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Technology-Based Tourism Strengthening Strategies In Empowering Community Agro-Tourism Blimbing Gardens In Ngringinrejo Kalitidu Village

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Abstrak

Penelitian ini bertujuan untuk mengidentifikasi strategi penguatan pariwisata melalui pemberdayaan komunitas dalam penggunaan teknologi pada Agrowisata Belimbing Garden di Desa Ngringinrejo, Kalitidu, Bojonegoro. Gap yang terjadi adalah kurangnya optimalisasi teknologi dalam pengelolaan Agrowisata Belimbing Garden. Pengelolaan tersebut masih menggunakan metode konvensional dengan keterbatasan sumber daya manusia yang memiliki kompetensi teknologi. Hal ini berdampak pada promosi yang tidak efektif dan rendahnya daya saing dengan destinasi wisata modern lainnya, terutama di era digital. Fokus penelitian ini adalah pada pentingnya inovasi dan keterlibatan komunitas dalam upaya meningkatkan jumlah wisatawan serta kontribusi ekonomi lokal. Penelitian menggunakan metode deskriptif dengan pendekatan kualitatif, melibatkan observasi lapangan, wawancara semi-terstruktur dengan pemangku kepentingan, serta dokumentasi. Informan terdiri dari ketua BUMDes, ketua kelompok sadar wisata, serta masyarakat lokal. Hasil penelitian menunjukkan bahwa pengelolaan Agrowisata Belimbing Garden belum sepenuhnya memanfaatkan teknologi karena keterbatasan sumber daya manusia (SDM) yang berkompeten di bidang teknologi. Selain itu, pandemi COVID-19 menyebabkan penurunan jumlah wisatawan yang berdampak pada ekonomi lokal. Oleh karena itu, diperlukan upaya peningkatan kapasitas SDM, khususnya di bidang teknologi, serta strategi promosi yang lebih modern untuk meningkatkan daya tarik wisata. Implikasi penelitian ini adalah perlunya peningkatan kompetensi SDM dan implementasi strategi promosi berbasis teknologi yang lebih efektif untuk memulihkan dan mengembangkan potensi pariwisata lokal secara berkelanjutan. Penelitian ini memberikan kerangka strategi pengelolaan agrowisata berbasis teknologi yang dapat menjadi model pemberdayaan komunitas untuk mendorong keberlanjutan pariwisata lokal dan peningkatan ekonomi masyarakat.

Kata kunci: *Agrowisata, manajemen, taman belimbing*

Abstract

This study aims to identify tourism strengthening strategies through community empowerment in the use of technology at Belimbing Garden Agrotourism in Ngringinrejo Village, Kalitidu, Bojonegoro. The gap that occurs is the lack of optimization of technology in the management of Belimbing Garden Agrotourism. The management still uses conventional methods with limited human resources who have technological competence. This has an impact on ineffective promotion and low competitiveness with other modern tourist destinations, especially in the digital era. The focus of this study is on the importance of innovation and community involvement in efforts to increase the number of tourists and local economic contributions. The study used a descriptive method with a qualitative approach, involving field observations, semi-structured interviews with stakeholders, and documentation. Informants consisted of the head of BUMDes, the head of the tourism awareness group, and the local community. The results of the study showed that the management of Belimbing Garden Agrotourism has not fully utilized technology due to limited human resources (HR) who are competent in technology. In addition, the COVID-19 pandemic has caused a decrease in the number of tourists which has an impact on the local economy. Therefore, efforts are needed to increase HR capacity, especially in the field of technology, as well as more modern promotional strategies to increase tourist attractions. The implications of this study are the need to improve human resource competency and implement more effective technology-based promotional strategies to restore and develop local tourism potential sustainably. This study provides a framework for technology-based agrotourism management strategies that can be a model for community empowerment to encourage the sustainability of local tourism and improve the community's economy.

Keyword: Agrotourism, management, belimbing garden

PENDAHULUAN

The development of tourism in Indonesia has increased significantly in recent decades. This sector has become one of the main drivers of regional development, encouraging various regions to focus on developing tourism potential. As a sector that closely correlates with various productive economic fields, tourism provides excellent opportunities in creating jobs and increasing the income of local communities. Based on a report from the ASEAN Tourism Center, Indonesia ranks top among 15 countries in the East Asia and Pacific region, with an average growth of 15% per year, showing how much this sector contributes to economic development. In line with that, Law No. 10/2009 on Tourism affirms that the primary purpose of organizing tourism is to increase national income and create the welfare and prosperity of the people. Tourism also serves to expand and equalize employment in various regions, especially in areas with natural and cultural potential. However, the main challenge in achieving this goal lies in tourism management, that could be more optimal, especially in terms of technology-based promotion and innovation.

One example of the great potential that has yet to be maximized is Agrotourism Belimbing Garden in Ngringinrejo Village, Kalitidu, Bojonegoro Regency. This agro-tourism offers attractions in the form of quality star fruit, agro-tourism facilities, and views of the Bengawan Solo River. Despite this promising potential, the star fruit farm has not achieved the expected level of tourist visits. Based on observations in the field, the decline in the number of tourists is increasingly visible, especially after the COVID-19 pandemic hit, which had a significant impact on the tourism sector throughout Indonesia. The main problem faced by Belimbing Garden Agrotourism is the lack of adequate and innovative promotions, especially on social media, which is currently one of the most essential marketing tools in the digital era. The lack of utilization of technology in tourism promotion makes it difficult for this garden to compete with other tourist destinations, which are more dynamic in utilizing digital media to attract tourists. In addition, innovation in developing tourism products at the Star Fruit Garden is also inadequate, leaving tourists without a solid reason to return.

The available human resources (HR) do not have adequate skills and knowledge to manage digital technology as a means of promotion and tourism management. This condition is further exacerbated by the lack of training and education support to improve the competence of local human resources, which should be an important pillar in the sustainability of community-based tourism. Another issue of concern is agritourism's reliance on physical tourist visits without developing alternative options such as online promotions or virtual tourism programs, which should help maintain interaction with tourists during the pandemic. In addition, the lack of innovation in tourism product offerings is also a factor in the decline in attractiveness, where agritourism managers have not been able to fully offer tourism experiences that are different from other destinations. To overcome these various problems, this research examines the strategy of strengthening tourism through community empowerment using technology in Belimbing Garden Agrotourism, Ngringinrejo Village. The main focus is how digital innovation can be integrated with local wisdom to create an attractive and sustainable tourism experience. This research also seeks to provide strategic solutions in terms of improving the competence of human resources and applying relevant digital technology to maximize the potential of local tourism while enhancing the economic welfare of the surrounding community.

The development of digital-based tourism trends shows that technology is a key element in attracting modern tourists. The UNWTO report noted an increase in the use of social media and digital platforms by 30% in the last five years, putting destinations that do not utilize technology at risk of being left behind. Competition with modern destinations is

increasingly challenging, where interactive and "Instagrammable" experiences are the main attractions (Muliawanti & Susanti, 2020).

Agrotourism requires digital innovation, such as online promotions and virtual tour features, to compete in the market. The study by Lubis et al. (2021) emphasized the importance of technology training for managers to increase competitiveness and the number of tourist visits. In the context of Belimbing Garden Agrotourism, the lack of utilization of technology is a major obstacle, so digital-based strategic planning is needed to optimize its potential.

Tourism development in Indonesia has shown a significant increase in recent decades, making it one of the main drivers of regional development. The sector not only contributes to economic growth but also creates jobs and increases the income of local communities. According to a report from the ASEAN Tourism Center, Indonesia is in the top position among countries in the Southeast Asian region with significant tourism growth. However, specific annual growth figures may vary depending on the source used (Abdoellah et al., 2020). Law No. 10/2009 on Tourism emphasizes that the primary purpose of organizing tourism is to increase national income and create people's welfare and prosperity (Sya et al., 2021). However, the challenges faced in tourism management are often related to technology-based promotion and innovation. Many tourist destinations, including Agrotourism Belimbing Garden in Ngringinrejo Village, Kalitidu, Bojonegoro Regency, have not been able to maximize their potential. Despite offering the attraction of quality star fruit and beautiful scenery, this garden has experienced a decline in the number of tourist visits, especially after the COVID-19 pandemic (Muliawanti & Susanti, 2020). This is due to the lack of adequate and innovative promotions, especially on social media, an important marketing tool in today's digital era (Lubis et al., 2021).

In tourism management, the application of good management theory is essential to achieve the goals that have been set. George R. Terry identified four main functions of management that are relevant in this context, namely planning, organizing, directing, actuating, and controlling (Abdoellah et al., 2020). These four functions provide a structured framework for structuring, implementing, and controlling tourism activities so that they can run effectively and efficiently. Planning is a crucial first step to setting goals and determining the actions needed to achieve them. In the context of agritourism, planning includes the development of facilities, promotion strategies, and the preparation of tourism programs based on local potential (Amiruddin et al., 2022). This process is very important because it will affect all aspects of tourism management. Furthermore, organizing focuses on managing existing human and material resources to support the achievement of planned goals.

Managers must ensure that each element of the organization functions properly and contributes to the progress of tourism (Pujiyono, 2022).

Directing is the implementation stage in which the plans that have been prepared are actualized through team coordination and the involvement of various parties involved. In the context of agritourism, direction includes the management of daily operations, interaction with tourists, and the implementation of tourism programs (Faradiana, 2023). Good communication between all stakeholders is essential at this stage so that tourism operations can run smoothly. Finally, supervision involves monitoring and evaluating the performance that has been achieved, with the aim of ensuring that all processes go according to plan and overcoming obstacles that may arise (Syafri et al., 2022).

In addition to management theory, many studies provide views related to tourism management, especially in the context of community and technology utilization. Research by Nurfi Fuadi Laksono (2020) shows the importance of community-based tourism management, with an emphasis on preserving cultural traditions and homestay management training as the main strategy to increase the attractiveness of village tourism (Fatmawati & Sulisty, 2022). This is relevant in the context of agritourism because it emphasizes the empowerment of local communities in sustainable tourism development.

The study by Novlyn Bagunda (2019) found that tourism management in the Talaud Islands Regency has followed established procedures. However, the importance of responsible management to ensure the sustainability and welfare of local communities remains a highlight (Setyowardhani et al., 2019). Another study by Rullyana Puspitaningrum Mamengko (2020) highlighted the positive impact of involving local communities in marine tourism management, showing significant multiplier effects in increasing income and creating new jobs (Supriyanto & Fitria, 2022).

Meanwhile, Maratun Saadah (2021) emphasized the role of BUMDes in tourism development, where tourism management through BUMDes creates new sustainable innovations and maintains local wisdom values (Hubner et al., 2022). Research by Aldian Anggi Saputra (2020) also shows that despite efforts to formulate a tourism development strategy in Riau Province, its implementation still faces obstacles, making it essential to create synergy between relevant parties to overcome them (Mussadun et al., 2019).

Local community empowerment is an essential aspect of the development of community-based tourism. However, the skills and knowledge of local human resources in utilizing digital technology for promotion are still minimal (Wahyuni, 2023). The lack of training and education to improve the competence of local human resources is a barrier to creating sustainable and profitable tourism for the surrounding community (Nurmala, 2023).

In addition, reliance on physical visits without developing alternative options such as online promotion or virtual tourism programs is also a challenge that must be overcome (Nurhidayati, 2015). To overcome these problems, this research examines the strategy of strengthening tourism through community empowerment using technology in Belimbing Garden Agrotourism. The main focus is integrating digital innovation with local wisdom to create an attractive and sustainable tourism experience. This research also seeks to provide strategic solutions in terms of improving the competence of human resources and applying relevant digital technology to maximize the potential of local tourism while improving the economic welfare of the surrounding community (Septeri, 2023; Isro et al., 2022). Thus, tourism development in Indonesia, especially in the agritourism sector, requires a holistic and integrated approach, which not only focuses on increasing the number of visits but also on community empowerment and utilization of technology to create sustainable and innovative tourism experiences.

METODE PENELITIAN

This research uses a qualitative descriptive approach that aims to describe, record, analyze, and interpret the conditions that occur in the field. This research focuses on strengthening tourism through community empowerment through technology in agrotourism Belimbing Garden, Ngringinrejo Village, Kalitidu, Bojonegoro. The descriptive qualitative approach was chosen because it can capture social phenomena in depth and contextually through interviews and observations involving relevant stakeholders, such as the head of the tourism awareness group and the local community (Sugihardjo, 2023; Komariah et al., 2019). This research was conducted in Ngringinrejo Village, which has agrotourism potential with star fruit gardens as its main attraction, and the challenges faced regarding the use of technology to increase tourist attraction (Mahanani et al., 2021).

Data collection in this study was conducted through observation, semi-structured interviews, and documentation. Primary data were obtained from field observations and in-depth interviews with informants, such as the heads of tourism awareness groups and local communities, while secondary data were in the form of documentation related to organizational structure, vision, mission, and other relevant documents (Saroinsong, 2020; Nurhidayati, 2015). Data analysis used Miles and Huberman's interactive analysis technique, which includes four stages: data collection, data reduction, data presentation, and conclusion drawing. Irrelevant data were filtered out, while significant data were analyzed more deeply to reach credible and valid conclusions (Nurhidayati, 2015; Qoriani, 2023).

HASIL DAN PEMBAHASAN

A. Blimbing Garden Agrotourism Planning carries the concept of community-based family tourism

Regarding planning, Garden Blimbing Agrotourism carries the concept of community-based family tourism. The planning process is carried out through village deliberations (Musdes), which involve local communities and related stakeholders. However, the results of the interview with AS revealed that the existing planning does not cover the utilization of technology as a whole. Current planning still focuses on preserving local potential, such as blimbing fruit and developing the 20.4 hectares of land owned by 117 farmers.

The blimbing garden was established in 2014 to create a family tourism destination that embraces nature, "Our main goal is to create community-based family tourism, and that was through village deliberation. We want to maintain the authenticity of the blimbing garden as a natural tourist spot." However, with the increasing competition in the tourism sector, especially with the emergence of modern and more 'instagrammable' tourist destinations, Garden Blimbing Agrotourism requires innovation in planning. In addition to nature tourism, the addition of photo spots and modern facilities will help attract more visitors, especially from young people active on social media.

Blimbing garden agro-tourism provides benefits, especially for traders, this was revealed by AGS "The number of traders who sell at the Blimbing garden agro-tourism is 45 traders. This has decreased, before there was a Covid 19 pandemic there were more traders in the blimbing garden". In the year before the pandemic, blimbing garden agrotourism presented various routine activities every year, namely the star fruit festival. This festival consumes a large budget. After the COVID-19 pandemic, the festival has not been held again because the manager is more focused on recovery.

The concept of community-based family tourism implemented through village meetings (Musdes) has successfully involved local communities in management; this approach is still less adaptive to the demands of modern tourism. The current plan emphasizes preserving local potential, such as star fruit and natural aspects, but it has yet to utilize technology optimally. The lack of innovation in the use of technology for promotion and facilities is a significant obstacle to attracting more tourists, especially from the younger generation, which is highly connected to social media.

More innovative planning is urgently needed, with competition from more modern and 'instagrammable' tourist destinations. The addition of exciting photo spots and more modern facilities will be a key factor in increasing the attractiveness of Garden Blimbing Agrotourism in an increasingly competitive tourism market. Data shows that the decline in

the number of traders and visitors, especially after the COVID-19 pandemic, indicates the lack of a comprehensive planning strategy. Although Garden Blimbing Agrotourism offers regular activities such as the star fruit festival, the lack of innovation in planning and budget allocation for promotion has led to stagnation in tourist growth.

B. Challenges in Organizing by BUMDesa

Regarding organization, the BUMDes responsible for Garden Blimbing Agrotourism is assisted by a tourism awareness group (Pokdarwis) under the auspices of the Bojonegoro Regency Tourism Office. This organizational structure consists of 10 managers who work regularly to ensure the farm's operations run well. An interview with Mr. AS revealed that "There are currently 10 managers, consisting of 8 men and 2 women. Every month, they get a salary from the revenue share of the tourist entrance ticket."

However, one of the problems that arises is the limited human resources in promotion and administration. According to Mr. AS, the management of administration and promotion is still straightforward and has not utilized digital media to the fullest. "We still use conventional promotion methods, such as participating in bazaars organized by the Tourism Office. Online promotion has not been optimized because our human resources are not tech-savvy". This impacts the decline in the number of visitors from year to year. The data shows that visitors to Blimbing Garden Agrotourism decreased from 73,600 in 2021 to 69,007 in 2022 and decreased again to 62,369 in 2023. This decline is not only caused by the pandemic but also by the lack of innovation in tourism management and promotion.

Management that still uses conventional approaches, especially in promotion and administration, has limited the appeal of Garden Blimbing Agrotourism in today's digital era. The limited ability to utilize digital media for promotion, as recognized by the manager, is one of the main factors in the decline in the number of visitors from year to year. The decline in visitors shows that innovation in promotion and administration strategies is needed. Promotions that still rely on conventional methods, such as participating in local bazaars, are no longer effective in attracting modern tourists more connected to digital technology and social media. In addition, the lack of focus on human resource development, especially regarding technology, leads to slow management in adapting to changing tourism trends. Thus, efforts to increase the capacity of human resources, both in terms of digital management and modern promotional strategies, are needed to maintain the competitiveness of Garden Blimbing Agrotourism in an increasingly competitive tourism market.

C. Briefing in the development of potential blimbing garden tourist destinations that have not been optimized

Regarding direction, promotional activities and facility development at Garden Blimbing Agrotourism still need to run optimally. Data shows that visitor interest continues to decline. In an interview with one of the visitors, it was found that although Garden Blimbing Agrotourism offers an excellent natural tourism experience and affordable ticket prices, there are shortcomings in facility maintenance and innovation of exciting photo spots. One visitor said, "The place is cool and cheap but needs improvement in maintenance and more photo spots to make it more interesting for young people." More attractive and modern facilities are needed to retain visitors, especially in an era where visual experience through social media is an essential factor in travel decisions. According to Mr. Achmad, plans to hold another star fruit festival after the pandemic are being considered but are constrained by the considerable costs involved. "We used to have a star fruit festival every year, but now we cannot do it because of the high cost.

Agro-tourism in Ngringinrejo has excellent potential as a nature-based tourist destination, but its management still needs to be improved, especially regarding direction and facility development. The main challenge faced is the lack of innovation in offering facilities that are attractive and relevant to modern tourists, especially the younger generation, who tend to seek visual and interactive experiences. The decline in visitor interest, as seen from the data, is largely due to the lack of facility maintenance and updates to photo spots or recreational areas that can attract tourists. The current digital era emphasizes the importance of visually appealing content for social media users, so the lack of innovation at Belimbing Garden Agrotourism negatively impacts its appeal among tourists.

The lack of innovation in facilities and attractions is a significant factor in the decline of visitor interest, especially among the younger generation, who tend to seek interactive and "Instagrammable" tourism experiences. In today's digital era, the presence of attractive photo spots, as well as good maintenance of facilities, is essential to attract and retain tourists. Promotions that have not optimally utilized the potential of social media also exacerbate the situation, as tourists today often choose destinations based on the visualizations they see on digital platforms. The decline in visitors, as seen from the data and interviews, is evidence that innovation and updates in terms of facilities are urgently needed so that Belimbing Garden Agrotourism can compete with other modern tourist destinations. In addition, despite plans to hold a star fruit festival, budget limitations are a significant obstacle. Managers need to be more creative in developing promotional strategies and

offering facilities that are cost-effective but still relevant and attractive to visitors. With improvements in the direction and development of more modern facilities and a focus on innovation, Belimbing Garden Agrotourism can increase its appeal and become a competitive tourism option.

D. Supervision and evaluation in the management of Blimbing Garden Agrotourism

Supervising the management of Garden Blimbing Agrotourism is carried out regularly by the Head of BUMDes and his team. However, the evaluation results show that many aspects still need to be improved, especially in terms of administration and promotion. AS explains, "Our evaluation shows that the administration is still weak due to the lack of competent human resources. We need people who are more skilled in this area." In addition to internal problems, management faces external obstacles, such as competition with modern tours that attract more tourists. Local social and political issues also affect the decision-making process in the village.

Nevertheless, Mr. Achmad emphasizes the importance of cooperation and goodwill from all parties to rebuild Garden Blimbing Agrotourism. "Our hope is that the younger generation can participate in developing the village. The government also needs to support with programs that are in line so that everything runs smoothly," he said.

Stricter supervision and continuous evaluation are needed to ensure that Garden Blimbing Agrotourism's management runs according to the objectives. Expectations from local traders are also high, one of which is from Mrs. Binti Mahmudah, a trader in the agrotourism area. "Hopefully, there will be more visitors, because if it is crowded, our income will also increase."

Significant weaknesses in the aspects of administration and promotion which are the main obstacles to the management of this tourist destination. The lack of competent human resources (H.R.) in the field of digital administration and promotion, as expressed by Mr. Achmad, is an internal factor that slows down the development of agritourism. With increasingly fierce competition from modern tourist destinations, Garden Blimbing Agrotourism is experiencing severe challenges in attracting tourists.

In addition, external factors such as local social and political issues also influence decision-making and the sustainability of this tourism management. Despite efforts by the BUMDes to address these issues, solid cooperation between the management, government and community is needed to improve the situation. Moreover, there are high expectations from the local community, including traders like Ibu Binti Mahmudah, who hope that the number of visitors will increase and boost the local economy. Stricter supervision and

continuous evaluation are needed to ensure improvements in management, especially in improving the competence of human resources and modernizing promotions and facilities. Stronger collaboration between related parties should also be established to realize more sustainable development and restore the attractiveness of Garden Blimbing Agrotourism.

The results of the study show that the management of Agrotourism Starfruit Garden has not been optimal in utilizing technology, especially in digital promotion. This is in line with the findings of Fatmawati & Sulisty (2022), which shows that digital marketing can increase the attractiveness of community-based destinations by up to 40%, especially through interactive and engaging social media strategies. Lubis et al. (2021) also emphasized that technology-based promotions, such as visual content and social media campaigns, are able to drive significant growth in tourist visits.

In the context of Agrotourism Starfruit Garden, digital promotion solutions can be applied through several strategic steps. First, training for managers and local communities on the use of social media platforms such as Instagram and TikTok to promote the uniqueness of destinations, such as natural panoramas, local products, and blimbing festivals. Second, the development of an official website that provides complete information about the location, facilities, and online reservation features to facilitate tourist access. Third, collaboration with travel influencers who have a large audience to expand the reach of promotion. This step aims to create a digital attraction that is relevant to the modern market, especially the young generation who are active in cyberspace.

SIMPULAN

This research shows that Agrotourism Belimbing Garden in Ngringinrejo Village, Kalitidu, Bojonegoro has excellent potential as a community-based tourist destination but still faces various challenges, especially in utilizing technology for promotion and management. Limited human resources (HR) who are competent in the field of technology are the main obstacles in the development of this destination. Although the star fruit garden has a solid natural attraction, the lack of innovation in planning and promotion has caused the number of tourists to continue to decline, especially after the COVID-19 pandemic.

The management of this agro-tourism is also still conventional, with promotions that have not optimally utilized social media. The evaluation showed that the lack of human resource capacity in technology has resulted in weak administration and digital promotion. In addition, despite efforts to involve local communities through BUMDes and Pokdarwis, agritourism managers must face competition from other more modern and innovative tourist destinations. There is great hope from local traders and the surrounding community

that the star fruit farm can be further developed, especially with the addition of facilities and more effective promotion.

However, this study has limitations, especially regarding limited area coverage and the number of informants. The results of this study focus more on one specific destination, so generalizations to other agritourism in Indonesia need to be done with caution. Time constraints and pandemic conditions also affected data collection, so interviews and observations could not be conducted with a wider scope.

Future research is recommended to expand the study to other agritourism destinations that have been successful in implementing technology, so that a more thorough comparison can be made. In addition, it is necessary to conduct more in-depth research on digital promotion strategies, including analysis of the effectiveness of using social media and technological innovation in attracting tourists. Future research could also focus more on increasing the capacity of local human resources through digital technology training to support more sustainable community-based tourism management.

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