations of the management system, where farmers' techniques are still traditional and the tools they use still sophisticated. Very limited management capabilities coupled with the lack of technology development in communities especially rural communities make the results of people less than optimal productivity of livestock so that contribute minimal income for farmers. Failure People's dairy cattle business also contributed to high rates of poverty and low levels of education in Indonesia. Based on the data by CSA in March 2017, its' shown that the number of poor economic people in Indonesia reached 10.64%. As one of popular sector in rural area, the failure of dairy folks' indirectly contributed to the increased urbanization among young people with a reason to look for a decent life. As a result the population density in urban areas will increase, and it will result in the quality and quantity of cities infrastructure can't be optimal. The biggest concerns is the degradation of the interests of the younger generation to continue dairy folks' activities which will eventually inhibits to realize of milk self-sufficiency in Indonesia. Therefore, more efforts are required in order that the existence of radical efforts of the dairy folks' can be maintained either by diversifying the business through the concept of agro-tourism.

Agro-tourism is a system which is integrated and coordinated activities for the development of agricultural tourism as well, in relation to the preservation of the environment, improving the welfare of the farming community (Sutjipta, 2001). Traditional breeding techniques that are still used by the community are to have a high sales value through agro-tourism concept. Community-based tourism (CBT) is the mobilization efforts of local people in ecotourism business integration including the agro-tourism. Diversification of farm activity into agro-tourism concept is expected to add value in achieving the welfare of society. United Nations World Tourism Organization (UNWTO) also recognizes that the tourism sector is the dominant sector and is one of his key important for regional development in a country and improving the welfare of the community. Agro-tourism able to offer solution-based efforts to improve the economics of farming as the economic competitiveness of

agricultural commodities reached a low point [1]. Nevertheless, it should be done more in-depth study on how to package dairy farming activities more eligible to be served as the attraction in agro-tourism activities.

METHODS

The study was conducted by the researcher team from Ambarrukmo Tourism Institute (STIPRAM) Yogyakarta. The research location is in Dangean, Gedangan Village, Cepogo District, Boyolali Regency from May to October 2017. The determined of research location based on the consideration that Dangean is one of the big dairy producers in Boyolali. The series of activities in this research are begins with the initial observation, observation result analysis, preparation of materials and methods, data collection, data analysis, and conclusion. The research method is descriptive with qualitative approach, by collect data both spoken and written from the source. The primary data obtained through the techniques of interviews conducted by accidental. The number of respondent is 10 peoples, which includes farmers and villagers. Interview data was further validated by the triangulation method and data analyzed using interactive analysis techniques, then the analysis results are present into a flowing narrative form.

FINDINGS AND ARGUMENT

A general overview of the Dangean

Dangean is an administratively be part of the Gedangan Village, Cepogo District, Boyolali Regency. Boyolali is known as the center of the biggest cow's milk producer in Central Java. One of the big contributors of cow's milk in Boyolali is Cepogo District, especially Dagean. Geographically, Dangean is located in the slopes of Mount Merapi with a height of approximately 1.100 masl (meters above sea level). This position gave the ideal temperature for dairy cows, and made it high productivity.

Dangean is inhabited by \pm 70 families. The results showed that the main of Dangean communities is farmer. Dangean majority of communities (90%) is dairy farmer. The average ownership of cattle amounted to 3-5 of each head of family. In addition to cattle, the people of Dangean also works as a vegetables farmer as a side business. The main vegetables commodity is high elevation vegetables such as cabbage.

Diversification

Diversification on business perception is an effort to increase the economic value of an activity through the different activities of the main activities. Diversification means the expansion of a product that is sought for this product or industry that has not previously attempted, to achieve certain goals such as increasing revenue, growth, employment or economic stability [2]. Diversification strategies are proven to improve the competitiveness of a business and effective in optimizing gains include in agricultural activities [3]. Diversification in the agricultural context is defined as a process to suppress domestic dependence of farmers on agricultural activities (Chaplin *et al*, 2004; [4]. Diversification of agricultural businesses can be performed by two channels, first on-farm, through the efforts of differentiation farm product like organic and non-agricultural diversification like agro-tourism, or second off-farm path, by pluriactivity [3].

One concept of diversification on agricultural activity is agro-tourism. Agro-tourism can be used as an alternative to increasing income and survival, explore the economic potential of small farmers and rural communities (Utama, 2012), where the application of this concept allows farmers had two attempts at the same time both of which are a potential source of income [5]. Tourism activities that haven't seasonally makes the concept of agro-tourism could subsidize conventional agricultural activities that usually seasonal [6]. Agro-tourism activities could bring some advantages as well as revenues, business opportunities, conservation of natural resources, and also education [5], as well as the creation of new jobs in the growth of unemployment and gender equality [6]. Agro-tourism can be interpreted in two dimensions, the first of the dimensions of tourism where tourism activity has capability to stimulate the economic activities to grown up just like business trips are also rent services and the second dimensions, of the farm where the agro-tourism will increase the absorption of the products of agriculture, which could eventually depress urbanization [7].

Dairy Farming Techniques and Equipment

Dairy farm becomes a major commodity of Dangean community, in addition to vegetable farming as additional commodities. As rural people, Dangean's people lived with simplicity. It makes the people much do things that are still traditional. One of it is in the farming activity. The dairy farm technique in the Dangean is still fairly traditional, by using only traditional tools and materials, ranging from equipment and tools to the cow barn milking process until the sale of milk.

Feed is the main factors of dairy farm than can be effect for the outcome of milk. Grass is the main feed for dairy cattle. Dangean almost never suffer from drought even in the summer, so the availability of the main feed of dairy cattle is still every year. Dairy cattle can spend up to 20 kg of grass each a day. In addition to grass feed, the cattle

are usually also given additional food in the form of concentrates and cassava. Cassava is considered as the best feed to make the milk more quality. Squeezing usually twice a day is at 7 a.m. and 3 p.m. Squeezing was not doing until cow's milk in the nipples is empty, in order to be used by the cow to milking the calf. To be eligible for consumption, fresh milk from milking results should be boiled. Boiling must doing to reduce the musty smell and the taste of sour milk. The recommendation of boiling time is not more than 5 minutes to keep the nutrients in cow's milk does not decompose.

Construction of the cage is still traditional that only use wood materials and partly using cement bricks. Ground floor of the cage is made of solid or cement which aim to make it easier to cleaning the cage. Cage floor made a slight incline that can be used for sewage and dung. Cage is cleaned every day in order to prevent cattle from various diseases. Dairy folks' techniques of the people who still use traditional techniques by support with simply equipment to make an effort of dairy cattle in the Dangean be more typical. Business management concepts together by forming dairy folks' group reflect strong sense of community among the residents, even in their economic activities. These things make dairy folks' activity of Dangean community becomes more character. From the viewpoint of the strength of character of tourism is an activity that is attractive capital to be developed into an attraction in the concept of agro-tourism. The concept of agro-tourism represents an activity of a specific region in the management of agricultural enterprises as well as a means to promote agricultural products [8]. Through the development of agro-tourism that highlight local culture in its activities, to increasing farmers' income in conjunction with efforts to conserve land resources, and preserve local culture and technology (indigenous knowledge) which generally have been in accordance with the conditions of their natural environment [9]. The benefits of tourism activities and yields of agricultural products provide income substitution of applying the concept of traditional farming [6].

Visual Landscape of Dangean

Dangean village located at the Mount Merapi area. This position gives the exotic visual landscape. From Dangean, we confront with views of two mountains, Merapi and Merbabu as a natural attraction that has a high value. Both of these mountains appear magnificent views of Dangean. The exoticism of Merapi and Merbabu look up in the morning. The best way to enjoy the beauty and splendor of the mountain from the village Dangean is with pure fresh milk from the dairy folks'. Dangean also has heritage sites that are Lawang temple and Sari temple. The temple has adding to the complexity of the visual elements of attractiveness of the landscape. Visual landscape became one of the supporting attractive elements of agro-tourism activities. The attractiveness landscape visual element is important because one of the main objectives of agro-tourist in the tour is to enjoy the natural scenery [10]. Tourists from urban areas are usually very keen to enjoy the natural beauty and rural life to the development of agro-tourism directed at locations that have a natural background and a strong history in order to appeal the travelers of all ages [1]. Protection of inland areas and sustainable development into a new orientation in the direction of rural development in which there is the element of the agricultural landscape maintenance as one form of environmental preservation [6].

Social Economic

Social condition of people living in the hinterland, especially for Dangean people at the Mount Merapi area create a wide variety of jobs that depend on the conditions of the mountain. In general, the local economy of Dangean is well. The livelihood of the majority of the people of Dangean is dairy folks'. Dairy cattle breeding effort has been done since ancient times by the people, and seemed to be an age-old tradition. Dangean community tolerance level is very high. This was evidenced by the business management of dairy folks' by forming groups. Dangean's dairy folks' are managed their business by form a group. But not like on the others place where the groups raise their cattle together in a communal cage, Dangean's dairy folks' groups maintain their dairy cattle in the private cage. The cage is positioned at the rear of the house. Nearly all the cages are made with a single cage type. Cow manure waste reused as raw material for biogas, which is used every day for cooking. In addition, socially dangean people also still have social cohesion high manifested in various social activities such as community service each month, of mutual assistance in building a house, the anniversary of the village "Memetri" inauguration, and also the tradition of alms earth "Nyadran" that held every year. Being in a rural area makes the nature of Dangean people to be very open, kind, polite, respectful and receptive to new entrants. Human resources are recognized as a vital component in the development of tourism, where hospitality becomes one of conscious attitude in tourism principles "Sapta Pesona" (Pitana, 2009; [9]).

Environmental Conditions

The geographical position at the mountain area makes Dangean environmental conditions are ideal. Low temperatures make the environment is comfortable. Fresh air quality still provides energy is primed for doing activities. Dangean environment also clean and neatly arranged so that the impression of a very thick felt. Most of peoples are planting roses in the yard of their home. The existence of plants in each yard of the house residents make the environment feels like very beautiful. The people of Dangean also still clutching religious rules. Observance of community in matters of religion will eventually form good character of Dangean's young people

and old generation to be good and friendly. They always welcome and greatly appreciate the arrival of new people in their village. Natural resources that can be developed into tourism resources such as climate and weather is defined by latitude and elevation measured from sea level, land, mountains, and so on [9].

CONCLUSIONS

Techniques and cultivation equipment of dairy folks' in the Dangean is still traditional. It makes the farm activities became more character. Typical characteristics of farming activities that integrates seamlessly with the beauty of the Village visual landscape, and supported by the cozy atmosphere and cool rustic at the mountain area, and coupled with high social cohesion of the society, which is reflected in the social and economic activity gave opportunity for the community to diversifying their dairy folks' activity into agro-tourism.

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