

Agrotourism Tour Package Design at Persemaian Permanen Garahan (PPG) Cluster Durian Wisata Pinus Sidomulyo, Jember

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Abstract

The development of agritourism in Indonesia is one of the choices of tourist destinations. Agritourism is an alternative management for the promotion of tourism potential through attractions and activities that are attractive to visitors. Realizing its potential requires good management, one of which is the optimization of tourist attractions that are packaged into unique and attractive tour packages. The design of the Garahan Permanent Nursery Agrotourism Tour Package (PPG) Durian Cluster of Sidomulyo Pine Tourism in Jember Regency is a choice to package attractions and educational activities with plantation nuances that are full of natural beauty. Data collection is qualitative through interviews, observation, and documentation. The tour package applied to the Garahan Permanent Nursery Agrotourism (PPG) Durian Cluster Sidomulyo Pin Tourism gave rise to three types of tour packages, namely: Movie Tent, Sidomulyo Pinus Camp, and Sidomulyo Kidventures. The results of designing the packages are in the form of itinerary flyers and package brochures to be promoted using promotional media.

Keywords: agrotourism; Jember; tourism package; pine tree tourism.

INTRODUCTION

Background

Agro-tourism is the potential sector that can be developed in rural areas for local economic enhancement, contributing to conservation, and awarding local wisdom (Hidayat et al, 2023) Han et al (2020) argue that agro-tourism integration involves the development process in which agriculture

and tourism interpenetrate and intersect, and eventually merge into one, gradually forming a new type of business. There are important differences between farm tourism and nature tourism. Agritourism involves visiting cultivated objects, while nature tourism involves visiting objects in the form of flora or fauna (nature) that are still original (Musawantoro et al, 2020). Agritourism in Indonesia is one of the tours

highly demanded by domestic and foreign tourists. Agritourism is one of the alternatives that is expected to be able to promote regional economic potential and conservation efforts. The use of the potential of natural resources is often not carried out optimally and tends to be exploitative.

The trend of using natural resource potential management must be addressed immediately, one is to develop tourism by reorganizing various potentials and natural and biological wealth based on integrated regional development. The potential of nature tourism, both natural and man-made, has not been well developed and has not become a mainstay of the economy. The development of natural and rural tourism areas is expected to contribute to local income and create business and employment opportunities while contributing to the conservation and preservation of natural and biological resources. There are internal and external influences in the management of tourist attractions such as culture, management institutions, and geographical location, cultural attractions, should be properly managed (Pujiastuti and Amir, 2024).

Indonesia has many forested areas managed by Perhutani, such as those managed by Perhutani Jember in the East Java Regency, covering an area of 71,525.14 ha. In Jember Regency, East Java, for example, more than 17 areas have been developed as natural tourist sites, one is the "Garahah Permanent Tree Nursery" under the Perum Perhutani. Initially, this area was just a nursery area for teak and pine seedlings, and then it was developed in collaboration with the investors, CV Sumber Mulyo Abadi Jember. This collaboration involved several parties, including Perum Perhutani Jember as the state forest manager, Artha Wana Mulya Sidomulyo Community Forest Institute (LMDH) as the intermediary, Primkopkar and CV Sumber Mulyo Abadi Jember as the management of the tourist attractions. CV Sumber Mulyo Abadi Jember with Perhutani and LMDH Arta Wana Sidomulyo agreed to

manage the pine forest in Agrotourism Permanent Nursery Garahan (PPG) Durian Cluster Sidomulyo Pine Tourism, without reducing the function of Permanent Nursery Garahan and the function of pine forest.

Pine tourism can become one of the new tourist attractions in Jember Regency with the concept of agritourism. Garahan Permanent Nurseries Agrotourism (PPG) Durian Cluster Sidomulyo Pine Tourism is a nature-based tourist attraction using pine forests and adding durian trees to attract durian enthusiasts in the Jember Regency. The Garahan Permanent Nursery Agrotourism (PPG) Durian Cluster of Sidomulyo Pine Tourism was officially opened on 3 December 2020.

Currently, the Garahan Permanent Nursery Agrotourism (PPG) Durian Cluster Sidomulyo Pine Tourism has several attractions including a camping Ground, Bike Ride, Rabbit Train, ATV, Flying Fox, Mini Trail, Children's Play Area, Selfie Spot, and Educational Tour of Teak and Pine Nurseries. The existing attractions are recreational and educational. However, the existing attractions have not been able to become a unique attraction that differentiates it from other tourist destinations.

Generally, the attractiveness of a tourist attraction is based on the existence of a unique and attractive tour or activity package that can attract tourists. Tour packages, according to Philip Kotler in Sunyoto (2012), provide a definition of a product as something that can be offered to the market for attention, to own, to use, or to consume, so that it can satisfy wants and needs. The diversity of destination activities, both indoor and outdoor, both relaxing and challenging, has a significant influence on tourists' decision to visit (Lusia, Kusumawardhana, Ikhsan, 2024).

LITERATURE REVIEW

According to Nuriata (2014), Tour packages as commodities (products) are goods and services that consumers are

interested in owning or experiencing the benefits and uses of. Different types of tour packages are offered to the tourists. According to Suyitno (2001), in terms of preparation, tour packages can be divided into two types, including Ready Made Tour, which is a tour package that is prepared without waiting for the requests of the potential tour participants and is prepared by the tour operators and Tailored Made Tour, which is a tour package prepared upon request from prospective tour participants.

Utama (2010) revealed that agritourism management can be done in various forms, including: (a) Closed space agritourism (such as museums), closed space agritourism displays can be in the form of a collection of typical agricultural tools and historical value; (b) Open space agritourism can be in the form of a typical land arrangement and by an effective and sustainable farming system.

The main components of open space agritourism development can be in the form of cultivated and wild flora and fauna, cultivation and post-harvest technology of typical and historically valuable agricultural commodities, local agricultural cultural attractions, and natural scenery with agricultural backgrounds with tangible comfort.

Open space agritourism can be carried out in two versions or patterns, namely: (a) rural tourism in the countryside, located in an area where the activity is directly managed by the local agricultural community as part of their everyday life; (b) man-made agritourism, this man-made agritourism area can be designed in specific zones but has not been controlled or touched by indigenous people. The layout of the land use is designed per its carrying capacity, and the developed agricultural products have value for sale to tourists. Similarly, the technology used comes from the existing culture of the local community, combined to produce attractive agrotourism attractions.

METHODS

Primary data obtained through interviews with the manager of Garahan Permanent Nursery Agrotourism (PPG) Durian Cluster of Sidomulyo Pine Tourism on the profile of Sidomulyo Pine Tourism is the data source used in conducting this research. Garahan Permanent Nursery Agrotourism (PPG) Durian Cluster Sidomulyo Pine Tourism and supported by observation data or direct observation in the field. Secondary data in the form of managerial documentation related to the profile of Garahan Permanent Nursery Agrotourism (PPG) Durian Cluster Sidomulyo Pine Tourism.

Information on the beginning of the management of the Garahan Permanent Nursery Agrotourism (PPG) Durian Cluster of Sidomulyo Pine Tourism, which has the potential to become a tourist attraction. Documents used by the researchers in the form of photos, videos, images, and data related to the Garahan Permanent Nursery Agrotourism (PPG) Durian Cluster of Sidomulyo Pine Tourism. In addition, observations were made by researchers observing and recording the implementation of activities in the Garahan Permanent Nursery Agrotourism (PPG) Durian Cluster of Sidomulyo Pine Tourism.

RESULTS AND DISCUSSION

Design of Agrotourism Tour Package Preparation Permanent Nursery Garahan (PPG) Durian Cluster Sidomulyo Pine Tourism

The first thing to do in the tour package preparation process is to do: (1) Data collection and initial information about potential ideas for reference from the internet and social media. Interviews were conducted to gather information related to tourism activities offered to visitors, but information from the manager, these activities have not been arranged into a tour package. After collecting initial information, several potentials were identified

to be a tour package, such as the existence of a campsite, a pine forest area to be an idea for a tent rental package; (2) Target visitors as package purchasers are identified in the next step. From the data obtained, the visitors are families and school groups. Based on this data, a tour package is put together that is aimed at these two target groups; (3) Preparation of Package Descriptions, Preparation of descriptions as the main framework for planning packages by looking at existing potential data and its development. The description includes a description of the activities to be carried out and the tools and materials

needed to carry out the package activities by determining the category of the package.

From this phase, a tour package is designed that is relevant and consistent with the character of the pine plantation. *Movie Tent* is the concept of watching a film in a pine forest from inside a tent. *Sidomulyo Kidventures* is the concept of play and learning for kindergartens combined with traditional games as a form of preserving traditional games. *Sidomulyo Pinus Camp* is a group camp and educational tour concept combined with outbound.

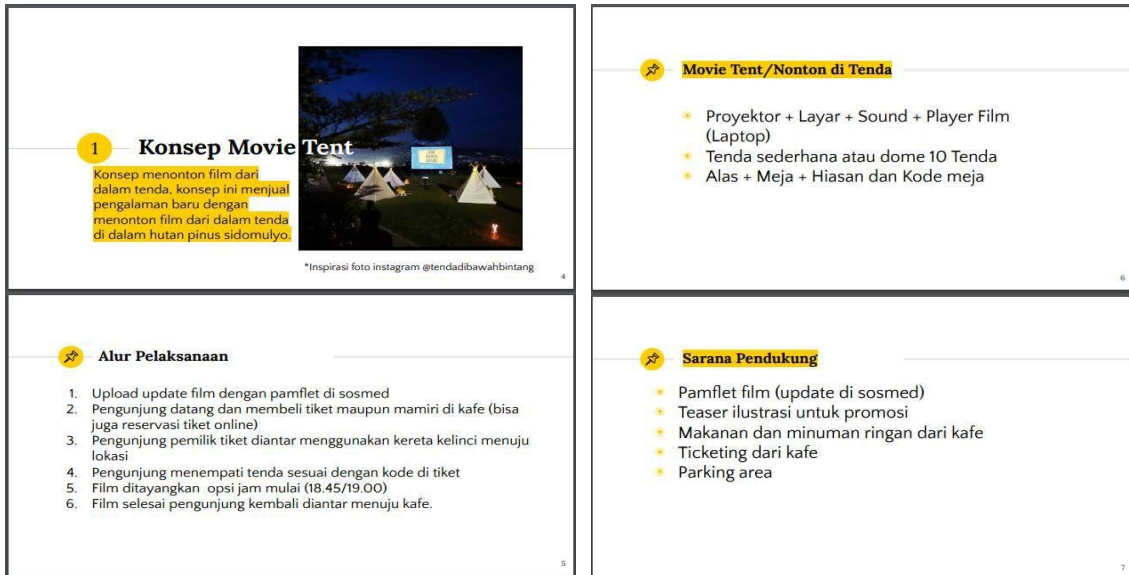


Figure 1. Power Point Presentation of the *Movie Tent* Tour Package Description

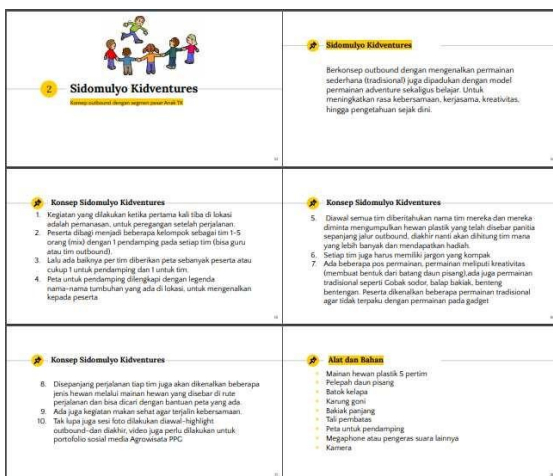


Figure 2. Power Point Description of the *Sidomulyo Kidventures* Tour Package

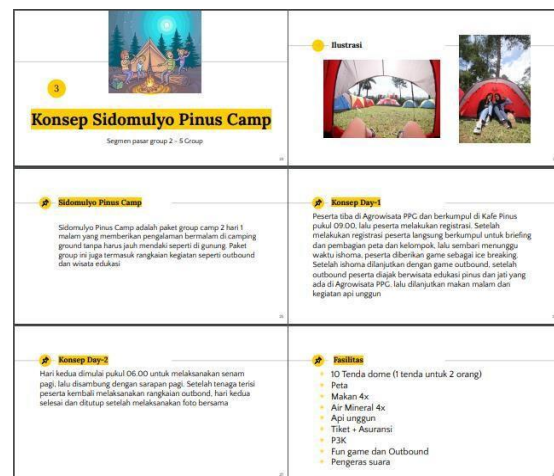


Figure 3. Power Point Presentation of the Tour Package of the *Sidomulyo Pinus Camp*

Planning the selling price of the tour package is the next stage. The tour package sales price design can be done by looking at the tour package description and itinerary, the cost design can be adjusted to the facilities, the tourist experience on offer and also the price references marketed in the area. At this stage, it will refer to references that have been searched through social media and the Internet, and also use market price considerations adjusted to the facilities received.

The following is the author's price plan for the tour package: (a) *Movie tent*. Tickets for the cinema tent are sold at the selling price of Rp. 50,000 per person with a maximum of 20 people, considering the price of cinema tickets on weekends, which is Rp. 30,000 per person. There are also considerations from similar tour packages in Bandung with a ticket price of IDR 98,000. Details of the facilities that will be received per purchase of 1 ticket, namely tents, mats. Pine cafés, the latest movies and the atmosphere of watching movies in a pine forest; (b) *Sidomulyo Kidventures*. With a selling price of Rp. 70,000.00 per child with a minimum of 40 children, this package can compete with other children outbound tour packages, with a slightly denser series of games and outbound, an atmosphere of play and learning in the Garahan Permanent Nursery Agrotourism (PPG) Durian Cluster Sidomulyo Pine Tourism and added a series of healthy eating makes this package quite reasonable; (c) *Sidomulyo Pinus Camp*. The Sidomulyo Pinus Camp package is sold at Rp. 300,000 per person with a minimum of 20 people. This package is carried out 2 days and 1 night with 2 outbound series with facilities, 4x meals, 4x mineral water, and packed with educational tours making this tour package has a reasonable price.

The development of this package is expected to increase tourist interest in

travelling to Sidomulyo Pine Tourism's Garahan Permanent Nursery Agrotourism (PPG) Durian Cluster.

Itinerary of the Garahan Pine Nursery (PPG) Agrotourism Tour Package Durian Cluster Sidomulyo Pine Tourism

The Itinerary of the Tour Package is designed to check the time-related sequence of the activities carried out. The design of the itinerary of the tour package is carried out after the stage of preparation of the description of the tour package, the design of the itinerary adapts the description of the tour package. The existence of an itinerary also makes it easier to see details of activities that are more organized.

KEGIATAN	WAKTU
Pengunjung datang membeli tiket Movie Tent di cafe Pinus	Sebelum pukul 19.00 (waktu penayangan film)
Pengunjung menuju area Movie Tent.	Sebelum pukul 19.00 (sebelum film dimulai)
Pengunjung menuju tenda sesuai kode tiket Movie Tent	Sebelum pukul 19.00 (waktu penayangan film)
Penayangan film dimulai	Pukul 19.00
Film selesai	Pukul 21.00
Petugas membereskan perlengkapan Movie Tent	Pukul 21.30

Figure 4. Itinerary Flyer *Movie Tent* Tour Package



Figure 5. Itinerary Flyer Sidomulyo Pinus Camp



Figure 6. Sidomulyo Kidventures Tour Package - Itinerary Flyer



Figure 7. Movie Tent Tour Package Brochure



Figure 8. Flyer Tour Package *Sidomulyo Kidventures*



Figure 9. Tour Package Flyer *Sidomulyo Pinus Camp*

CONCLUSION

Identification of potential tourism packages in the Permanent Garahan (PPG) Durian cluster of the Sidomulyo Pine Tourism as follows. It is expected that the number of visitors and income of a tourist attraction can be increased by the existence of tourism packages. Agrotourism Permanent Nursery Garahan (PPG) Durian Cluster Sidomulyo Pine Tourism is a new natural tourist attraction in Jember Regency, therefore the utilization of the attractions has not been maximized. Utilization of existing potential attractions as material for the design of three new tour packages. The previous pricing was based on references to similar packages and consideration of facilities and experiences provided. Essentially, the purpose of package design is to identify and exploit the potential existing in the Garahan Permanent Nursery Agrotourism (PPG) Durian cluster of Sidomulyo Pine Tourism.

The tour packages applied to the Permanent Garahan Nursery Agrotourism (PPG) Durian Cluster of Sidomulyo Pine Tourism successfully became three forms of tour packages, namely: Movie Tent, Sidomulyo Pinus Camp and Sidomulyo Kidventures. The results of this tour package design are in the form of itinerary flyers and tour package brochures. The results of designing the Tour Package are expected to encourage tourists to visit the PPG Durian Cluster Sidomulyo Pine Tourism.

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