

Problematics Of Development Of Agrotourism In New Urban Area Of Geragai, East Of Tanjung Jabung District, Jambi Province

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Abstract

Building a new growth center in the transmigration area is not easy and requires a lot of financial support to build the facilities needed as a city requirement. This development has been launched since 2007, which has gradually been established as many as 144 New Urban Areas. As an illustration in its development, the New Urban Area of Geragai appeared many obstacles to its continuation. Constraints in planning, cost support, Human Resources Management of the Area and surrounding population, and construction and maintenance of facilities and infrastructure. The purpose of this study is to explore the problems in the development of New Urban Areas with the case in New Urban Areas of Geragai. The method used is a qualitative descriptive method, carried out by observation, discussion with the implementer. The results showed that there were still many problems related to the change in development into tourism and agricultural education areas. For sustainable development, New Urban Areas facilities and infrastructure needed are used for district government offices. The development of tourism area still does not involve the surrounding community to elevate the local culture. Agro-tourism business managers are still carried out by regional governments / local government agencies and have not provided guidance to the people who will manage them in the form Joint Village-Owned Enterprise (JVOE).

Keywords: Problematics; Development; Agrotourism; New Urban Area

I. Introduction

Indonesia has great potential in the tourism sector, therefore the government issued a policy to develop tourism. Tourism can be carried out in relation to other fields or sectors, such as plantation, agriculture, trade, industry and others. Tourism related to agriculture or agro tourism is still not optimally exploited and has begun to be abandoned by millennials, as they migrate to cities. One of the development programs of the New Urban Area or previously called Independent Integrated City in the Transmigration Area, is currently recommended by the Bogor Agricultural University since 2016 to be developed by agro-tourism.

Tourism objects developed in the field of agricultural and plantation commodity businesses (durian, oranges, dragon fruit, and longan). In the new urban area of Geragai needs to pay attention to other fields in its planning, such as urbanization policies, regional expansion, economic spatial development, development of growth centers, education, health and social service facilities, and development of community economic activities by training in product processing skills, capital convenience; marketing of processed products, facilitation of promotions through exhibitions on a local and regional scale^{1,5)}. Agriculture that is developed must be based on agribusiness, because most of the

population works as farmers^[2]. Efforts to spur development in terms of economic and social aspects such as in disadvantaged areas, development programs must prioritize aspects for: Improving the People's Economy; The increasing of Human Resources quality; Infrastructure development; and the environment^[3,4,6,7].

Besides that, a community-based ideology must also be implemented by paying attention to the tourism management system that involves the community, starting from the planning, implementation and evaluation^[13]. The policy strategy in the management of tourism villages will not be implemented properly if there is no participation from the local or central government contained in the policy^[13].

The community development model is empowerment, in order to increase the income of farmers in 23 surrounding villages and be able to influence reducing the flow of urbanization to urban areas. The community development model is empowerment, in order to increase the income of farmers in 23 surrounding villages and be able to influence reducing the flow of urbanization to urban areas^[2,10,11]. Community and cultural involvement is related to attractions, rare, natural, unique objects, labor, land use, equity and equity considerations, and regional arrangement. Furthermore, the fulfillment of tourism elements is very much needed such as: Attractions, Facilities, Infrastructure, Transportation, and Hospitality. To improve the economy, the Agrotourism Region also needs to establish Inter-Village Cooperation in three sub-districts to develop regional potential that supports each other with surrounding villages^[8,9]. Potential Areas for cultivation that can be used as agrotourism include in the fields of plantations, food crops and Horticulture, Animal Husbandry, and Fisheries^[12].

Techniques or strategies by redesigning products or services; redefine the product or service using consumer chain analysis; market segmentation

based on behavior; create a new market configuration; developing breakthroughs in competition or areas of competitive power that will provide new competitive advantages^[12].

The purpose of this activity is to analyze the problems in its development to develop strategies and innovations in policy. The question is, does the development activity that has been carried out meet the requirements in developing agro-tourism? Policies needed in developing agro-tourism in the New Urban Area of Geragai required comprehensive planning with regard to Regional Human Resources and provide training to the community as a support activity.

2. Research Methodology

The research method used is descriptive qualitative which is to describe what is happening in the New Geragai Urban Area by telling and interpreting data about the phenomena and processes of development and ongoing development, the effects that are at work, abnormalities that are emerging, trends that appear, inhibitors and others. Data collection is done through searching reference books, data reports on the development of the New Geragai Urban Area at the central, regional, location, internet, discussions, interviews with implementers and field observations. The location is determined casually, namely the New Geragai Urban Area located in Tanjung Jabung Timur Regency, Jambi Province. The analysis was conducted with a qualitative method by describing conditions with narration and pictures and tables that can describe conditions in the field^[14].

3. Results and Discussion

3.1. Characteristics of the Research Area

Results of observations or observations of conditions as well as discussions with implementers, can be conveyed that the characteristics of the New Geragai Urban Area are ex-transmigration villages. The area of land

used is 120 hectares and is the hinterland of the mainstay of Muara Berlian. To reach the area, it can be achieved by using land transportation from the capital of Jambi Province and the capital of West Tanjung Jabung Regency, Tanjung Jabung Regency, and the Capital of East Tanjung Jabung Regency, and Muara Sabak.

The population of the New Urban Area is spread over 3 Subdistricts (Dendang Subdistrict, Geragai Subdistrict, and West Muara Sabak Subdistrict) with a population of 55,448 people. The total population of productive age (15-54 / labor force) is 59.71 percent and the population of non-productive age (under 15 and 55 years old and above / non labor force) is 40.29 percent.

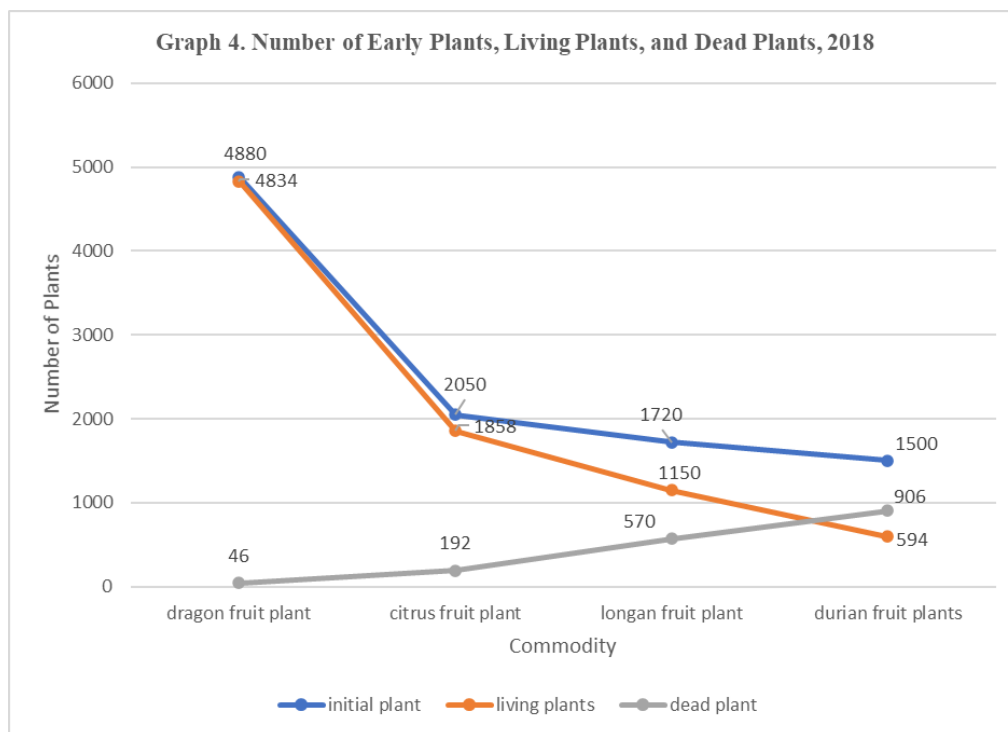
3.2. Geragai New Urban Area Development Activities 2009–2019

Initially the development of the New Urban Area (2008-2016) was given a substantial amount of funding compared to the following years. In the following year it decreased (slightly), this shows that the commitment of the

Government (Central and Regional) is getting lower. Even in 2012 there was no development budget support at all. This is due to the policies of the central government that are too many to build New Urban Areas (144 Areas). As a result, the cost of developing the Geragai New Urban Area has continued to decline and stagnant in its development. The results of the evaluation of 144 areas, prioritized around 26 areas of the New Urban Area so that the impact on the development of the Geragai New Urban Area development.

3.3. Business Development

The development of orchard agro-tourism in the Geragai New Urban Area was carried out to support the government policy of the Orange Revolution Movement. The steps taken are construction of plantation zones, educational nursery zones, livestock zones, compost zones and pesticides, and reservoir zones.



Source: Manpower and Transmigration Office, 2019

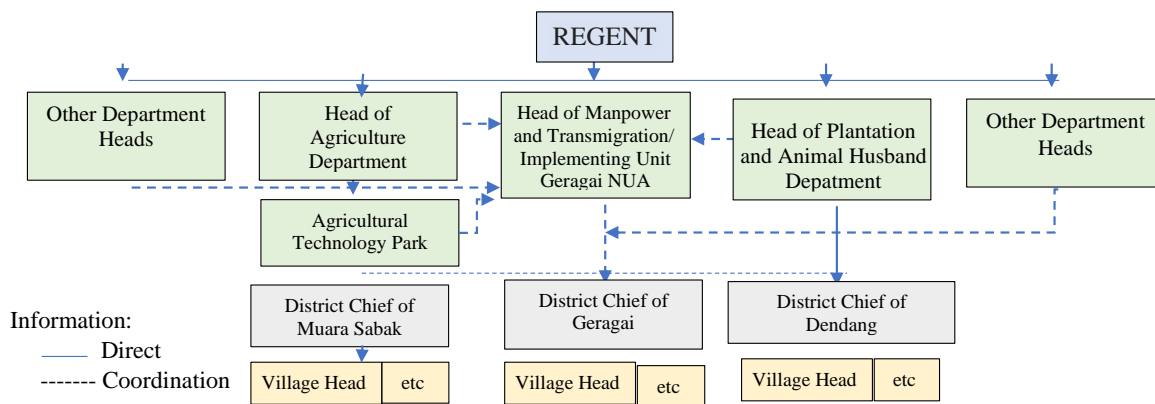
The development of fruit crops and plantations in 2019 experienced disruption from summer to 5 months and caused the soil to become dry. Some plants die, but replanting or insertion is also done. The area of citrus land is still 6 hectares with a number of 1656 live plants and 274 dead plants[18]. In full is presented in the following graph 4.

3.4. Institutional Management of the Geragai New Urban Area

Development of the Geragai New Urban Area in the future is needed institutional to implement and develop the Zone, which is currently still being managed by the Office of

Manpower and Transmigration of East Tanjung Jabung Regency as the coordinator. Regency government institutions are expected to encourage regional development as a form of support from the regional head / district head. The form of Local Government support is by moving the offices of the relevant offices to the center of the New Urban Area. The plan for the management of the Geragai New Urban Area was submitted to JVOE to manage one of the Geragai Fruit Farm Agro Tourism business units and several other units which were the needs and potential of villages in the New Urban Area of Geragai.

Picture: Organizational Structure of Geragai New Urban Area Management



JVOE was initiated with the formation of initially forming the Village Owned Business Entity (VOBE) of three villages namely Kota Baru Village, Rantau Karya Village, and Sukamaju Village as a pilot project. Then proceed with the formation of Village-Owned Enterprises in other villages in the hinterland area in accordance with the needs and potential of the village. The principles of business development in the Center for New Urban Areas and hinterland areas need to be prepared farming needs, so that the agribusiness system is managed. There is no New Urban Area that provides farming facilities and

infrastructure. To manage the potential of agribusiness agriculture in the New Urban Area, it requires agribusiness management institutions to meet the needs of subsystems in agribusiness activities such as fertilizer, capital, and marketing^[4]. The existence of a manager is indeed important because the obstacles faced in general are that the role of supporting institutions is not yet optimal in terms of availability of seeds (plants) / superior seeds; agrochemicals (artificial fertilizers and pesticides); farm labor; financial institutions; agricultural cooperatives; and the pattern of partnership with investors. These

conditions make the income obtained by farmers smaller^[16].

Considering the plan to form one of the agribusiness managers will be formed by JVOE and based on cooperation between villages. This is in accordance with the right of the Village Government to carry out inter-village cooperation^[26]. Some of the bases for developing cooperation include: geographical basis of neighborhoods; the basis of potential equality; and the equality basis of the problem. The principles of developing cooperation between villages so that they can run well need to fulfill the following: the principle of equal, synergistic and mutually beneficial partnerships, based on needs, encouraging participation, flexible, legitimate, effective-efficient, accountable, and sustainable^[17].

On the basis of the above opinion, cooperation between villages is the initial process of the village's desire to form a Joint Village-Owned Enterprise. to manage the potential of existing villages. So cooperation is a joint agreement between the three Village Heads with the principle of mutual benefit with the enactment of a Joint Regulation Between Village Heads. The purpose of this collaboration is to establish a jointly owned village company to manage the potential of each village that is mutually supportive and interrelated. To realize the establishment of a joint village-owned company, the local government has helped by establishing Village-Owned Enterprises in Rantau Karya Village, Sukamaju and Kota Baru. It is hoped that these three villages will be able to form cooperation between villages to form a Joint Village Owned Enterprise.

Beginning with each village to make a potential analysis that can be collaborated with and later managed by a joint village-owned enterprise. Potential studies should be carried out by local universities so that they can be recommended about the potential of each village. The results of the joint agreement of the three

Village Heads are outlined in the cooperation agreement between villages and signed by the three Village Heads. Support is also needed from the Regency Government to strengthen politically. To get assistance from the central government it is necessary to make a proposal to the Ministry of Villages, Disadvantaged Regions and Transmigration cq the Directorate General of Rural Area Development.

The activity for education was made as one of the promotion media for the existence of the Geragai New Urban Area. This activity was held on July 29, 2018, attended by students of Public Senior High School 5 Geragai. Accompaniment activities for students who make a visit to the fruit garden of the Geragai New Urban Area in the context of education about existing fruit plants for dragon fruit, citrus, durian and longan. Education was also carried out on vegetable crops, plants in hydroponics, vertical gardens and plants in pergola which were held on the fourth week of August 2018.

3.5 Innovation and Development Strategy of the Geragai New Urban Area

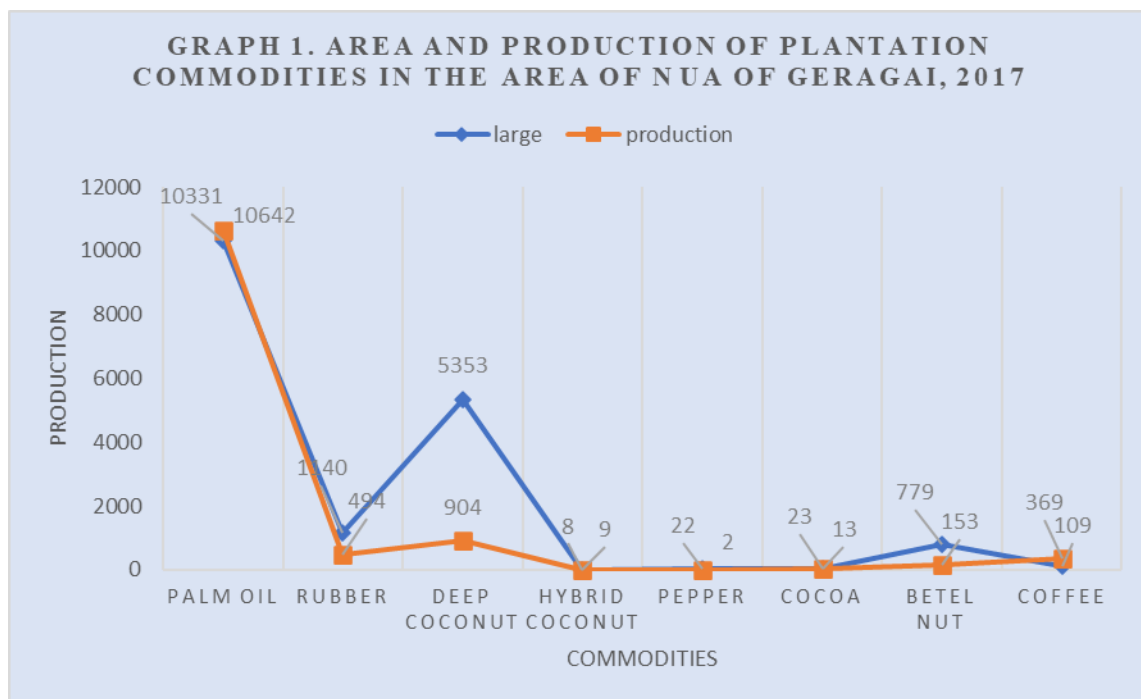
Innovation and strategy in building the New Urban Area are very important and very determining success. Several innovations from various aspects have been carried out by the central and regional governments. The beginning of the development planning in 2015 was the development of an Independent Integrated City in the transmigration area which had the aim of developing the transmigration area and its development was designed to become a growth center that has an urban function through sustainable management of natural resources.^[27]. The Independent Integrated City in the transmigration area is to create an agricultural area that functions as a production center and one of its regions is developed as a service center that has a city function. While the Urban area functions as an area that has main non-agricultural activities with the arrangement of the

area's function as a place for urban settlements, centralization and distribution of government services, social services, and economic activities. Government Regulation to establish transmigration areas developed from rural areas into agricultural production systems and natural resource management that have functional links and spatial hierarchies with new growth centers as New Urban Areas^[19,20,21].

The New Urban Area referred to has non-agricultural main activities with the arrangement of the function of the area as a place for urban settlements, centralization and distribution of government services, social services, and economic activities. In each of the New Urban Areas at least available: settlements; public infrastructure and utilities; trade facilities and

services; processing industry facilities; public service facilities; the lowest level of education facilities at the upper middle level; lowest health facility at the level of an inpatient community health center; green open space facilities; and terminal or dock facilities.

The realization to meet the above objectives has not yet been realized, while the construction period from 2008 to 2014 or for 6 years should have begun to develop as a city embryo. Given the stagnant conditions, a 6-year program of activities to build physical facilities and infrastructure that have been built and not used will be damaged. Business activities for the surrounding hinterland / village area as a producer of oil palm have apparently been accommodated by private companies.



Source: BPS East of Tanjung Jabung Regency, 2018^[15]

Potential commodities of the New Urban Area Region are oil palm with a land area of 10,331 Ha with production of 10,642 tons and Rubber plant of 1,140 Ha with production of 494 tons, coconut in an area of 5,353 Ha with production of 904 tons, areca nut area of 779 Ha with production of

153 tons, and coffee plants covering an area of 109 hectares with a production of 369 tons, and other plants^[15].

Because the potential of the region's commodities has been accommodated by the

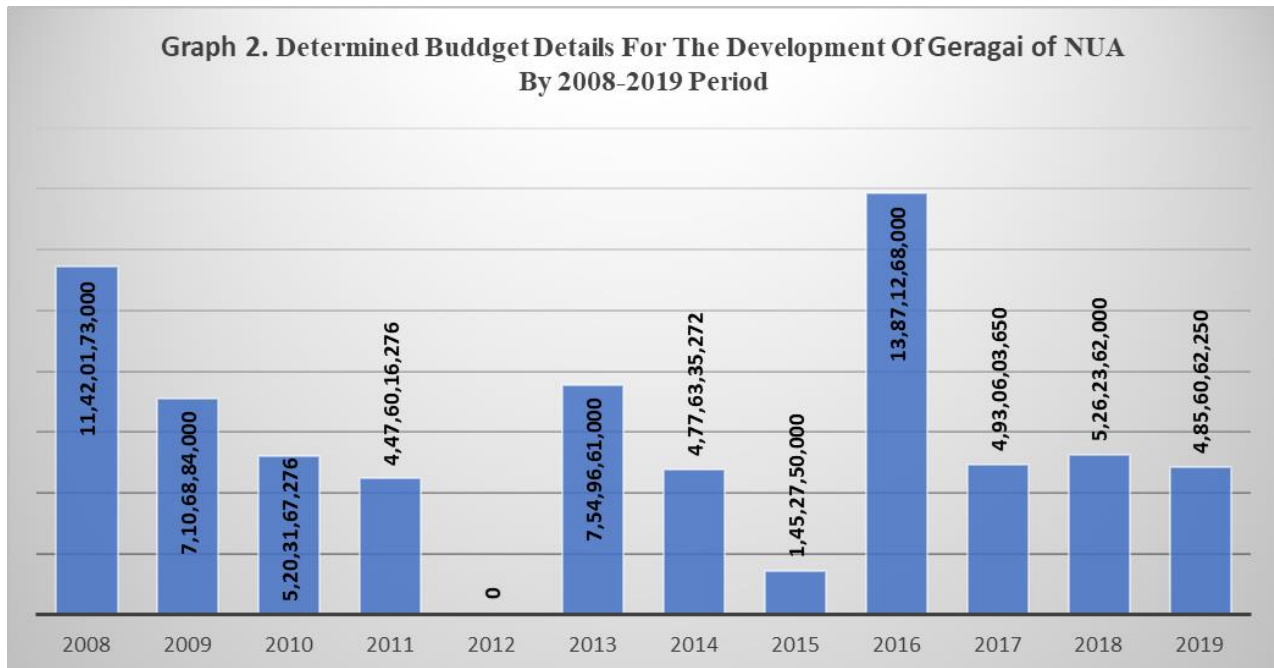
private sector, thereafter grows policy innovations from the central government to change activities in the center of the New Urban Area. The results of the study of the area's potential by the Bogor Institute of Agriculture are recommended to develop agricultural tourism locations and fruit garden education in the commodity of red dragon fruit, Pontianak orange, longan, and durian. The development of dragon plants suffered damage and death to 6.05 percent. Repairs are made by embroidering between soursop, sapodilla, rambutan and avocado plants which in 2019 are 8 months old.

The Local Government's policy towards the development of the Geragai New Urban Area is very supportive. The Regional Government with a policy for the relevant Regional Apparatus Organization is moved its office to the center of the Geragai New Urban Area. This is to take advantage of existing buildings and can directly supervise the development of the location and condition of farming plants and workers. Other regional apparatus organizations stationed in the center of the New Urban Area are the Plantation and Animal Husbandry Office, the Center for Technology Development, and followed by the Tourism Office. The Regional Government's policy to support development will be added to the program of activities from the Office of Manpower and Transmigration, the Office of

Public Works and Public Housing, the Office of Housing and Settlements, the Office of Food Crops and Horticulture, the Office of Industry and Trade, the Office of Fisheries, the Office of Plantation and Animal Husbandry, the Office of Cooperatives and Business Small and Medium Enterprises, Regional Disaster Management Agency, Department of Transportation, Office of Environment, Office of Culture, Tourism, Youth and Sports, Office of Family Planning. Other policies that are quite responsive to central government programs are supporting the establishment of Village-Owned Enterprises in the surrounding villages, namely Kota Baru Village, Rantau Karya Village, and Sukamaju Village as pilot projects to form Joint Village Owned Enterprises.

3.6. Funding Support for Development of New Urban Areas

Policies in development planning can be done at any time where there are studies that provide sufficient solid basis. For its implementation, funding support is needed that is continuous and in line with development needs. As an illustration, the cost of developing a new city is quite high. The government cannot meet the needs for the development and construction of the required facilities as depicted graph 2.

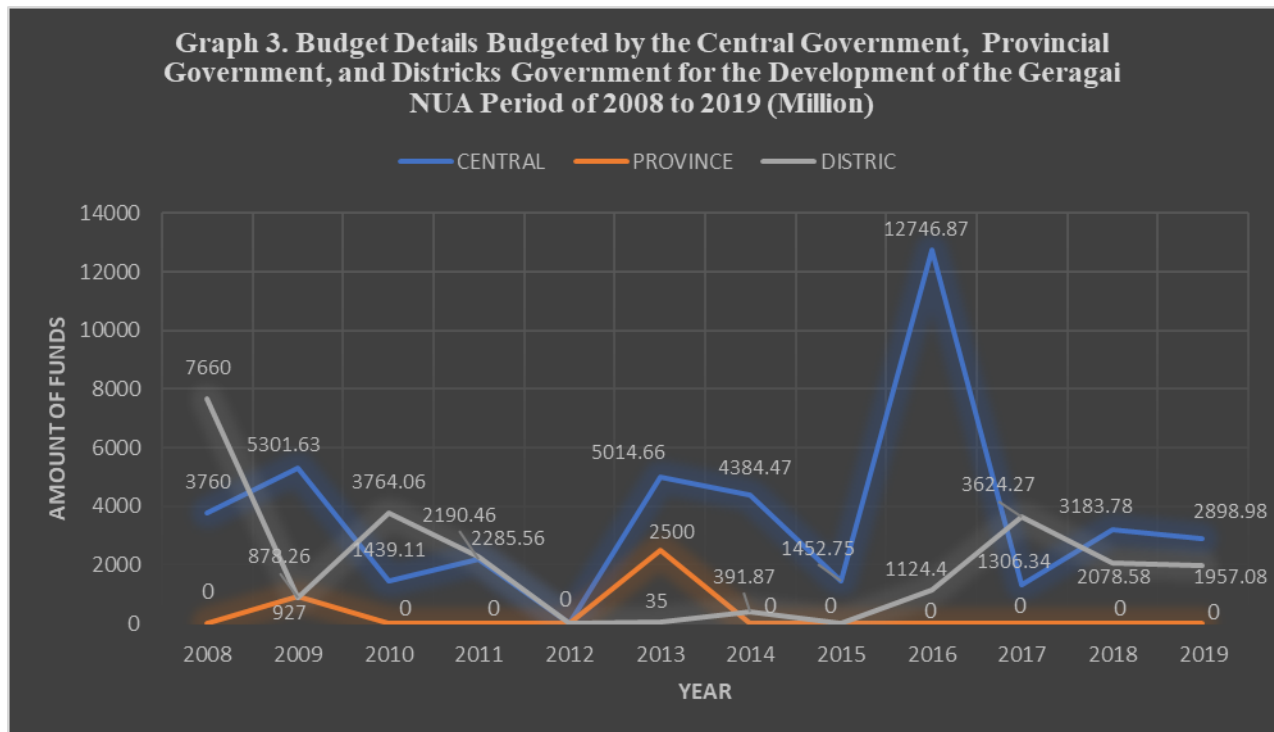


Source: Manpower and Transmigration Office, 2019

When seen from the amount of development funds from 2008 to 2019 in the Geragai New Urban Area, development funds have been disbursed in 2016 which reached 13.87 billion consisting of 12.75 billion from the central government and 1.12 billion from the district government. So the central government is encouraging development in the Geragai New Urban Area to be more developed and its business will be resurrected compared to the previous one which was not going well. This was responded well by the district government by demonstrating the participation in sharing funds for development and other policies.

If we look at graph 3 on the details of the budget, the provincial government is less

supportive and has little participation in the development of the Geragai New Urban Area. It appears that only in 2009 it provided 927 million development fund sharing and in 2013 it provided 2.5 billion. Furthermore, there was no visible sharing of development funds or supporting programs to be implemented. Even though the Regional Government of the Regency is still in dire need of support for the development of the Geragai New Urban Area. So little sharing of funding by the provincial and district governments. These conditions encourage the district government to change into an agrotourism area.



Source: Manpower and Transmigration Office, 2019

3.7. Development of Agrotourism Areas in New Urban

The success of the development of agrotourism areas in the Geragai New Urban Area, the principle is almost the same must meet various requirements such as development in other regions. Requirements that must be met, for example: Agrotourism areas must have good accessibility, attractive natural objects, cultural arts, legends, local food, and so on to be developed as tourist attractions. Communities and officials around the region receive and provide high support for tourist sites. Providing security in the area, adequate accommodation, telecommunications and labor are available. The tourist area has a cool climate, associated with other tourist objects that are well known by the wider community. The next step is to design a short-term strategic plan on managing tourism well by examining the supporting and inhibiting factors. However, various strategies, policies in the management of tourist areas will not be implemented properly if there is no participation

of the central and local governments in written policies^[10].

4. Conclusion

Based on the results of research on the problematic of developing agri-tourism in the New Geragai Urban Area, Regency, East Tanjung Jabung Regency, Jambi Province can be concluded as follows:

- a. The development of the Geragai New Urban Area from 2015 to 2019 experienced changes due to land and community conditions in the area being turned into an agricultural tourism area.
- b. Various reviews say that building a city requires huge funds and support from all parties from the central government to the regional government. Development needs to meet the infrastructure and human resources to support regional growth is needed. This has not yet been fulfilled due to the limited financial capacity of the government (central and regional).

- c. To increase the spirit of building farm tourism in the center of the Geragai New Urban Area, the Local Government Policy places the Organization of the relevant Regional Apparatus at the center of the New Urban Area (among others: the Office of Manpower and Transmigration, the Office of Plantations and Livestock, the Agricultural Technology Park, and plans followed by Other relevant Regional Apparatus Organizations), going forward will be an obstacle for managers of New Urban Areas if there is still involvement of Regional Apparatus Organizations.
- d. The activity manager in the Geragai New Urban Area plans to be managed by a Joint Village Owned Enterprise by the surrounding village. This makes it easy to display tourism activities in the New Urban Area, such as cultural performances of surrounding village communities or tourist attractions, tourist service units, management, community participation, and tourist support infrastructure. But it is very rare to find Human Resources who have creativity and a high entrepreneurial spirit.

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