



Potential Attractiveness of Coffee Agro-Tourism in Jarai Sub-District, Lahat Regency

*Meisya Anggraini¹, Pelliyezer Karo Karo¹, Andhika Chandra Lesmana¹, Budi Wibowo¹

¹Program Studi Tata Hidang, Politeknik Pariwisata Palembang, Kota Palembang, 30267, Indonesia.

meisyaan@poltekipar-palembang.ac.id

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Abstract

Nowadays, to preserve coffee, many coffee plantations are developed into agritourism so that tourists are interested in visiting coffee plantations. The purpose of agritourism is not only for recreation, but also to gain new experiences, knowledge, and business relationships in agriculture. The purpose of this study was to determine the Potential Attractiveness of Coffee Agro-tourism in Jarai District, Lahat Regency. The research method used in this research is Qualitative research method. The results obtained show that Jarai District has great potential in the coffee agritourism sector. Despite having significant potential, the development of agritourism in Jarai District faces several challenges, such as limited accessibility to the plantation area, lack of supporting tourism facilities such as lodging and dining, and lack of promotion. The people of Jarai Sub-district, especially the coffee farmers, show great interest in participating in the development of coffee agritourism. Based on the SWOT analysis, optimal development strategies include improving facilities and accessibility, diversifying tourism products and experiences, and strengthening digital promotion.

Keywords: Agro-Tourism, Attractiveness, Coffee.

Abstrak

Saat ini, untuk menjaga kelestarian Kopi banyak Perkebunan Kopi dikembangkan menjadi agrowisata agar wisatawan tertarik berkunjung ke Perkebunan Kopi. Tujuan dari agrowisata tidak hanya untuk rekreasi, tetapi juga untuk mendapatkan pengalaman baru, pengetahuan, dan juga hubungan bisnis di bidang pertanian. Tujuan penelitian ini adalah untuk mengetahui Potensi Daya Tarik Agrowisata Kopi di Kecamatan Jarai, Kabupaten Lahat. Metode penelitian yang digunakan dalam penelitian ini adalah metode penelitian Kualitatif. Hasil yang di peroleh meunjukkan Kecamatan Jarai memiliki potensi besar dalam sektor agrowisata kopi. Kendati memiliki potensi yang signifikan, pengembangan agrowisata di Kecamatan Jarai menghadapi beberapa tantangan, seperti aksesibilitas yang terbatas ke area perkebunan, kurangnya fasilitas wisata penunjang seperti penginapan dan tempat makan, serta minimnya promosi. Masyarakat Kecamatan Jarai, terutama para petani kopi, menunjukkan minat yang besar untuk berpartisipasi dalam pengembangan agrowisata kopi. Berdasarkan analisis SWOT, strategi pengembangan yang optimal mencakup peningkatan fasilitas dan aksesibilitas, diversifikasi produk dan pengalaman wisata, serta memperkuat promosi digital.

Kata-kata kunci: Agrowisata, Daya Tarik, Kopi.



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INTRODUCTION

Indonesia has several tourism sectors including agritourism which utilizes agricultural potential as a tourist attraction. This potential includes natural scenery, technological diversity, and agricultural production, as well as the culture of farming communities in the area (Azi et al., 2024; Suranny, 2020). Currently, to preserve coffee, many coffee plantations are developed into agro-tourism so that tourists are interested in visiting coffee plantations. The purpose of agritourism is not only for recreation, but also to gain new experiences, knowledge, and business relationships in agriculture. Then the focus of agritourism is forestry and agricultural resources that combine village life, natural beauty, and agricultural potential which if managed properly can be an attraction for tourists.

Based on data from the Central Statistics Agency (BPS) in 2022, South Sumatra province is the province with the largest coffee plantation area in Indonesia, one of which is Lahat Regency. In addition, data in 2023 from the Central Statistics Agency (BPS) also noted that Lahat Regency became one of the four largest coffee producing areas in South Sumatra province, apart from South OKU, Empat Lawang, and Muara Enim with a land area of 54,032 hectares or 20.21% of the total land area in South Sumatra. One of the sub-districts that has a large coffee plantation area in Lahat Regency is Jarai Sub-district.

This festival is also expected to be an attraction for tourists, because the government focuses on paying attention to the agricultural and tourism sectors so that development can unite the two sectors with the development of agritourism. Over time there has been a development of agricultural tourism attractions in rural areas that lead to fun and educational recreational activities (Petroman et al., 2016; Pratiyudha et al., 2023). In advancing an area to become an agro-tourism area, the actors involved are residents of Jarai District as Coffee producing farmers and agro-tourism owners as Coffee agro-tourism processors. Along with the potential, this agritourism is still minimal in terms of developing tourism activities, such as the lack of tourist attractions, accessibility, and other supporting infrastructure. Then, for other problems, there is still a lack of knowledge of farmers in producing coffee and attractions that are packed in it so that they can be recognized by the wider community, especially to attract tourists. The community must be able to package various potentials in the coffee plantation to become something to see, something to do, something to buy, and something to learn that is attractive to tourists (Karo & Hamonangan, 2021). Based on these problems, the purpose of this study was to determine the Potential Attractiveness of Coffee Agro-tourism in Jarai District, Lahat Regency.

LITERATURE REVIEW

A tourist destination is a place with a form that has real or perceived boundaries, whether in the form of physical boundaries (islands), politically, or based on markets (Karo Karo et al., 2025; Kotler, Philip; Keller, 2020). Meanwhile, tourism destinations are places where tourists go to do tourism. The place here can be interpreted broadly, which can be an area, city, region, province or country (Hidayah, 2019; Karo et al., 2024).

According to Arifin, agritourism is a form of tourism activity carried out in agricultural areas that presents natural scenery of agricultural areas (farmland view) and activities in it such as land preparation, planting, maintenance, harvesting, processing crops until they are ready to be marketed and even tourists can buy these agricultural products as souvenirs (Karo et al., 2022; Wati et al., 2023). The agritourism involves tourists in agricultural activities. In order to develop quality natural tourism and can be enjoyed by the next generation, the tourism trend that is often developed today is ecotourism. Because ecotourism will make a positive contribution to the economic growth of local communities and also maintain the sustainability of the environment that is used as an object of tourist attraction (Algi et al., 2024; Burbano et al., 2022; Karo et al., 2022). According to Cooper, the supporting component of tourist attraction is a component that must exist in tourist destinations, known as the 4A component (Algi et al., 2024; Hasan et al., 2023; Taslim et al., 2023; Zuhriah et al., 2022), namely attractions, accessibility, amenity, and ancillary.

Tourism development is a form of community economic development with the aim of improving the community's economy in a country or region, so that later it can expand community employment and directly prosper the community both economically and socially by developing tourism (Karo Karo & Firstyana, 2021; Karo, 2024; Pasaribu et al., 2025). In order to develop quality natural tourism and can be enjoyed by the next generation, the tourism trend that is often developed today is ecotourism. Because ecotourism will make a positive contribution to the economic growth of local communities and also maintain the sustainability of the environment that is used as an object of tourist attraction (Karo, 2024; Purwanto et al., 2014).

RESEARCH METHOD

The research method used in this research is Qualitative research method. Qualitative research methods are research methods based on the philosophy of postpositivism or enterpresif,

used to examine the conditions of natural objects, where the researcher is the key instrument, data collection techniques are carried out in triangulation (combined observation, interview, documentation). The data obtained tends to be qualitative data, data analysis is inductive / qualitative, and the results of qualitative research are to understand meaning, understand uniqueness, construct phenomena, and find hypotheses (Sugiyono, 2018). The data analysis used to determine the potential attractiveness of coffee agro-tourism is descriptive analysis using SWOT analysis. SWOT analysis is comparing external factors of opportunities and threats with internal factors of strengths and weaknesses. Internal factors are entered into a matrix called IFAS (Internal Factor Analysis Summary) and external factors are entered into the EFAS (External Factor Analysis Summary) matrix (Karo et al., 2022; Karo & Novianti, 2021).

RESULTS AND DISCUSSION

Analysis in generating the potential of Coffee Agrotourism as a tourist attraction using SWOT. This is done so that it can be known what the shortcomings, weaknesses, opportunities, threats and strategies that must be taken. The analysis of this research is based on information obtained from descriptive analysis, field observations and interview surveys with coffee agro-tourism business owners in Jarai sub-district, Lahat district, South Sumatra. Based on the results of the IFAS analysis calculation, it is known that coffee as a tourist attraction shows several strengths that strengthen the potential to develop with a total score for strengths and weaknesses of 3.32 and 1.2, it is known that the total score of strengths is greater than the total score of weaknesses. With the strength factor Coffee as a tourist attraction is rarely found in Jarai District supported by the view of coffee plantations that can spoil the eyes of tourists. Then, tourists can also see coffee plants directly and can participate in picking coffee and processing their own coffee to enjoy. This explains that weakness factors can be overcome by utilizing the strengths that Coffee already must become a tourist attraction (Meisya Anggraini et al., 2023).

While the results of the EFAS analysis calculation show that the total score for opportunities and threats is 3.36 and 1.14, it is known that the results of opportunities are greater than the results of the threat calculation. Although there are threats that must be considered such as competitors, accessibility, and the same coffee variants, there are several greater opportunities that can be utilized in developing the potential of Coffee Agrotourism such as tourists being invited to go directly to participate in planting, picking, and processing coffee to be enjoyed on coffee plantations. Thus, the first step that can be taken in formulating a strategy in the

development of Coffee Agrotourism is to identify internal strengths to be further optimized to continue to have an impact on tourism continuity and increase economic growth and identify sources of weaknesses. Based on the results of the IFAS-EFAS analysis, the equation is as follows:

$$X = \text{Strength} - \text{Weakness}$$

$$X = 3.32 - 1.2$$

$$X = 2.12$$

$$Y = \text{Opportunity} - \text{Threat}$$

$$Y = 3.36 - 1.14$$

$$Y = 2.22$$

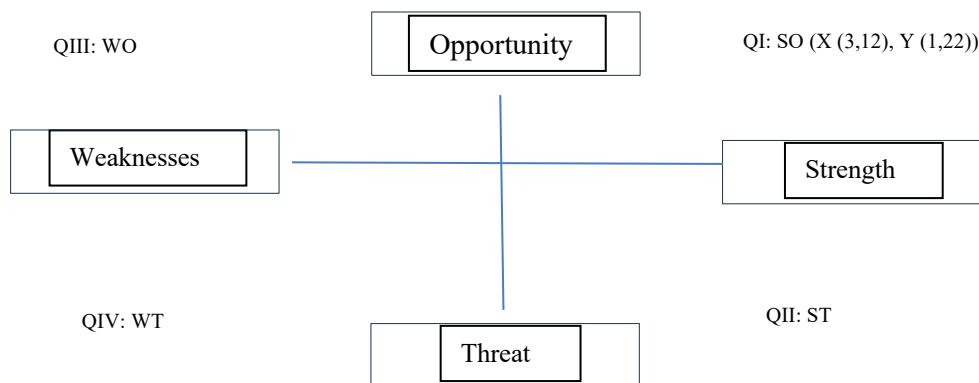


Figure 2. Quadrant IFAS and EFAS

Based on the results of the IFAS and EFAS Quadrant calculations above, which resulted in an X value of 2.12 and a Y value of 2.22, which means that it is in quadrant one or a progressive strategy. This means that the potential of coffee as a tourist attraction provides an opportunity, so it is very possible to be used as an attraction to become one of the agro-tourism in Jarai District.

Coffee agrotourism is included in the type of Micro, Small and Medium Enterprises (MSMEs) in Jarai district, Lahat district, South Sumatra. Agritourism is still in the process of pioneering efforts to maximize coffee processing in the community in Jarai district, most of whom work as coffee farmers, even the community in Jarai district collaborates with fellow coffee farmers to develop varieties of coffee plants which will produce new varieties of coffee beans which can be said to be quite successful in the process of managing, producing and selling coffee to various regions in Indonesia. From a fairly successful business from the process of planting, harvesting to selling coffee beans, new opportunities were found and strategies began to be initiated so that coffee was not only used as the final object to be sold but began to be analyzed how coffee could also be the subject of the coffee plant management process from ulu to ilir in the coffee planting process to harvest. The strategy implemented by businesspeople must always be updated with the development of the agritourism business. A good management strategy is needed to get the results of business achievement according to the expected goal. From the

observations made in the Jarai sub-district, the results of the analysis using SWOT analysis can be obtained as in the table described above. From the results of the above analysis, the overall results of the SWOT analysis carried out in the Jarai sub-district are obtained:

1. Strengths

The concept of the coffee plantation area is very broad, this is because people in the Jarai sub-district who work as coffee farmers collaborate to utilize agricultural land by maximizing the land as an object area for planting coffee plants. One of the farmer groups in the Jarai sub-district utilizes their land in a higher elevation area to be used as a homestay for guests who will visit with a large enough land area that can facilitate groups, especially local people who are interested in coffee but want to study plant cultivation or students and lecturers and researchers who conduct observations, data collection that will discuss research on coffee and the price of coffee agro-tourism tour packages is made affordable (Hamonangan et al., 2021; Tania et al., 2024; Widyaningsih, 2020), found that the tourists will enjoyed staying at the homestay due to natural beauty of nature, field trips, as well as opportunities to plant, and harvest.

2. Weaknesses

This pilot business about coffee agro-tourism has not been maximized online, accessibility is still very limited, to reach the highlands where it will be used as coffee agro-tourism can only be accessed by two-wheeled vehicles with certain modifications due to the road terrain, most of which have not been paved / made concrete on the ground surface area.

3. Opportunities

This business requires a comfortable place, daily turnover is easy to obtain, requires a variety of agro-tourism tour packages. The target market is all circles because of the affordable price, it can be used as a place to hold interesting events. Not many consumers know about this business. Utilizing existing opportunities to develop a business is an important thing for business actors to pay attention to.

4. Threats

This business is a concept that is still in the development stage, variations in the types of coffee plants are mainstream, many competitors have uniform names and place presentations, variations in the types of coffee plants are less diverse, and in that area, there are already many similar competitors.

Table 1. SWOT Analysis

	Strength The location area is quite large and cool There are tour packages provided in coffee agro-tourism Affordable prices	Weakness Accessibility to agritourism locations that are still very limited. Not yet maximized online agritourism promotion
Opportunities The target market is all circles because the affordable price can be used as a place to hold events that attract a lot of consumer interest in Coffee	Strategy SO Start offering and increase visibility on social media Improve service to customers Increase choice of tour packages	Strategy WO Improve facilities for accessibility to the location to make it more convenient for consumers Maximize online as a promotional tool even for reservations for agritourism
Threats Lack of variety of coffee plants There are many competitors in the area. Competitors use many similar concepts	Strategy ST Increase variants of coffee plants Increase events Increase the level of product uniqueness	Strategy WT Increase more diverse innovations Organize programs and events Maximize online promotions through website and social media.

Source: SWOT Analysis Results, 2024

CONCLUSION & SUGGESTION

1. Potential of Coffee Agritourism in Jarai Sub-district

Jarai sub-district has great potential in the coffee agro-tourism sector. With a plantation area of 3,105 hectares and typical robusta and arabica coffee production, the area has an attraction for tourists interested in nature and the coffee production process. The combination of cool climate, mountain scenery, and long-standing coffee cultivation traditions creates opportunities to attract tourists, both domestic and foreign.

2. Challenges in Agrotourism Development

Despite its significant potential, the development of agritourism in Jarai Sub-district faces several challenges, such as limited accessibility to the plantation area, lack of supporting

tourism facilities such as lodging and dining, and lack of promotion. This has an impact on the limited number of tourists visiting and the limited knowledge of the local community in optimally packaging tourism potential.

3. Community Readiness and Willingness

The community of Jarai Subdistrict, especially the coffee farmers, showed great interest in participating in the development of coffee agritourism. However, there is an urgent need to improve skills in managing tours, promoting local coffee products, and providing services that support educational and interactive tourism experiences.

4. Development Strategy Based on SWOT Analysis

Based on the SWOT analysis, the optimal development strategy includes improving facilities and accessibility, diversifying tourism products and experiences, and strengthening digital promotion. This approach can optimize potential strengths and opportunities, such as the unique taste of local coffee and the popularity of South Sumatra robusta coffee, and overcome existing weaknesses and threats, such as the limited variety of coffee plants and competition from other tourist destinations.

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