

THE IMPACT OF AGROTOURISM ‘WAAIDA FARM’ ON COMMUNITY EMPOWERMENT, PAMULIHAN DISTRICT SUMEDANG REGENCY

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Submitted : 28 January 2021 Revised: 23 March 2021

Accepted : 1 April 2021

ABSTRACT

This study aims to determine how Waaida Farm manage the agro-tourism and to measure the impact of the agro-tourism from the empowerment of the surrounding farmers community. The Farm is located in Sumedang Regency and has natural potentials in agriculture and tourism which offers unique experience. The concept of agro-tourism offers a medium for education, culture, promotion of local products, social, economic growth, and community empowerment. With the existence of the Farm, the characteristics of the community have changed positively. The research method used is the case study and primary data were obtained from 30 farmers who work at the agro-tourism. From the results of the paired t-student difference test (Paired Sample T-Test) it can be concluded that the Agro-tourism has a positive impact on the empowerment of the surrounding community not only from increasing participation, but also independence and accessibility for farmers community.

Keywords: *Agro-tourism, Community Empowerment*

INTRODUCTION

Indonesia has thousands of islands with a wide sea, therefore it is possible to have the potential for many and varied natural tourism (Abdillah, 2016). Natural resources are a potential that must be managed and developed properly by the government to increase tourist visits. (Abdul Halim, 2018). The development of a tourist area must be a thoroughly planned development so that optimal benefits can be obtained for the community. (Watulimo et al., 2016)

The development of tourism in Indonesia is currently experiencing a significant increase, progress in the tourism sector has made tourism a key factor in

export income, job creation, business development, and infrastructure therefore, tourism development is one of the government's flagship programs. (Yusnita, 2019). In Indonesia there are many types of tourism that can be enjoyed, including types of tourism that can be enjoyed such as nature tourism, cultural tourism, and agricultural tourism or better known as agro-tourism.

Agriculture in Indonesia has the same potential as the tourism sector to be developed, considering that most sources of income for Indonesians come from agriculture. Indonesia is also known as an agricultural country, with abundant natural resources that, if properly processed, can improve the welfare of its population.

Therefore, the increasing number and development of agro-tourism will also have an impact on improving the welfare of farmers involved in these activities. (Lestariningsih et al., 2018).

Agrotourism is a translation of the English term, Agrotourism. Agro means agriculture and tourism means. Agro-tourism is a tour to an agricultural area. Agriculture in a broad sense includes smallholder agriculture, plantations, animal husbandry and fisheries (Sudiasa, 2005).

Yoeti (2000) stated that agro-tourism is one of the potential alternatives to be developed in the village. Afterwards, the limitation regarding agro-tourism states that agro-tourism is a type of tourism that specifically makes agricultural products, livestock, plantations as an attraction for tourists.

The following notions are previous researchers who have become references and reference materials that support the author in conducting research related to agro-tourism. The first discusses the role of women farmer groups in Sungai Village, Pesawahan Regency (Vera Yusnita, 2019), the second discusses the strategy for developing crystal guava picking tours in East Java (Muhammad Wafiq, 2018), the third is the effect of guava picking tourism (agro-tourism) on empowerment and change social community in Bumiaji Village, Batu City (Suprojo & W., 2017), the fourth is the socio-economic impact of tourism development for Umbul Sidomukti Semarang Regency (Wawan Kurniawan, 2015), the fifth discusses consumer satisfaction at agro-tourism villas in Pagilaran Tea Plantation (Ratih Hardiyati, 2010). The sixth community organizing in developing agro-tourism in the tourist village of Kembangarum Sleman (Andini, 2013), the seventh regarding the strategy for developing the Rurukan agro-tourism area (Palit, 2017), the eighth also discusses agro-tourism development with a community-based tourism approach at the Batu City Tourism Office. and Kusuma Agrowisata

Batu (Muzha, 2013), the ninth about peng he development of community-based agro-tourism in integrated farming in order to improve the welfare of farmers and the sustainability of the agricultural system in Cikahuripan and Cihideung villages (Budiat and Muflikhati, 2013), the last ten discusses the development of eco-friendly agro-tourism in Tingkir tourism village (Pamulardi, 2006). In this study, renewable matters are regarding the impact of the presence of agro-tourism on the community in Pamulihan Lembang Village.

Community empowerment as a development concept summarizes social and cultural values that are developing dynamically in society and reflects a development paradigm that is people centered or community-centered as the subject and actor of development. Conceptually, community empowerment is an effort to increase the dignity of the layers of society who are currently unable to escape from the traps of poverty and underdevelopment. In other words, empowering is enabling and independent society.

Sumedang is a regency in West Java and is directly adjacent to the provincial capital, Bandung. Sumedang also has many tourist attractions, especially natural and cultural tourism. One of the newest natural tourism areas in Sumedang is the Waaida Farm Agro-tourism Area which is located in Lembang Hamlet, Pamulihan Village, Pamulihan District, Sumedang Regency.

Waaida Farm is a company that cultivates fruits such as crystal guava, taro, ciplukan, durian, oranges, and also propagation of plant seeds.

Efforts should be made to develop agro-tourism subsequently it can become a medium for education and culture, a means of promoting local products and to produce social, economic, and community organization growth. The increasing number and development of agro-tourism will also have an impact on improving the welfare of the farmers involved in these activities.

Therefore, the purpose of this research is to find out how to manage Waaida Farm agro-tourism and whether there are impacts that occur before and after the existence of agro-tourism on the empowerment of the surrounding community.

LITERATURE REVIEW

The Department of Agriculture (2008) in (Wafiq, 2018) states several things that must be considered in developing agro-tourism including:

1. Human Resources

Things that must be considered include the ability, skills and knowledge of agro-tourism management in providing, packaging, presenting tour packages that attract tourists to visit the agro-tourism. The success of agro-tourism development depends on the competition from human resources involved in agro-tourism, so special education is needed on agro-tourism.

2. Natural Resources and the Environment

Natural resources and the environment, including the tourist objects that are sold, will determine the sustainability of agro-tourism. The environmental conditions of the surrounding community determine the interest of tourists to visit. Even though the package offered is very good, if you are in a community that does not accept it, it will be difficult to market.

3. Promotion

The key in encouraging agro-tourism activities, information and promotional messages can be carried out, such as through leaflets, booklets, exhibitions, souvenirs, and mass media (in the form of advertisements or audiovisual media), as well as the provision of information in public places.

4. Facilities and Infrastructure

The arrival of tourists is also determined by the conveniences created, starting from the form of good service, accommodation, transportation, and awareness of the surrounding community. In addition, the support of several government policies is also the basic framework needed

to encourage the development of agro-tourism.

5. Institutional

The development of agro-tourism requires support from all parties, including the government, the private sector, related institutions such as travel agents, universities or other educational institutions and the community. The government acts as a facilitator in supporting the development of agro-tourism. Through the development of agro-tourism that emphasizes local culture in utilizing land, it is hoped that it can increase farmers' income along with conserving land resources, as well as maintaining local culture and technology.

Ways in an effort to empower the community: (Kartasasmita, 1995) in (Mustanir, 2019) argues that efforts to empower people must be done in three ways, namely:

1. Creating an atmosphere or climate that allows the potential of the community to develop. This condition is based on the assumption that every individual and society has potential that can be developed. The essence of the independence and empowerment of the people is the belief and the potential for independence of each individual needs to be empowered. The process of community empowerment is strongly rooted in the process of individual independence, which is likely to expand.
2. Strengthening the potential or power possessed by the community by implementing concrete steps, accommodating various inputs, providing good infrastructure and targets. Be it physical (irrigation, roads and electricity). As well as social (schools and health service facilities) that can be accessed by the lowest strata of society. The establishment of access to various opportunities will make the people more empowered, such as the availability of funding, training and marketing institutions. In this community empowerment effort, what is important is

to improve the quality and improvement of education and health facilities, as well as access to sources of economic progress such as capital, technology, information, employment and markets.

3. Empowering the community in the sense of protecting and defending the interests of the weak community. In the process of empowerment, it must be prevented that the weak become weaker or may be marginalized in the face of the strong. Therefore, protection and partiality for the weak are very basic in the concept of community empowerment. Protecting and defending must be seen as an effort to prevent unequal competition and exploitation of the weak.

The explanations of several related articles that have existed are as follows:

Vera Yusnita (2019): Development of Tourism Based on Agro-tourism through Strengthening the Role of Women Farmer Groups in Sungai Langka Village, Gedong Tataan District, Pesawaran District, the results of the research are that there are obstacles that need to be improved, including: lack of regulations for environmental management, culture and tourism, and lack of relationship community leaders with women farmer groups, this has a negative impact on the awareness of women farmer groups and the community, lack of facilities and infrastructure in developing agro-tourism, members of KWT Sungai Langka Village have less advanced mindset, resulting in difficulty understanding training, lack of capital to cover all KWT activities.

Muhammad Wafiq (2018): Strategy for the Development of Crystal Guava Agro Tourism in East Java. The results of his research are the factors that influence the success of agro-tourism, namely products, resources, infrastructure, and visitors. Based on the QSPM analysis, the strategic priorities that are important to be carried out in succession are creating a sustainable promotion system, increasing the variety of tourist attractions, holding campaigns like

planting crystal guava, increasing partner farmers and creating websites for agro-tourism displays.

Suprojo & W. (2017): The Influence of Petik Guava (Agro) Tourism on Community Empowerment and Social Change in Bumiaji Village, Bumiaji District, Batu City. Analyzing how to manage guava picking tourism in Bumiaji Village, Bumiaji District, Batu City using quantitative methods. The variables studied were Petik Guava Agro-tourism, empowerment and social change. The results showed that the management of guava picking (agro-tourism) involved the community as much as 63.6% to participate in maintaining and caring for agro-tourism. Agro-tourism has a significant effect on community empowerment and social change in the Bumiaji Village, Bumiaji District, Batu City.

Wawan Kurniawan (2015) includes variables of business opportunities, income and labor in his research entitled "The Socio-Economic Impact of Tourism Development Umbul Sidomukti, Bandungan District, Semarang Regency". Using respondents as many as 30 people with a focus on traders who sell around these attractions. The results of the research are many business opportunities around the tourist attraction of Umbul, the increase in tourists in the umbul area also causes the income of the surrounding community to increase and the construction of Umbul Sidomukti has succeeded in absorbing labor that comes from surrounding human resources. Analysis of the effect of service quality on consumer satisfaction using agro-tourism services in Pagilaran tea garden, made by **Ratih Hardiyati** (2010), Faculty of Economics, Diponegoro University, Semarang.

This study discusses the dimensions of service quality such as tangible, reliability, responsiveness, assurance, and empathy that affect customer satisfaction in the Pagilaran tea garden Agrowisata Villa and also what factors are the most dominant in influencing customer satisfaction at the villa. The result

is that the assurance dimension has the greatest influence and the empathy dimension has the lowest effect on customer satisfaction.

[Andini](#) (2013) In the journal *Urban and Regional Planning*, Vol. 24 no. 3, December 2013 there was a discussion of articles on community organizing in the development of agro-tourism in the Tourism Village of Kembangarum, Sleman Regency, the results of this study show that there is a cycle consisting of several stages, including the integration stage, mapping issues, potentials and problems, joint action planning, implementation. activities, monitoring and evaluation, reflection and feedback to re-map issues, potentials and problems related to tourism villages.

[Palit](#) (2017), a suitable development strategy for the Rurukan agro-tourism area in this article is a fast growth strategy, analyzed using the SWOT method.

[Muzha](#) (2013) also discusses the development of agro-tourism with a community-based tourism approach at the Batu City Tourism Office and Kusuma Agrowisata Batu, this research uses a tourism-based community empowerment approach.

[Budiati and Muflikhati](#) (2013), the development of community-based agro-tourism in integrated farming in order to improve farmer welfare and the sustainability of the agricultural system in Cikahuripan and Cihideung villages, seen from the spiritual and social aspects, it has shown good value, but ecological aspects have corrective action.

[Pamulardi](#) (2006) discusses the development of eco-friendly agro-tourism in the tourist village of Tingkir. This study describes the conditions of the Tingkir tourism village which has the potential to be developed, all stakeholders are cooperative.

RESEARCH METHODS

The research conducted is a quantitative descriptive study. This research was conducted in Lembang Hamlet RT 01

RW 02 Pamulihan Village, Pamulihan District, Sumedang Regency. Determination of the research sample using random sampling method or randomly. Primary data used were obtained from several workers associated with Waaida Farm Agro-tourism. The data collection technique used by the researcher was a questionnaire. The data analysis method used is paired t-test using the SPSS program.

RESULTS AND DISCUSSION

Variable Description of Waaida Farm Agro-tourism

The results of this study were analyzed to what extent the management of Waaida Farm agro-tourism with indicators, namely increasing environmental conservation, increasing aesthetic value and natural beauty, providing recreational value, increasing scientific activities and developing science and developing the community's economy. This research was measured by means of six questions.

From table 1. it can be seen that as many as 19 (63%) of the respondents strongly agree that Waaida Farm agro-tourism is able to maintain the authenticity and preservation of environmental, cultural and recreational natural resources. As many as 18 (60%) of respondents strongly agree in obtaining added value in terms of agricultural products and obtaining sufficient added value from tourist visits, as many as 17 (53%) respondents strongly agree that Waaida Farm agro-tourism can improve natural beauty, as many as 20 (67%)) respondents agree that Waaida Farm agro-tourism can provide education for visitors. It is known that as many as 22 (73%) of respondents strongly agree if the manager provides guidance to improve human resources for Waaida Farm agro-tourism farmers.

Based on this, it proves that Waaida Farm Agro-tourism involves the community as much as 73 percent to participate in developing agro-tourism by empowering the community through special agricultural

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counseling for the development of Waaida Farm Agro-tourism.

Of the 30 respondents, as many as 16 (54%) of respondents felt strongly that the way of managing Waaida Farm Agro-tourism in Lembang Hamlet, Pamulihan Village, Pamulihan District, was stated to have been good, it was known that there were changes experienced by the surrounding community both in terms of meeting needs and increasing income.

Description of Community Empowerment Variable

Community empowerment has indicators, namely increasing community understanding, creativity, human resources, welfare, changes in lifestyle, changes in education, changes in thinking patterns and changes in behavior. The community empowerment variable is measured through nine questions, where the results of the respondents' responses to the variables are explained in the table as follows:

Table 1 . Respondents' Responses About Waaida Farm Agro-tourism

No	Waaida Farm agro-tourism	Respondents' Responses								Total
		SS		S		C		TS		
		Σ	%	Σ	%	Σ	%	Σ	%	
1	The development of conservation-based agro-tourism is able to maintain the authenticity and preservation of environmental, cultural and recreational natural resources	11	37	19	63	0	0	0	0	30
2	Waaida Farm agro-tourism can get added value both in terms of agricultural products and from tourist visits.	18	60	12	40	0	0	0	0	30
3	Waaida Farm agro-tourism can enhance natural beauty.	17	57	13	43	0	0	0	0	30
4	Waaida Farm agro-tourism can provide education for visitors.	10	33	20	67	0	0	0	0	30
5	Managers provide guidance to improve human resources in Waaida Farm agro-tourism farmers .	22	73	8	27	0	0	0	0	30
6	Waaida Farm agro-tourism can add to the authenticity of Pamulihan Village as a tourist village by striving for the preservation of natural, cultural and recreational resources	19	63	11	37	0	0	0	0	30

Source: Primary Data, 2020

Table 2 . Respondents' Responses About Community Empowerment Before Waaida Farm Agro-tourism

No.	Community empowerment	Respondents' Responses								Total
		SS		S		C		TS		
		Σ	%	Σ	%	Σ	%	Σ	%	
1	People can afford	0	0	3	10	22	73	5	17	30

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No.	Community empowerment	Respondents' Responses								Total
		SS		S		C		TS		
		Σ	%	Σ	%	Σ	%	Σ	%	
	household necessities.									
2	The community is able to independently manage their farming	0	0	0	0	13	43	17	57	30
3	Helping to improve the level of community education	0	0	0	0	15	50	15	50	30
4	The community gets new knowledge on how to manage and develop tourism.	0	0	0	0	15	50	17	57	30
5	Increase the efficiency of farmers' work to produce more production.	0	0	0	0	14	47	16	53	30
6	Accelerate social change in the community through the facilities provided such as road access.	0	0	0	0	12	40	18	60	30
7	The community is provided with sufficient training and understanding in developing Waaida Farm agro-tourism .	0	0	0	0	14	47	16	53	30
8	Unemployment has decreased in Lembang Hamlet, Pamulihan Village.	0	0	0	0	9	30	21	70	30
9	Increasing facilities for the community, such as easy internet / telecommunication access and PDAM.	0	0	0	0	12	40	18	60	30
	Average	0	0	3	1	13	42	17	57	30

Source: Primary Data, 2020

From table 2 it can be seen that as many as 22 (73%) respondents felt it was enough to buy household needs before the existence of Waaida Farm Agro-tourism, as many as 17 (57%) respondents did not quite agree to be able to independently manage the farming business before the existence of Waaida Farm Agro-tourism. In the indicators of increasing the level of education of the community, 50 (50%) respectively of respondents felt that it was sufficient and did not agree sufficiently to be helped in increasing the level of community education before the existence of Waaida Farm Agro-tourism. The indicator of getting new knowledge in

managing and developing tourism respondents disagreed as much as 57 percent, because before the existence of this agro-tourism the community had not had much knowledge in managing and developing agro-tourism.

Before the existence of Waaida Farm Agro tourism, 16 (53%) respondents felt that they were not able to increase work efficiency to produce more production. It is also known that 18 (60%) respondents felt they did not quite agree that before the existence of Waaida Farm agro-tourism, social changes in the community were faster, for example through the facilities provided such as road

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access, etc. As many as 16 (53%) of the community disagreed that before the existence of Waaida Farm Agro-tourism, the community was given sufficient training and understanding in developing Waaida Farm agro-tourism, then 21 (70%) respondents felt disagreed before the existence of unemployed Waaida Farm Agro-tourism in Lembang Hamlet,

Pamulihan Village reduced. And as many as 18 (60%) of respondents felt that they did not agree before the existence of Waaida Farm Agro-tourism facilities for the community such as easy internet / telecommunication access and increased PDAM.

Table 3 . Respondents' Responses About the Impact on Community Empowerment After Waaida Farm Agro-tourism

No.	Community empowerment	Respondents' Responses								Total
		SS		S		C		TS		
		Σ	%	Σ	%	Σ	%	Σ	%	
1	People can afford household necessities.	4	13	21	70	5	17	0	0	30
2	The community is able to independently manage the farming of the <i>Waaida Farm</i> agro-tourism .	6	20	21	70	3	10	0	0	30
3	Helping to improve the level of community education	3	10	20	67	7	23	0	0	30
4	The community gets new knowledge on how to manage and develop tourism.	3	10	19	63	8	27	0	0	30
5	Increase the efficiency of farmers' work to produce more production.	1	3	18	60	11	37	0	0	30
6	Accelerate social change in the community through the facilities provided such as road access.	1	3	9	30	17	57	3	10	30
7	The community is provided with sufficient training and understanding in developing <i>Waaida Farm</i> agro-tourism .	5	17	21	70	4	13	0	0	30
8	Unemployment has decreased in Lembang Hamlet, Pamulihan Village.	5	17	22	73	3	10	0	0	30
9	Increasing facilities for the community, such as easy internet / telecommunication access and PDAM.	1	3	5	17	24	80	0	0	30
Average		3	11	17	58	9	30	0	1	30

Source: Primary Data, 2020

From table 3 it can be seen that 21 (70%) respondents agree that after the existence of Waaida Farm Agro-tourism, the community can afford household needs, as many as 21 (70%) respondents agree that after the existence of Waaida Farm Agro-tourism, the community is able to independently manage farming from Waaida Farm Agro-tourism. In addition, as many as 20 (67%) of respondents agreed that after the existence of Waaida Farm Agro-tourism can help improve the level of education of the community, as many as 19 (63%) of respondents agreed that after the existence of Waaida Farm Agro-tourism, the community gained new knowledge on how to manage and develop tourism, as many as 18 (60%) of respondents agreed that after the existence of Waaida Farm Agro-tourism was able to increase the work efficiency of farmers to produce more production. It is also known that 17 (57%) respondents felt that it was sufficient after the existence of Waaida Farm Agro-tourism to accelerate social change in the community through the facilities provided such as road access. As many as 21 (70%) of the community agreed that after the existence of Waaida Farm Agro-tourism was given adequate training and understanding for the community in developing Waaida Farm agro-tourism, as many as 22 (73%) respondents agreed that after the existence of Waaida Farm Agro-tourism resulted in reduced unemployment in Lembang Hamlet, Pamulihan Village and as many as 24 (80%) of respondents felt it was sufficient after the existence of Waaida Farm Agro-tourism increased facilities for the community such as easy internet / telecommunication access and PDAM.

Hypothesis test

To determine the impact of Waaida Farm Agro-tourism on the empowerment of the surrounding community, it is necessary to test the hypothesis as outlined in the research hypothesis which reads: there are differences in the empowerment

of the surrounding community before and after the existence of Waaida Farm Agro-tourism. Test).

Hypothesis test results are as follows:

	Mean	N	Std. Deviation	Std. Mean Error
Pa After Impact & Before Impact	29299.37	30	4405,336	804,301
Impact Before	17583.53	30	2162,164	394,755

	N	Correlation	Sig.
Pa After Impact & Before Impact	30	-.363	.049

	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error	95% Confidence Interval of the Difference				
				Lower	Upper			
Pa After Impact & Before Impact	11715,833	5567,401	1016,464	9636,932	13794,735	11,526	29	.000

It is known from the results of the paired t-student difference test (Paired Sample T Test) that the sig. (2-Tailed) of 0.000 < 0.05, it means that there is a real or significant difference between the impact before and after the existence of Waaida Farm Agro-tourism on the empowerment of the surrounding community.

From the results of the paired t-student difference test (Paired Sample T Test) it can be concluded that Waaida Farm Agro-tourism has a positive impact on the empowerment of the surrounding community both from increased participation, independence but not on accessibility for communities around the Waaida Farm agro-tourism area.

CONCLUSION

Based on the results and discussion, the following conclusions can be drawn:

The management method of Waaida Farm Agro-tourism in Lembang Hamlet, Pamulihan Village, Pamulihan District is stated to have been good, it is known that there have been changes experienced the surrounding community both in terms of meeting needs and increasing income.

Waaida Farm agro-tourism has an impact on the surrounding community by increasing empowerment for the surrounding community. The process of empowering the surrounding community in Lembang Hamlet, Pamulihan Village, is creating a climate that allows the potential of the community to develop (employment opportunities), strengthening the potential or power of the community, the development of science and technology, the creation of a professional workforce, and the formation of new values and norms.

Based on the above conclusions, the authors provide the following suggestions for managers: Waaida Farm Agro-tourism is expected to always make new innovations and carry out promotions in the development of Waaida Farm Agro-tourism so as to increase the number of tourists visiting. In addition, always maintain a harmonious relationship with the surrounding community. For the surrounding community: For the community around Waaida Farm agro-tourism, it is hoped that they can participate in maintaining Waaida Farm agro-tourism so that it can increase

community empowerment by developing existing potential.

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