



Strategy Development of Stroberial Fruit Agrotourism on Serang Village Farmers Income, Purbalingga District

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Abstract

Natural potential of strawberry fruit agrotourism are still being developed in order to become the main destination when it comes to Serang Village, Karangreja District, Purbalingga Regency. So, the right strategy for developing Strawberry Fruit Agrotourism and a mature strategy so that development can be realized properly and can have a good influence on the income of strawberry farmers. The research objectives are (1) Identifying internal environmental factors in the development of Strawberry Fruit Agro-tourism. (2) Identifying external environmental factors in the development of Strawberry Fruit Agro-tourism. (3) Analyzing development strategies in Strawberry Fruit Agro-tourism. (4) Analyzing the development strategy of the income of farmers in Strawberry Fruit Agro-tourism in Serang Village, Karangreja District, Purbalingga Regency. The approach in this study is a quantitative approach, this study aims to identify internal and external factors. The focus of this study is the strategy of developing strawberry agro tourism on the income of strawberry farmers who refers to the development strategy which is an internal factor, namely Human Resources (HR), Infrastructure, transportation and promotion. Then on external factors, namely the Government, economic conditions, technology and competitors. Data collection techniques using observation, interviews and questionnaires. The analysis technique in this study used a SWOT analysis. The SWOT matrix results show that Strawberry Fruit Agrotourism is in quadrant II, which means activities to expand the business by building in other locations and increasing the amount of production and adding services. Strawberry fruit agrotourism introduces its potential by promoting it so that it can be recognized by the wider community and can expand tourism transportation services. Suggestions for this research are to enhance good cooperation from the tourism service government and Village-Owned Enterprises (BUMDES) to develop strawberry agro-tourism by implementing and implementing planned programs.

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INTRODUCTION

The development of tourism has always been an attraction, both a panoramic view of the beauty of culture and the uniqueness of each of the various tourist destinations. Tourism is a travel activity carried out by a person or group of people by visiting certain places for recreational purposes, personal development or studying the uniqueness of tourist attractions visited in the interim period (Tourism Law No. 10 of 2009). Tourism development in the field continues to be carried out so that local and foreign tourists can feel satisfaction and trust, on the other hand the people who participate in tourism can provide economic opportunities. In Central Java Province has a diversity of potential that is used as a tourist place, such as cultural tourism, metered tourism, religious tourism and historical tourism/story. One tour that is being developed in Central Java which has always been an attractive tourist destination, namely metered tourism. According to Nurisjah (2001) in Budiarti (2013), agro tourism or metered tourism is defined as a series of tourist activities that utilize the location or agricultural sector from the beginning of production to agricultural products in various systems and scales with the aim of expanding knowledge, understanding, experience and recreation in agriculture. There is also a tourist attraction area in Central Java, one of which is in Purbalingga Regency, this agro-tourism is called Strawberry Fruit Agro Tourism. This Strawberry Fruit Agro-tourism is the only tour in Purbalingga Regency which organizes tourism using strawberry fruit farms.

Strawberry Fruit Agro Tourism is located in Serang Village, Karangreja District, Purbalingga Regency. At the beginning of agro-tourism development, the village began to mobilize its people to participate in agro-tourism activities assisted by the Serang Village Government to utilize the village's potential to attract natural beauty to build a tourist village, its development comes from community self-help and financial assistance from the Regional Government. Strawberry Fruit Agro Tourism Area in Serang Village is located in the highland area of Mount Slamet, which is the highest mountain in Central Java. Serang Village has an

area of 3,052.74 ha and the average area is dominated by agricultural areas, agriculture developed in Serang Village is as diverse as horticulture (monograph data serang village)

The average population in Serang Village earns a living as a horticulture farmer. The highest livelihoods or jobs are farmers with a total of 62.59% of the total population in Serang Village. This proves that livelihoods in mountainous areas make up the majority of farmers following the geographical conditions in which they live. Therefore the Serang Village farmers have an important role in managing agricultural land and participating in agrotourism development. Farmers in Serang Village have superior horticulture where strawberry fruit land is 64 ha and the number of strawberry farmers is 445 people, with the number of farmers able to produce strawberries as much as 1-1.5 tons per day in the strawberry season. Here's the data on strawberry fruit production in Serang Village, Karangreja Sub-District, Purbalingga Regency, 2013-2017:

Table 1. Number of Strawberry Fruit Production in Serang Village 2013-2017

Year	Amount of strawberry fruit production (Kg)
2013	43.100
2014	62.200
2015	10.100
2016	210.250
2017	221.430

Source : Primary Data 2019

Table 1. it can be seen that the number of strawberry fruit production in Serang Village, Karangreja Sub-District, Purbalingga Regency in 2015 decreased by 10,100 tons. Based on sources from the Owned Enterprise of Serang Makmur Sejahtera Village (BUMDes SMS), the decline in strawberry fruit production in 2015 was due to 2 factors. The first factor, factors that affect the health of plants are pest disorders in strawberry plants. and the second factor of farmers' awareness of the importance of healthy seeds of plants still needs to be improved and needs to be developed by farmers in knowledge of seed varieties. The state of the field sanitation in the garden which is used as nursery maintenance is still low so that the disease develops. The problem

faced affects the amount of strawberry production, the amount of strawberry production that is sold later by opening a picking service business can affect the amount of income received by farmers. In the research of Ida Ayu Satya Saraswati (2017) the strawberry fruit production process must go through several stages such as the process of nursery, maintenance to marketing. The following are data on farmers' income from selling strawberries in Strawberry Fruit Agro Tourism in 2013-2017:

Table 2. Data on Strawberry Farmer Income in 2013-2017

Year	Sales (Kg)	Price	Total
2013	43.100	25.000	1.077.500.000
2014	62.200	25.000	1.555.000.000
2015	10.100	25.000	252.500.000
2016	210.250	25.000	5.256.250.000
2017	221.430	25.000	5.535.750.000

Source : Primary Data 2019

Based on the data in table 2 the number of sales of strawberries greatly affects the amount of income of strawberry farmers. The number of sales of strawberries in 2015 decreased production, because the condition of the number of strawberries rarely bear fruit and dead plants, farmers also suffered losses and experienced a decline in income from these problems. In addition, the visitors who came could not enjoy the strawberry garden, so that strawberry fruit agro-tourism in 2015 experienced a low number of visitors, due to the central target of tourist visits experiencing crop failure. Here are the number of visitors to strawberry agro tourism in 2013-2017:

Table 3. Visitor Data of Serang Village Agro Tourism in Karangreja Sub-District Purbalingga Regency 2013-2017

Month	Visitors				
	2013	2014	2015	2016	2017
Januari	4780	5760	2980	17607	18656
Februari	2150	2504	320	15401	16401
Maret	2056	2560	354	8481	12704
April	1550	2300	278	16589	17530
Mei	9745	10450	2450	21567	22986
Juni	8750	8540	3350	22567	23760
Juli	6700	8310	1107	20760	23568
Agustus	1278	6422	460	17890	16910
September	1140	5400	789	17653	18891
Oktober	1100	3560	671	16750	17650

November	1260	3470	320	17970	18532
Desember	3061	4580	1347	18765	19753
Jumlah	43.570	63.856	14.426	212.000	227.341

Source : Primary Data 2019

Based on the data in table 3, the average number of visitor arrivals increases every year, but there are problems in 2015, the number of visitors decreases very rapidly, this is caused by community visit centers, namely strawberries attacked by large plant pests causing plants to die suddenly - arrived. If at ordinary times visitors can enjoy picking strawberries by paying a ticket of IDR 25,000. If there are visitors who want to bring home strawberries, the price of IDR 25,000 per kg can be charged. In addition to strawberry garden tours, there are still other playgrounds such as the Gazebo in the Rest Area for tourists who want to take a break to unwind and be able to enjoy the cool natural scenery. Then the availability of playgrounds such as flower gardens, labyrinths, pine Odong-Odong, Outbound and Horseback Riding with tickets of Rp. 10,000. In addition, in Strawberry Fruit Agro Tourism provides various facilities to support tourism activities such as the provision of gazebos, toilets, information services, prayer rooms and places to eat.

Strawberry fruit agrotourism can enjoy the village's traditional attractions such as the one-time Mount Slamet Festival, the purpose of this attraction for promotional activities from managers and the Tourism Office, is expected to increase the number of visitors by holding interesting attractions.

The promotion carried out so far in Strawberry Fruit Agrotourism is mostly done on Social Media, especially through Instagram, the manager posts all forms of visitor activities so that other prospective visitors are interested in coming, besides that the presence of this Instagram is no longer a stranger in the community especially young people.

The increase in the number of tours in Strawberry Fruit Agro tourism has not been followed by the provision of tourism transportation, this condition of strawberry fruit agro- tourism located far from Purbalingga Regency is in dire need of transportation, so that other communities can easily visit strawberry agro-tourism. If supported by the ease of

transportation services, the interest of the people who want to visit is higher.

In the development of Strawberry Fruit Agrotourism needs to be developed by the government, especially strawberry fruit agrotourism is the largest agriculture-based tourism in Purbalingga Regency and becomes the main target when visiting Purbalingga. if managed properly it will make superior and advanced strawberry agro-tourism, can affect the economy of farmers in Serang Village. This study discusses the issues that are the main topics in the development of strawberry agro-tourism, namely explaining the profile / background of Strawberry Fruit Agro-tourism, identifying internal and external factors in developing Strawberry Fruit Agro-tourism and seeing its influence on the income of strawberry farmers in Serang Village. The purpose of this study was to find out the right strategy and use it according to the development of Strawberry Fruit Agro Tourism and see its contribution to the income of farmers in Serang Village.

METHOD

This research is located in Serang Village, Karangreja District, Purbalingga Regency, Central Java. The population in this study were strawberry farmers, village-owned enterprises (BUMDes) and the tourism office. The data in this study are primary data obtained based on tourism activities such as Strawberry Farmers, BUMDes and Purbalingga Regency Tourism Office and secondary data obtained from Village-Owned Enterprises (BUMDes) as well as via Medeia online to supplement the research data sources.

The method used in this study is a qualitative descriptive analysis method, the analytical tool used in this study is a SWOT analysis. SWOT Analysis is an analysis that identifies various factors systematically to form strategies based on logic that can maximize strengths and opportunities but simultaneously can minimize weaknesses and threats (Rangkuti, 2006: 18). Descriptive analysis is used to describe the profile and condition of strawberry fruit agrotourism. While the SWOT analysis is used to find out and formulate the right strategy to develop strawberry agro tourism seen from internal factors

(strengths and weaknesses) and external factors (opportunities and threats). The variables analyzed in this study are Human Resources (HR), Infrastructure, transportation, promotion, the role of government, economic conditions, technology and competitors.

The strategies in developing strawberry agro-tourism that is (1) *strength* including HR prepared according to the conditions of the place, holding HR training, division of labor according to fields, the existence of road guidance, participating government, game facilities available, agrotourism having the characteristic of fruit strawberries, government support in the form of job training and promotions, available rest areas and promotions through social media. (2) *Weaknesses* include strawberries are seasonal fruits, narrow highways, strawberry garden ticket shop houses have damage, dirty gazebo, no tourism transportation, not all game rides are opened, telecommunications signals are weak and managers are limited in promotion. (3) *Opportunities* include the use of technology, adding gazebos, expediting telecommunications networks, establishing transportation providers, improving road infrastructure, developing strawberries as the biggest tourism in Purbalingga, the government realizing development programs, building educational facilities, utilizing potential nature, increasing creativity in managing strawberries, mobilizing community members in tourism promotion and utilizing greenhouses. (4) *Threats* include the emergence of new tourism, limited funds, lack of innovation, frequent closure of games, decreased production, fewer tourists during working hours, limited technology, lack of supervision from the government and damaged road conditions without improvement.

RESULTS AND DISCUSSION

Profile of Strawberry Fruit Agrotourism

Strawberry Fruit Agrotourism is located in Serang Village, Karangreja District, Purbalingga Regency, Central Java Province, located at the foot of Mount Slamet. Strawberry Fruit Agro Tourism in Serang Village was inaugurated in 2012, strawberry fruit agro-tourism is open every day from 08.00 - 17.00 WIB. This agrotourism has the advantage of strawberry fruit as an agricultural

and tourism sector. Serang is a farmer who works as a strawberry and vegetable farmer, not surprisingly, 64 hectares of land are strawberry plantations and 23 hectares of land are vegetables. Strawberry fruit agrotourism has 445 strawberry farmers, initially before being made strawberry fruit agrotourism, the farmer uses the yard in his house to plant strawberries, then the fruit production is brought and sold stalls along the road Serang Village, strawberries are packed using mica with a selling price of Rp. 25,000.

Local government funding assistance with village managers to build an early Rest Area built Rest Area is only available Gazebo and shop houses for people selling, then Village managers have the idea of Rest Area covering the concept of agro-tourism with the advantages of horticultural agriculture in Serang Village namely Strawberry, thanks to local government support and the community, especially strawberry farmers, was developed into strawberry fruit agro-tourism. When entering the area of agrotourism, you will be given a spot photo of the strawberry sculpture icon, visitors can enjoy the natural beauty of the location adjacent to Mount Slamet, can travel by foot and ride a horse to get to the strawberry garden. The entrance ticket to the strawberry garden is Rp. 25,000, visitors can pick as much strawberries as they want and can enjoy immediately, if visitors want to bring home as souvenirs, they can be charged a price of Rp. 25,000 per kg.

Agrotourism managed by BUMDes was formed by Mr Sugito as the Head of Serang Village, with the existence of Village-Owned Enterprises (BUMDes) having the task of managing capital and mobilizing community businesses in agriculture, animal husbandry and clean water. A tourist place always has facilities, facilities are important facilities to support all tourism activities, facilities contained in fruit agrotourism such as tour guides, toilets, prayer rooms, gazebos and places to eat. Apart from that there are rides like maze parks, flower gardens, outbound and pine forests. Then in agrotourism, there are facilities for visitors to enjoy going around to strawberry agro-tourism, which can ride odong-odong and horse riding.

Agrotourism has interesting attractions of various shows held every year, the tradition is the

Mount Slamet Festival (FGS). The FGS program was held for 3 days involving the cultural office, tourism agencies, agro-tourism managers, strawberry farmers and the people of Serang Village. This tradition begins with a procession of taking Tuk Sikopyah water and then there are cultural performances such as lumping horses, fruit convoys of farmers bringing farm produce and tomato wars. This event was held to preserve the culture of Serang village, in addition to the slamet mountain festival partly from the tourism promotion event.

SWOT Analysis Results

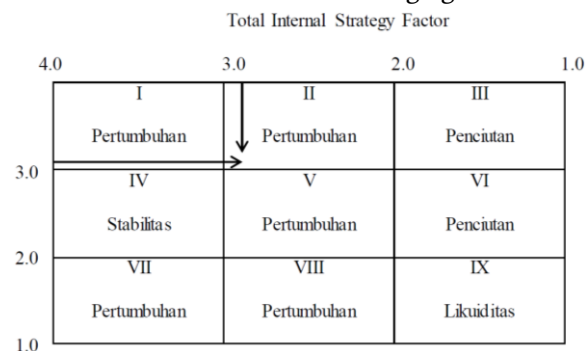
The results of the analysis of *Strengths, Weaknesses, Opportunities* and *Threats* of Serang Strawberry Fruit Agrotourism the matrix is obtained as follows:

Table 4. Internal and External Matrix

Matrix		Score	Total Score
Internal	Kekuatan	1.907	2.918
	Kelemahan	0.938	
Eksternal	Peluang	1.889	3.362
	Ancaman	1.473	

Source : Primary Data 2019

This total score 2,918 internal strategic factors and 3,362 high definition external strategic factors based on quadrant II region on the internal - external matrix in determining the strategy of strawberry fruit agro tourism. analysis, namely the IE matrix and the SWOT Matrix. Based on the results of the IE matrix analysis compiled by summarizing the total weighted average scores of the IFAS matrix (2,918) and EFAS (3,362), the position of Strawberry Fruit Agro tourism in quadrant II position was obtained using high internal and external capabilities. The following results of the IE matrix on Strawberry Fruit Agro tourism can be seen in the following figure:



Source : Primary Data 2019

Figure 1. Internal and External Matrix

Based on the picture above shows that Strawberry Fruit Agrotourism is in quadrant II which is included in the condition of growth. So that the strategy applied in strawberry agro tourism is a concentration strategy through horizontal integration, which means activities to expand the business by building in other locations and increasing the amount of production and adding services. Strawberry fruit agrotourism is well known to the public and the tourism response is very good, moreover the number of visitors increases every year. By using a concentration strategy through horizontal integration, development in agro tourism can be continuously improved, namely the quality of strawberries, utilizing tourism transportation services, services, strawberry sales / other businesses and promotions to increase tourists' interest in coming

Strategy for the Development of Strawberry Fruit Agro Tourism

Table 5. IFAS Matrix Analysis

Internal Factor	rating	qualit	total
Strength			
Natural Resources (HR) are prepared optimally according to the conditions of the agricultural area	3	0 .064	0 .192
Training and socialization to improve the quality of human resources	3 .5	0 .060	0 .210
Division of work according to their respective expertise	3	0 .048	0 .144
There are road directions to Strawberry Fruit Agro Tourism to make it easier for visitors	3	0 .040	0 .120
The government participates in the supervision of Strawberry Fruit Agro tourism activities	3 .5	0 .052	0 .182
Many other game facilities	4	0 .044	0 .176
Agro-tourism which has a tourist characteristic that raises strawberry gardens as the main tourist destination in Purbalingga	3 .5	0 .062	0 .217
Government support in the form of job training and tourism promotion	3 .5	0 .068	0 .238
The Rest Area with gazebo facilities	4	0 .046	0 .184
The promotion of Strawberry Fruit Agro Tourism is done through Social Media	4	0 .061	0 .244
Strength Total		0 .545	1 .907
Weakness			
Strawberry fruit bears fruit in certain seasons	3 .5	0 .068	0 .238
The condition of a narrow road is difficult to pass through a large vehicle such as a bus	2 .5	0 .058	0 .145
The condition of the ticket shop entrance to the strawberry garden is still made from woven wood and there is damage	2	0 .056	0 .112
Gazebo in dirty rest area	2	0 .043	0 .086
The unavailability of public transportation to make it easier for visitors to come to agrotourism	2	0 .061	0 .122
Not every day other rides like maze parks . flower gardens and pine forests are open every day	2	0 .053	0 .106
Telecommunication signals are still weak and difficult to reach, making visitors and managers difficult to obtain information	2	0 .049	0 .098
Limited expertise of agrotourism managers in the field of promotion	2	0 .052	0 .104
Weakness Total		0 .440	0 .938

Source : Primary Data 2019

Based on table 5, the results show that between internal strategy factors, the greatest strength factor for promotion carried out in strawberry agro tourism through affordable social media is a score of 0.24. The highest weakness factor is that strawberries do not bear fruit in certain seasons with a score of 0.238

Table 6. EFAS Matrix Analysis

External Factor	Rating	Quality	Total
Opportunity			
Use technology to promote Strawberry Fruit Agro Tourism	4	0.0385	0.154
Add the gazebo at the Strawberry Fruit Agro Tourism Area Rest	3	0.03	0.090
Improve and facilitate telecommunications signals around Strawberry Fruit Agro Tourism	3.5	0.0315	0.110
Collaborating with transportation service providers	4	0.0395	0.158
Repairing a hollow highway and expanding the main road that leads to Strawberry Fruit Agro Tourism	4	0.0315	0.126
Maintain identical strawberry agro tourism as the largest strawberry fruit-themed agrotourism in Purbalingga Regency	3.5	0.03	0.105
The government can realize programs that are implemented for the development of Strawberry Fruit Agro Tourism	4	0.054	0.216
Building educational facilities so that students know and add knowledge about strawberry fruit plants	4	0.032	0.128
Optimal use of the potential of natural beauty	4	0.0465	0.186
Increasing creativity works on strawberries to be processed foods with attractive packaging to have selling value	4	0.044	0.176
Moves all agro-tourism managers to participate in conducting agro-tourism promotions	4	0.0515	0.206
Make use of the Green House strawberry fruit	4	0.0585	0.234
Opportunity Total		0.4875	1.889
Threat			
The emergence of new tourism in Purbalingga Regency	3	0.058	0.174
Limited funds so that the development has been hampered in strawberry agro tourism	3	0.0565	0.169
Lack of new innovation and creativity in managing strawberry agro tourism	2.5	0.061	0.152
Facilities for rides in strawberry fruit agrotourism often close	3	0.0545	0.163
The number of strawberry fruit production is decreasing	3	0.056	0.168
The number of agrotourism visitors is less on work days than on holidays	3.5	0.054	0.189
Lack of expertise in using technology to promote strawberry fruit agro tourism	3	0.0635	0.190
Lack of supervision in managing agro-tourism and government assistance for strawberry farmers	2.5	0.061	0.152
The condition of the highway is left damaged without repairs will cause disruption of visitors' discomfort	3	0.038	0.114
Threat Total		0.5025	1.473

Source : Primary Data 2019

Based on Table 7, it is known that between the external factors, the biggest opportunity factor using the Green House is a score of 0.234. While the highest threat factor is the lack of expertise in using technology to promote strawberry agro tourism with a score of 0.190

Formulation of Strategy for the development of Strawberry Fruit Agro Tourism using SWOT analysis. SWOT analysis is an analysis that combines strengths, weaknesses, opportunities and threats. Based on the strengths,

weaknesses, opportunities and threats posed by strawberry agro-tourism, the strategies and management of tourism service government can be obtained: (1) Increasing tourism promotion, promotion innovation is necessary by utilizing social media such as the web, blog and vlog. The goal is for prospective visitors to be interested in visiting strawberry agro tourism, according to Rahmat Effendi's (2015) research on tourism development through promotion of using social media, social media users in the present are more

effective. (2) Improving the quality of Human Resources, by conducting work trainings in order to be professional in working according to their respective fields, this is the same as the research of Sri Marwanti (2015) that is by utilizing human resources optimally towards a creative economy and built up of the farmers' economy through the creative use of agricultural resources as a tourist attraction. (3) Improving the quality of strawberry fruit production, because the characteristics of strawberry agro-tourism so that the quality of production continues to increase can do how to carry out routine maintenance, given fertilizer and maintain the water content that enters the roots. (4) Improve infrastructure, repair damaged roads and expand roads so that visitors feel safe and comfortable in driving. This agrees with the research of I Gede Putra Nugraha (2017) that accessibility can be seen from the state of infrastructure, with a good condition of road infrastructure that will create comfort and security for tourist visitors (5) Establish cooperation with transportation services, so that visitors can easily reach agrotourism with affordable accommodation. (6) Utilizing Green House, by utilizing this strategy is an innovation in the development of strawberry agro tourism, especially the quality of strawberries so that the fruit is durable. (7) The role of the government, the government implements programs to support the development of strawberry fruit agro-tourism. (8) Utilization of Technology, utilization can be done to support communication in tourism promotion, this is in accordance with the research of Adhi Imam Sulaiman (2017), which is the use of technology marketing programs to make brochures, banners and billboards, and make advertisements in newspapers, developing information technology communication media such as websites and other social media. (9) Increasing interest in tourism, by increasing play facilities and other facilities on weekdays, according to Vianda Kushardianti Muzha's research (2013) to realize community awareness and interest in tourism by implementing SAPTA PESONON

Contribution of Strawberry Fruit Agro Tourism to Farmer Income

The farmer's income in Serang Village is very much based on the strawberry's own picking agro-business. Status of strawberry land in agro-tourism owned by strawberry farmers, agro-tourism as a tourism container through an agricultural approach. Visitors who come on strawberry agro tourism into the strawberry garden pay Rp. 25,000, if visitors bring the strawberries they pick, they will be weighed and will be priced at Rp. 25,000 / kg. The peak of visitors to the strawberry garden takes place on Saturdays Sunday or in the strawberry season, the season for strawberries when there is not too much rainfall. From Mr. Sugito's interview, farmers' income was derived from the results of ticket sales entering strawberry gardens and the sale of strawberries, this greatly benefited strawberry farmers and the existence of strawberry fruit agro-tourism increased the income of strawberries. The following are the number of visitors and the amount of farmers' income from 2013-2018 as follows:

Table 7. Arrival of Visitors to the Strawberry and Average Gardens Strawberry Farmer Income in 2013-2018

Year	Visitor	Ticket	Total Income
2013	43.570		1.089.250.000
2014	63.856		1.596.400.000
2015	14.426		360.650.000
2016	212.000	25.000	5.300.000.000
2017	227.341		5.683.525.000
2018	301.312		7.532.800.000

Source : Primary Data 2019

Table 8. The Income of Strawberry Farmers From the Sales of Strawberry Fruit 2013-2018

Year	Sales	Price Stroberi (perkg)	Total Income
2013	43.100		1.077.500.000
2014	62.200		1.555.000.000
2015	10.100		252.500.000
2016	210.250		5.256.250.000
2017	221.430	25.000	5.535.750.000
2018	290.700		7.267.500.000

Source : Primary Data 2019

Based on the table above the number of visitors has increased each year causing the number of farmers' income to increase. But in 2015 the number of visitors and the purchase of strawberries decreased dramatically, this was because the number of strawberry fruit production was reduced due to the problem of plant pests, the farmers also experienced a decline in income. Willingness to tour strawberries is very large, most visitors come to the destination to enjoy picking strawberries and enjoying strawberries, if there is a failure to grow on strawberries it can affect the interest of visitors to come to strawberry agro tourism. So, the contribution of agrotourism as a superior destination for purbalingga has a big influence on farmers' income. According to Research, Tati Budiarti said that tourism development can improve public services, utilize technology and develop workforce that will increase the number of tourists and improve the welfare of farmers. Whereas according to research by Alamsyah Flamin (2013) is the development of ecotourism by optimally developing village potential both fauna and flora, natural panorama and community wisdom to support tourism activities. Ramadhan and Rusdarti (2017) the results of this study indicate 1) Tourism development can improve public services, especially on the cleanliness of the tourist environment to improve comfort and service so as to increase the number of tourists. 2) The use of information technology such as social media needs to be utilized to promote the potential of tourism objects to the public. 3) Development of tourism objects is needed by workers, the division of labor based on needs is adjusted according to expertise and education, in order to improve the quality of labor, special training is provided.

According to research Yuliana Heru Pramudia (2017) in developing agro tourism can take advantage of natural landscapes, extensive land and the existence of supporting facilities for tourism activities such as rides, cafeterias and souvenirs. According to Saga Ardian Gurindawangsa (2017) research in developing agro-tourism products can be seen from the development of cultural attractions, infrastructure improvements and the development of tourism promotion marketing can be done through Instagram, Facebook etc. According to Yosep

Kupertino Iiang (2018) research to increase public awareness in traveling by conducting regular meetings followed by intensive training to open tourism businesses, in addition to optimizing coordination, maximizing natural potential and making improvements to facilities and infrastructure. In addition, according to Ursulla Mariska Maduma Silaban's (2018) research on the contribution of tourism to the economy of the local community provides a great opportunity in the community's business both goods and services, the efforts of rural communities are diverse such as culinary and travel agents, while increasing the number of tourists staying village communities can take advantage of the homestay business.

CONCLUSION

The results of the research that have been carried out can be summarized as follows: (1) Internal development factors, among others, most human resources from Serang Village are farmers, improving the quality of human resources with training, the division of labor according to expertise, road guidance, government participation, there are game facilities, agrotourism which have superior strawberry commodities in purbalingga district, gazebo facilities are available in the rest area and promotions are carried out through social media. (2) External factors in the development of strawberry agro tourism utilizing technology, adding gazebos to rest areas, facilitating communication networks, establishing cooperation with transportation services, repairing damaged roads, maintaining agro-tourism, namely strawberries, the government can implement related programs with agro-tourism, building educational facilities, utilizing the potential of natural beauty, increasing managerial creativity, mobilizing all village communities in promoting and utilizing greenhouses. (3) The strategy undertaken to develop strawberry agro-tourism is to improve human resources, improve damaged infrastructure, build Green House. (4) strategies implemented to increase farmers' income by opening playgrounds, improving the quality of strawberry fruit production and increasing promotion

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