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## Development of Tourist Destination Attractiveness As a Coffee-Producing Village “Case Study of Kemiri Village, Panti District, Jember Regency”

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**Abstract:** This article with the theme of tourist village destinations describes the view on the phenomenon of developing superior products, namely a case study in Kemiri Tourism Village as an attraction for Coffee-Producing Village tourist destinations. Located at an altitude of 600-1250 masl on the slopes of Mount Argopuro, it is very potential for the development of Robusta and Arabica coffee. This potential makes Kemiri Village develop with its superior products and innovate itself into an educational tourism "Coffee Producer Village" with the brand "Pondok Kopi" and its Coffee Shop "Jember Coffe Center". The development study using the SWOT analysis method in this study can describe and identify the efforts made to further introduce and expand the superior product of Kemiri Tourism Village, especially as a Coffee-Producing Village. The challenge faced is the ability to survive to continue to exist and expand widely. The purpose of this study is to analyze and determine the development of a tourist attraction as a Coffee-Producing Village located in Kemiri Village, Panti District, Jember Regency. This study uses a qualitative approach, conducting in-depth interviews and observations. The findings from this observation are that the existence of the Kemiri Tourism Village is able to increase the education business, especially among Al-Hasan Islamic Boarding Schools as the main manager and the Kemiri

Village community in general. It can be concluded that the development of tourist villages is able to develop themselves and survive increasingly with the empowerment of local managers, in this study the Al-Hasan Islamic Boarding School Area and the Kemiri Village community are able to maximize the village's potential, namely as a Coffee-Producing Village.

**Keywords :** Tourism Village, Coffee-Producing, Destinations, and Development

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### INTRODUCTION

This research study focuses on the development of tourism attraction in Kemiri Village. The need for steps in the development of tourism potential includes the process of planning, developing, and marketing a tourist attraction. According to [1] describes the development of tourist attractions that will generate good economic income. Good in terms of the surrounding community and good in the circle of cooperation be-tween related parties. Hasbi and Badollahi [2] add that the success of a tourist destination is if the destination of the tourist area is chosen by visitors so that they can stay for a certain and planned period of time which is partially or completely equipped with tourism product service facilities that visitors can enjoy. The same thing is also described by Syahrial and Badollahi [3] how the development of tourism destinations in the Samboang beach through 4 tourism components, namely Attraction, Accessibility, Ancillary, Amenity in supporting marine tourism destinations so that they develop even more. Poria [4] that tourist attraction includes everything that has the uniqueness, beauty, and value of biodiversity, culture, and artificial diversity that will become the target destination for tourist visits/can attract people to visit. to a certain area. So that tourism development [5] can encourage equal distribution of business opportunities and the benefits of

social mutualism symbiosis in facing the challenges of changing local and global life. The study of the development of a tourism destination has regulated the regulations contained in the Law of the Republic of Indonesia No. 10 of 2009 [6] that tourism is an integrated national development carried out and realized in a systematic, planned, integrated, sustainable, and responsible manner while maintaining the values religion, community crocodiles, environmental sustainability, and quality and national interest.

The location of this research was determined in Kemiri Tourism Village, Panti District, Jember Regency, namely a Coffee-Producing Village with the brand "Pondok Kopi" and "Jember Coffee Center". This research subject in Kemiri Village because Kemiri Tourism Village has an Edutourism destination. The study development of the tourism sector [7] is one of the efforts in improving the economic community both locally and globally. The management of a local tourism-based village requires the attention and participation of the community to constantly innovate and creatively in developing the village area used as a tourist village.

Coffee comes with a variety and uniqueness of offerings that have their own characteristics and supported by potential natural wealth that is suitable for developing and producing Robusta and Arabica coffee variants located at an altitude of 600-1250 masl on the slopes. Mount Argopuro. As well as being able to exist in raising and developing the coffee education business, especially among the Al-Hasan Islamic Boarding School as the main manager and the Kemiri Village community in general. Kemiri Tourism Village, especially in "Jember Coffee Center" edutourism, the early history of which was the creation of creative idea innovations by the Kemiri Village Head at that time who was assisted by the struggle and hard work of a group of creative youths among the Al-Hasan Islamic Boarding School as the main manager/manager of the Islamic Boarding School, namely Mr. Misbachul by cooperating with the city bus sightseeing management. Then it was inaugurated by the Regent of Jember Mr. Hendy Siswanto in March 2021. Kemiri Tourism Village got up and continued to carry out renewal and improvement activities that were used to attract tourists to visit the village and at the same time as activities to advance Kemiri Village including by establishing BUMDES, advancing MSMEs, formation and preparation of tourism awareness groups in Kemiri Village. The same like [8] Community service performed in SMEs snacks Pentingsari tourist village, because SMEs are an important component for the touristvillage Pentingsari. Mentoring Approach used was developed bisnis. Mentoring program, the increase in prouctivity of SMEs, improving product quality, packaging, distribution channels. In general, community service shows that the improved performance of SMEs will increase incomes, consumers become satisfied, the emergence of a good business climate.

The advantages of tourist destinations in Kemiri Village are that they have natural potential such as cool rice fields and coffee plantations owned by local residents. So not only enjoy coffee there, but visitors can learn about coffee processing. The manifestations of the development of Kemiri Village are SMEs in the production of white oyster mushrooms with the basic ingredients of coffee skin, production of liquid smoke for essential oils, production of Arabica and Robusta coffee seeds, fresh vegetables, and other SMEs that produce packaged food products. Residents in Kemiri Village have a variety of potential for arts, crafts, and small and medium business units that take advantage of this potential. The purpose of this tour is also to open up job opportunities, educate the public about coffee, and help the economy of the people who process raw coffee into packaged coffee that can be enjoyed.

The community plays an active role in producing product processing, because in Kemiri Village there are MSMEs that are being run and developed by every community. Jember Coffee Center also cooperates with other countries such as Malaysia to export its processed coffee. So that with this tour it can increase input income, develop and empower so as to be able to add new jobs again for the community. However, the renewal, structuring, and also revamping activities have not been implemented optimally due to several obstacles. Some of the obstacles faced include the lack of funding sources/needed injections of funds from external (investors). The funds that are owned are not enough to build tourism to be so wide and captivating that this tourism is difficult to develop faster. Village human resources who do not all understand impact of tourism activities. In terms of infrastructure, ease of road access. The difficulty of accessing the road which is still covered with rocks is due to the lack of asphalt roads. As well as the challenges during the Covid-19 Pandemic that still exist, thereby reducing the level of tourist visits so that the products sold such as coffee are reduced by buyers. However, the manager continues to plan and act so that the Kemiri Tourism Village with its superior coffee-producing products and coffee education continues to attract visitors.

The development study using the SWOT analysis method in this study can describe and identify the efforts made to further introduce and expand the superior product of Kemiri Tourism Village, especially as a Coffee-Producing Village. Based on the view of the gap between theory and empirical phenomena in the field, it is important to explore and analyze the development of tourist villages with the superior product of this Coffee Producer edutourism. According to [9] the results of the SWOT analysis carried out can be concluded that the Chili Agricultural Education Tourism Village needs to implement a diversification strategy, because it is in an area of strengths and threats. Diversification must be done as much as possible, so that the concept of tourism development can be known in the community. There needs to be education, comfortable tourist attractions, and unique chili processed products.

This study consists of several parts, namely at the beginning of the description of the background which is the reason for the problems that arise so that it is interesting to study and research more deeply. Then the second part describes the method used. The third part describes the theoretical basis as an academic footing. The next section is the findings and discussion containing the research findings and answering some of the problem formulations. In the last section, based on previous studies, the empirical-theoretical gap of this research narrows the research problem as follows: How is the development of tourist destination attractiveness in Kemiri Village, Panti District, Jember Regency as a Coffee-Producing Village? What are the efforts and strategies in developing the attractiveness of tourist destinations in Kemiri Village, Panti District, Jember Regency as a Coffee-Producing Village? And how is the involvement of rural communities in the development of tourism village businesses?

## METHOD

Qualitative research methods [10] with descriptive research type are used in this study which aims to understand the phenomena experienced by research subjects that are descriptive. Researchers conducted direct observations in Kemiri Village and conducted in-depth interviews with key informants, namely the owners, administrators, and managers of the JCC coffee factory (Jember Coffee Centre), because this research focuses and focuses on the development of the JCC coffee

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factory (Jember Coffee Center). The supporting informants are the community and tourism visitors to Kemiri Village.

[11] Primary and secondary data obtained in this study through the process of direct observation, conducting interviews with the people of Kemiri Village, observing events about the potential of Kemiri Tourism Village with its various natural beauties on the slopes of Mount Argopuro Jember, Kemiri Village, Panti District, Jember Regency.

This research was conducted from April to May 2022 by collecting and compiling the data/information that had been obtained using [12] a SWOT analysis. The data triangulation technique was used to ensure that the data from the informants had reached a saturation point. The last thing is data reduction in order to select primary and secondary data according to the limitations of the research problem and research objectives.

## RESULTS AND DISCUSSION

Kemiri village is located between rice fields and the mountains of Argopuro, Jember Regency. Kemiri Village is located at an altitude of 600 – 1250 meters above sea level. Kemiri Village has a very strategic location because it has a cool air with the beauty of a village that is still pristine with rice fields, hills, mountains, plantations and beautiful views that are owned so that Kemiri Village is used as a tourist destination in Jember which is famous for its tourist villages and the coffee it produces. Like same with [13] the basic problem that hinders tourism development in Sangiang Village is in the form of facilities and infrastructure services that have not been maximized. On the other hand, the strength of this village in developing tourism is that the local community has played a role in the development of tourist villages. After the analysis, the strategies that can be done in developing the Sangiang Tourism Village are improving the quality of infrastructure services, maintaining and preserving tourism potential, increasing tourism promotion, and packaging all tourism potential into a unified tour package.

The idea of the Kemiri Tourism Village was obtained from the struggle and hard work of a group of creative youth of Kemiri Village who was accompanied by the city bus sightseeing management, and was inaugurated by Mr. Hendy Siswanto (Regent of Jember Regency). Kemiri Village residents have a variety of potential arts, crafts, small and medium business units that utilize agricultural products with MSMEs that have great potential. Kemiri Village has many potential tourist attractions that serve visitors every Saturday and Sunday, there is a mushroom house as a place for mushroom cultivation, restaurants, there are bicycle packages for family vacations, tour guides to Tancak, dinner packages, JCC (Jember Coffee Center) places to visit. enjoy coffee with a calm atmosphere and a modern place with a wide selection of coffee provided.

The promotional strategy refer to [14] marketing strategy in this research is an effort that carried out by the tourism manager to reach the target of tourists who visit the Tourism Village Blimbingsari. Carried out by Kemiri Village is through social media and electronic media. Coffee plantations owned by Kemiri Village residents are used as coffee products that are processed and produced at JCC (Jember Coffee Center) which was founded by Misbachul Khoiri Ali (Mr. Misbachul). The purpose of establishing the JCC (Jember Coffee Center) is to create employment opportunities for the people of Kemiri Village, to educate the public about coffee and coffee processing. Coffee is a superior product in Kemiri Village. The advantage of Kemiri Village coffee is that the original coffee of the Kemiri Village community is grown, processed and produced by the

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Kemiri Village community with the original Jember Robusta and Arabica coffee variants that grow on the slopes of the Argopuro's mountain, Jember Regency. [15] The study of the development of the Kintamani Arabika Catur Coffee processing attraction as a gastronomic tourist attraction is the right step to create a strong story or story in the minds of tourists.

Kemiri Village products are not only coffee, but Kemiri Village also cultivates mushrooms, various vegetables, essential oils and others so that they can be marketed and accepted by consumers. The income in Kemiri Village is not only obtained from the sale of tourism products and tickets but also gets funds from the government and also the programs that are run.

### 3.1 Identification of Kemiri Tourism Village's Potential

The potential based on the available natural beauty is all the resources found in the natural environment.

#### 1. The beauty of agricultural land and plantations

Some of the people of Kemiri Village work as farmers and farm laborers. Kemiri Village is a village that is one of the strategic villages in the agriculture and plantation sector along with the crops obtained from the beautiful expanse of rice fields. The produce can then be traded so that it becomes an economic and business circle that is an attraction for consumers in this Kemiri Tourism Village. The agricultural and plantation products obtained are vegetables, rice, corn, coffee, fruits, and so on. Agricultural and plantation activities which are the livelihoods of most of the people of Kemiri Village can be optimized regularly as a tourist attraction of Kemiri Village and help improve the economy of the Kemiri Village community so that people get additional family income and the benefits that come with it.

Seeing the nature of Kemiri Village's potential in agriculture and plantations, it was obtained to maximize the business and progress of Kemiri Village as a Tourism Village, especially the mascot as a Coffee-Producing Village. This is a unique and characteristic as a natural wealth where the atmosphere is cool and fresh in Kemiri Village which is indeed very beautiful with [16] its natural beauty.

#### 2. Coffee and Mushroom Cultivation

Having an average temperature with cool and natural conditions makes Kemiri Village a suitable village for mushroom and coffee cultivation. The coffee produced is Robusta and Arabica coffee. This type of coffee was chosen by the farmers because of the easy marketing aspect with a large enough demand. Usually farmers carry out coffee plantation activities so that the results obtained are then processed and made because Kemiri Village has a coffee processing factory from the initial process to coffee powder which is located at JCC (Jember Coffee Center). JCC (Jember Coffee Center) is also a place for distribution and marketing of coffee to customers or consumers in various regions and even to foreign countries. The coffee plantation activity is also a tourist attraction that can show farmers' activities starting from planting seeds to the coffee harvesting process. Optimizing coffee yields can be useful as a "something to buy" product for tourists visiting Kemiri Village.

Mushroom cultivation in Kemiri Village is also a great potential because mushroom cultivation is also very developed in the village. The result of mushroom cultivation is a type of oyster mushroom. Oyster mushrooms can be processed and also traded which is very profitable and becomes a promising business for mushroom cultivation entrepreneurs in the village. As for the various preparations produced from oyster mushrooms, namely mushroom peppers, mushroom nuggets,

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mushroom satay, mushroom soup, and crispy mushrooms. These various preparations can be enjoyed by tourists visiting the Kemiri Tourism Village. Tourists can make a reservation in advance to the Kemiri Village manager by coming in person or via telephone/wa/email listed in social media promotion advertisements and flyers.

The services that can be enjoyed can be selected on the menus from the processed mushrooms available at Kemiri Resto. Choice of menus in the form of a “Walking Tour Kemiri Village” or “Rengganis Bike Tour”. The area is located in the Mushroom House area which is not far from the rice fields as the Kemiri Tourism Village landscape.

### 3.2 Kemiri Village Tourism Development Strategy (Problems and Challenges)

The problems and challenges that exist in the management of Kemiri Tourism Village lies in the process of running the Tourism Village business. This is because the JCC (Jember Coffee Center) tourist destination started with many competitors who are both in the tourism sector for Tourism Villages. Therefore, JCC (Jember Coffee Center) uses a development strategy where the existence of its own characteristics and potential are the advantages of this Kemiri Tourism Village, which can attract tourists and consumers of JCC (Jember Coffee Centre), and especially with its strategic location close to the river, and rice fields. This impression gives euphoria and comfort that feels more delicious when enjoying the JCC (Jember Coffee Center) product itself. So that coffee fans can simultaneously enjoy the sensations provided to relax the body and mind with the bonus of fresh air on the slopes of Mount Argopuro. The disaster problem was that in 2006 the Panti District and the Kemiri Tourism Village were affected by the flood so that it was completely destroyed. This has resulted in an impact where it is not easy to revive the interest of tourists/consumers to come and visit Kemiri Tourism Village. Access to road infrastructure to Kemiri Tourism Village, which is still not said to be good and proper, is covered with many stones with minimal asphalt roads. Another thing that is a problem, namely the Covid-19 pandemic which will take place from 2020 to 2022 is also a homework that still needs to find a strategy to solve it.

#### 3.2.1 Capability Resources

The problem that is often faced by Kemiri Tourism Village, especially JCC (Jember Coffee Center) is none other than its human resources which are often difficult to unite the community and managers so that it runs according to what has been determined. The importance of the support of the village apparatus is very much needed together with the manager, the intervention of the village apparatus acts as trusted people for strategic development and innovation, especially to maintain power in the village unit.

JCC (Jember Coffee Center) also embraces coffee farmers in order to supply the main ingredients for the coffee factory as the main goal of the Educational Tourism Village, thus creating a group of farmers who submit their coffee harvest to the JCC (Jember Coffee Center) manager.

#### 3.2.2 Business Values in Tourism

The tourism business has different values from other businesses that emphasize products. In the tourism business, especially those related to Tourism Villages, it is closely related to service even though tourism products are still attached. An important point in the Educational Tourism Village in Kemiri Village is that it offers both services, namely promoting the services of the natural beauty of the slopes of Mount Argopuro and the superiority of coffee education factory products that are characteristic and familiar to tourists/community/coffee-loving consumers, namely JCC

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(Jember Coffee) products. Center) and "Kopi Pondok" so that it becomes the main attraction for consumers, especially those who are interested.

### 3.3 Community

Empowerment Community empowerment, especially in the Kemiri Village community, is of more value than village tourism activities because it creates informal economic activities. Although the development of Kemiri Tourism Village does not directly involve certain communities, it has an impact on the opening of new business opportunities and new jobs and even new jobs so that the development of coffee tourism informally provides benefits for the community. Village Tourism has opened many business units, including tourism businesses.

## CONCLUSION

This unique and strategic tourism is known for its strategic location which is located on the slopes of Mount Argopuro. The existence of good natural potential is managed in such a way by the surrounding community and the main owner and manager, namely the Al-Hasan Islamic Boarding School under the care of Mr. Misbachul. Natural potentials such as cool rice fields and coffee plantations belonging to the surrounding community have created an idea known as JCC (Jember Coffee Center) and "Kopi Pondok" which is the only coffee education tour that can be enjoyed by all visitors/consumers. Not only enjoying coffee there, the destinations offered are also diverse while at the same time being able to learn about coffee processing. The development of Kemiri Tourism Village started from a village on the slopes of Mount Argopuro which is famous for educational tourism, producing Arabica and Robusta coffee with an altitude of 600 – 1250 meters above sea level. There are also SMEs (Small and Medium Enterprises) in the production of white oyster mushrooms with the basic ingredients of coffee skin, production of liquid smoke for essential oils, production of Arabica and Robusta coffee seeds, fresh vegetables, and other SMEs (Small and Medium Enterprises) that produce products. packaged food. Residents in Kemiri Village have a variety of potential for arts, crafts, and small and medium business units that take advantage of this potential. The purpose of this tour is also to open up job opportunities, educate the public about coffee, and help the economy of the people who process raw coffee into packaged coffee that can be enjoyed.

The community plays a role starting from providing raw/basic materials for agricultural and plantation products to processing superior products because in Kemiri Village there are SMEs (Small and Medium Enterprises) that are being run and developed by every community. JCC (Jember Coffee Center) also cooperates with other countries such as Malaysia to export its processed coffee. So that with this tour it can increase income and add new jobs for the community.

However, the problem faced by this tour is that it is constrained by road access. The funds owned are not enough to build a good and proper tourist road infrastructure where the land is so large and charming that it is difficult for tourism to develop faster. Another problem is a disaster if there is a flash flood in the area. And the dreaded Covid-19 Pandemic disaster will continue for years. Because at the time of the Covid-19 pandemic, the Kemiri Tourism Village had minimal visitors so that the products sold such as coffee had fewer buyers. However, the manager continues to plan and try to innovate actions so that the Kemiri Educational Tourism Village as a Coffee-Producing Village continues to attract visitors.

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