
**ECONOMIC DEVELOPMENT OF TOURIST VILLAGE IN PANDAN
SIMO BEACH REGENCY KAB. BANTUL DIY (THROUGH
AGROWISATA USING ANALYTICAL HIERARCHY PROCESS
METHOD)**

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Abstract

This research aims to find out what potential can be developed in the Pandan Simo coastal area through the empowerment of rural tourism communities with the development of agro-tourism in the form of using technology, human resources, marketing and venture capital or investment, in this research is a descriptive research with quantitative approaches and methods used is Analytical hierarchy process.

The results of this study found that improvements and improvements made by managers and the community for the Pandan Simo beach tourism area has been running even though there are still some aspects that need to be improved, the most appropriate priority to increase the interest of tourists to visit the Pandan Simo beach, especially agro tourism through increasing the use of technology both from all aspects, on plantations, animal husbandry and to make tour packages, the second is through improving human resources so that the use of technology can be maximized, the next is to improve the way of marketing and how to package tourism, especially agro, the last is to create an environmentally friendly and environmentally friendly economic climate so that investors are willing and able to invest their capital in the advancement of agro-tourism in the Pandan Simo beach area.

Suggestions given for the progress of the development of the Pandan Simo coastal area are improvements in institutions, with improvements in institutions, management becomes more effective and efficient and priority priorities from the results of AHP analysis with top priority on the use of technology can be achieved more optimally, marketing becomes effective, HR is superior and able to create a good economic climate

Keywords: Tourism, Agro Tourism, AHP, KPBPS

A. INTRODUCTION

National Tourism received special attention from the Government, with the government's commitment to regulate tourism as a leading sector. With this, it is hoped that it can improve the local economy, encourage the local economy and foster a creative economy in the tourism environment and improve the welfare of the people of Abdullah (2012: 2) Increased

development in the field of tourism through agriculture or agro-tourism, the agricultural sector has a great importance but has not received special attention for facilities and infrastructure and creativity in the packaging of tourist activities.

Special Region of Yogyakarta is a Province with various types of uniqueness and privileges, having the title as Small Indonesia and Student City. Besides that, Yogyakarta has cultural tourism, artificial tourism and nature tourism which are very well known as well as many tourism activities that are developing and already running. Yogyakarta has five districts with all the potential possessed by the Yogyakarta Regency with its cultural tourism dominance including Gedung Agung, Tugu Yogyakarta, Malioboro Street and traditional ceremonies. Sleman Regency with the dominance of natural tourism and cultural tourism, consisting of Mount Merapi, Queen Boko Temple, Breksi Cliff and Kaliurang tourism. Gunung Kidul Regency with its dominance of natural tourism consists of beach tourism. Kulon Progo Regency with homemade tourism, Goa Kiskendo, Kalibiru and Beach tourism. Bantul Regency with the dominance of artificial tourism and natural tourism in the form of Magunan fruit tourism, Becici hill, beach and Watu Goyang. With so many tours there are many tourist activities that are done

The dominance of cultural tourism and natural tourism still exists in 4 districts in Sleman, Yogyakarta, Kulon Progo and Gunung Kidul. However, Bantul Regency has a different dominance of tourism, namely artificial tourism and the second is natural tourism. With dominance that makes Bantul Regency as the main tourist destination for tourists who come in DIY. However, the development and number of attractions is still relatively small. Increasing tourist attractions to the area is still the main attraction in the province of Yogyakarta. Thus the optimization of tourism can go through the tourist village. Through the tourist village, every attraction both from the artificial tourism of natural tourism, cultural or historical tourism can be summarized well through the tourist village.

In 2010, Pandan Simo Beach changed the concept with the theme of family beach and culinary tourism. With this new concept of attraction and change for the better, it continues by tourism-aware groups in the village of Poncosari, Srandakan. In 2010 an international agency in cooperation with the Bantul government established a PLTH, the aim being a research site and a pilot site for Bantul Regency. The benefits of PLTH with a capacity of 2.5 Kw to 10 Kw can be received by the local community. Electricity that can be used and used for lighting stalls and roads using the beach. Not only superior to beach tourism or PLTH, but the Pandan Simo Beach area also includes a complex of cattle, chicken, shrimp ponds, fish ponds, and traditional and modern plantations.

According to Bintarto (1983) explains that the existence of a village is a manifestation or geographical, social, economic, political and cultural unity that is very identical that reflects a place that has a very strong reciprocal relationship and has legal unity. The elements in a village have regional elements in the form of productive land for the community or not, the location is land area and has a certain limit, the two inhabitants are in the form of number, accretion, density, distribution, livelihoods, and the last is the element of applicable governance in a village

Dwiputra (2013: 39) states that the development of tourism activities is expected to be able to provide benefits to the surrounding community and tourism managers. Farmer groups and tour groups must be able and understand what strategies can be optimized so that tourists who come are increasing and tourists who come not only enjoy the beauty of the beach, but also are interested in conducting agro-tourism activities. By relying on beach tourism combined with agro dining, it hopes to become an environmentally friendly and promising economic activity for the surrounding community.

Arifin (2008) states that agro-tourism development aims to provide income or added value for the local community. Agro-tourism development efforts consist of choosing strategic locations, providing good services, optimizing productive land, improving supporting facilities, infrastructure and infrastructure improvements, maintaining local wisdom, introducing mutual cooperation culture and preserving the environment

Social capital is a form of glue that holds people together, relationships between people, people do what they do to each other because of social and reciprocity, social and community obligations, Ife (2014: 35). Personal and community approaches are needed in social capital because with an approach or direction, socialization can provide an overview of what they have to develop optimally.

According to Lupiyoadi (2006: 11) the product is the whole concept of the object or process that gives a number of values to consumers. The product is something that is produced by the company and is the foundation of a marketing program. Besides being the foundation of a marketing program. In the marketing industry certainly has a product or characteristics of a product that is sold and provided to customers

The research conducted is planning the development of a tourism village through agro-tourism as a special interest tourism destination, and as an educational tour in the Pandan Simo Beach area of Bantul, Yogyakarta. The research method used is the Analytical Hierarchy Process (AHP), with the aim of analyzing how the development of "agro-tourism" tourism activities in the application and management of technology, business capital, human resources and marketing in the Pandan Simo Beach area?

B. ANALYSIS METHOD

Purba (2015) argues that the use of the Analytical Hierarchy Process (AHP) in this study will help create a picture of tourism potential so that the community will gain insight into agro-tourism and related plant development. The use of AHP combined with interviews will bring up factors and alternatives to support the development of existing tourism activities. In this way, tourists from Pantai Baru and the Pantai Baru-Pandan-Sirno Area can enjoy the beauty of the beach and available agro tourism.

C. RESULTS AND ANALYSIS

Figure 1.1 represents the mindset of analysis using the AHP method.

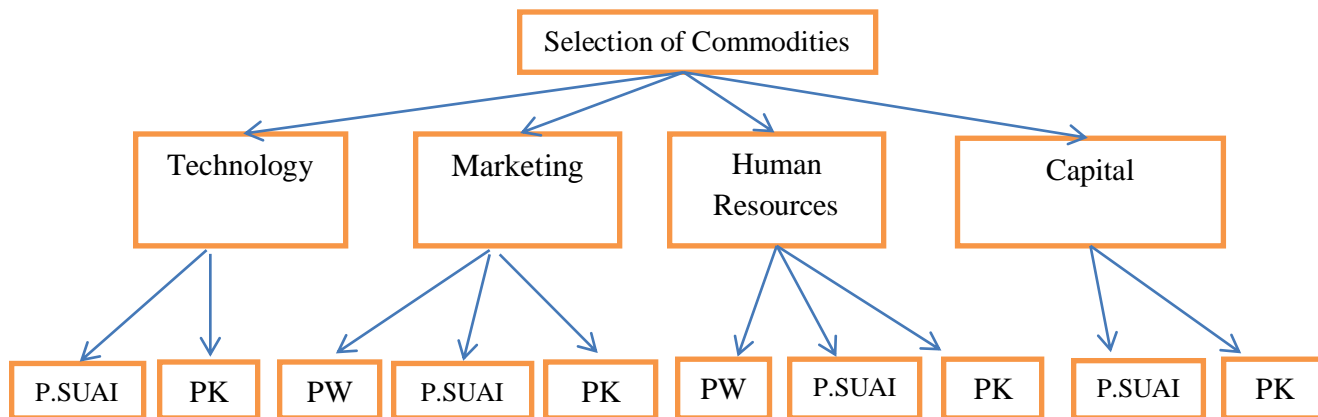


Figure 1.1 Structure of AHP for Agro tourism Development

Source: Purba (2015) modified:

P.SUI: Cattle, shrimp, fish and chicken farms PK: Plantation, PW: Tourism Package

Figure 1.1 shows an alternative development of tourism in the Pandan Simo Coast Area. The first improvement is technology in cattle, shrimp, fish and chicken farms and plantations. The second improvement is marketing on tourism packages, cattle, shrimp, fish and chicken farms and plantations. The third improvement is Human Resources in tourism packages, cattle, shrimp, fish and chicken farms and plantations. Fourth, is Capital for tourism packages, cattle, shrimp, fish and chicken farms, and plantations

Table1.1 AHP Criteria

Aspects	Technology	Marketing	HR	Capital
Technology	1	0,31	0,65	0,54
Marketing	3,27	1	2,20	1,36
HR	1,55	0,45	1	0,87
Capital	1,84	0,74	1,15	1

Source: Processed AHP

Table 1.1 is the result of a comparison of the main criteria from the results of paired development of the main criteria for the development of the Pandan Simo Coast Area (FREE TRADE AND PORT AREA). The results of the comparison calculation are shown in table 1.2

Tabel 1.2 AHP criteria priority weight fo FREE TRADE AND PORT AREA development

Criteria	Weight	Ranking
Technology	13%	IV
Marketing	41%	I
HR	20%	III
Investation	26%	II

Source: Processed AHP

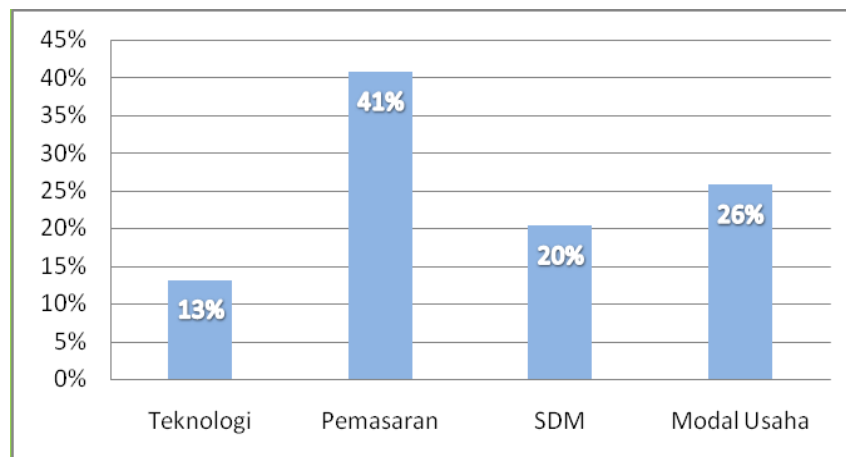


Figure1.2AHP Priority

Based on figure 1.2 the value of consistency obtained from the calculation results is $0.0047 < 0.1$. The CR results show that the percentage of the data is received because it is less than 0.1. The four criteria used to develop FREE TRADE AND PORT AREA based on observations are Technology, Marketing, HR and Investment. From the results of the calculation of the Marketing criteria has the highest priority of 41%, compared with other criteria marketing is a top priority. With the development of FREE TRADE AND PORT AREA Marketing, visitors are expected to increase.

Analysis of each criterion consists of cattle, shrimp, fish and chicken and plantations. Based on the results of the data being parsed on the table 1.3

Table1.3 Technology for FREE TRADE AND PORT AREA Development

Aspects	Plantation	Cattle, shrimp, fish and chicken farms
Plantation	1	0,62
Cattle, shrimp, fish and chicken farms	1,62	1

Source: Processed AHP

Table 1.3 is the result of a comparison of the technology criteria from the paired development results for the development of the Pandan Simo Coast Area (FREE TRADE AND PORT AREA). The results of the comparison calculation are shown in table 1.4.

Tabell1.4 The priority weight of the technology criteria for FREE TRADE AND PORT AREA Development

Aspects	Weight	Ranking
Plantation (PK)	38%	II
Cattle, shrimp, fish and chicken farms (P.SUAI)	62%	I

Source: Processed AHP

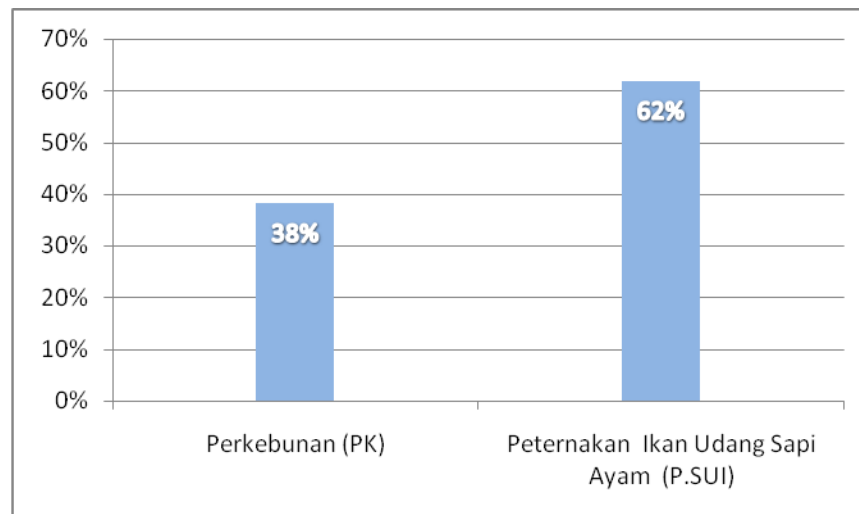


Figure1.3Priority for Technology

Based on Figure 1.3 the consistent value obtained from the calculation results is $0 < 0.1$. The CR results show that the percentage of the data is received because it is less than 0.1. Based on the results of the analysis of the technology criteria that have alternatives, cattle consisting of fish, shrimp, cattle and chicken is a top priority of 62%. The second priority is cattle with 38%, so that the development of FREE

TRADE AND PORT AREA for technology is prioritized for cattle so that later it can produce maximum results and can attract tourists to come and see how the technology is used. Analysis of each criteria, the marketing criteria consist of cattle, shrimp, fish and chicken farms, plantations and tour packages. Based on the results of the data being parsed on the table 1.5

Tabel 1.5 Marketing for FREE TRADE AND PORT AREA Development

Aspects	Tourism Package	Plantation	Cattle, shrimp, fish farms (P.SUI)
Tourism Package	1	0,69	0,97
Plantation	1,44	1	0,82
Cattle, shrimp, fish farms (P.SUI)	1,03	1,22	1

Source: Processed AHP

Table 1.5 is the result of the comparison of marketing criteria from the results of paired development for the development of the Pandan Simo Coast Area (FREE TRADE AND PORT AREA). The results of the comparison calculation are shown in table 1.6.

Tabel 1.6 The priority weight of Marketing criteria for FREE TRADE AND PORT AREA Development

Aspects	Weight %	Ranking
Tourism Package (PW)	29%	II
Plantation (PK)	35%	III
Cattle, shrimp, fish farms (P.SUI)	36%	I

Source: Processed AHP

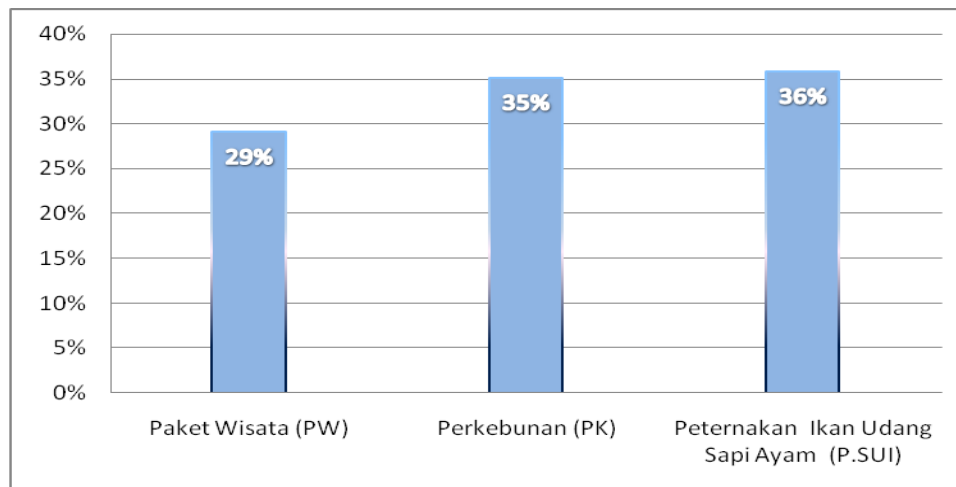


Figure 1.4 Priority for Marketing

Based on Figure 1.4 the consistent value obtained from the calculation results is $0.030 < 0.1$. The CR results show that the percentage of the data is received because it is less than 0.1. Based on the results of the analysis of marketing criteria that have alternatives, cattle consisting of fish, shrimp, cattle and chicken is a top priority of 36%. The second priority is plantations of 35%, and the third priority is 29%, so that the development of FREE TRADE AND PORT AREA for marketing is prioritized to cattle so that by increasing good and right marketing, it is expected that tourists can be helped whatever is offered to FREE TRADE AND PORT AREA.

Analysis of each criterion of Human Resources consists of cattle, shrimp, fish and chicken farming, plantations and tour packages. Based on the results of the data being parsed in Table 1.7

Tabel 1.7 Human Resource for FREE TRADE AND PORT AREA Development

Aspects	Tourism Package	Plantation	Cattle, shrimp, fish farms P.SUI
Tourism Package (PW)	1	1,10	0,84
Plantation (PK)	0,91	1	1,41
Cattle, shrimp, fish farms (P.SUI)	1,19	0,71	1

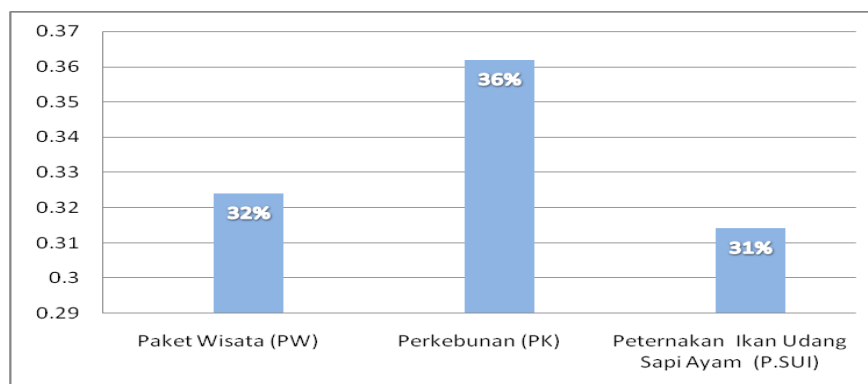
Source: Processed AHP

Table 1.7 is the result of calculating the comparison of HR criteria from the results of paired development for the development of the Pandan Simo Coast Area (FREE TRADE AND PORT AREA). The results of the comparison calculation are shown in table 1.8

Tabel 1.8 Priority for Human Resources for FREE TRADE AND PORT AREA Development

Aspects	Weight %	Ranking
Tourism Package (PW)	32%	II
Plantation (PK)	36%	I
Cattle, shrimp, fish farms (P.SUI)	31%	Iii

Source: Processed AHP



Gambar 1.5 Priority for HR

Based on Figure 1.5 the consistent value obtained from the calculation results is $0.040 < 0.1$. The CR results show that the percentage of the data is received because it is less than 0.1. Based on the results of the analysis of HR criteria that have alternatives, plantations are the top priority at 36%, the second priority is tourism packages by 32% and the third priority is cattle farming at 31%. So that to develop plantations, various types of plants or plant media can be added so that tourists who come to FREE TRADE AND PORT AREA can see a variety of plantation crops with a variety of varied methods and tourists also enjoy plantation activities at FREE TRADE AND PORT AREA.

Analysis of each investment / business capital criterion consists of cattle, shrimp, fish and chicken farms, and plantations. Based on the results of the data being parsed in table 1.9

Tabel 1.9 Priority weight of investment criteria / Business Capital for FREE TRADE AND PORT AREA development

Aspects	Plantation	Cattle, shrimp, fish farms (P.SUI)
Plantation	1	0,35
Cattle, shrimp, fish farms (P.SUI)	2,82	1

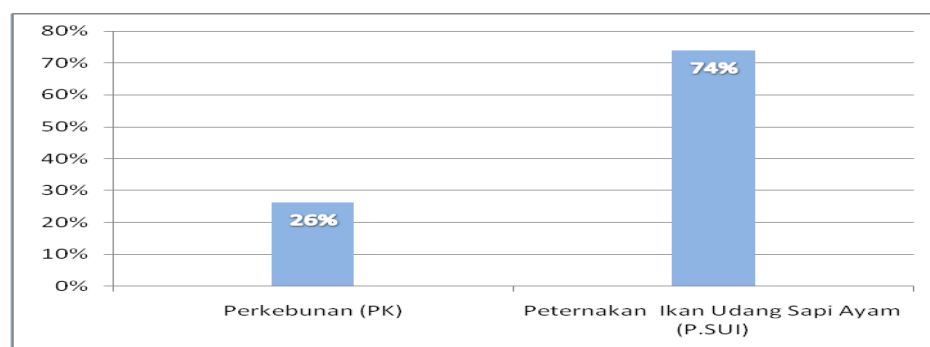
Source: Processed AHP

Table 1.9 is the result of the calculation of the comparison of business capital criteria from the results of paired development for the development of the Pandan Simo Coast Area (FREE TRADE AND PORT AREA). The results of the comparison calculation are shown in table 1.10.

Tabel 1.10 Priority criteria for Investment / Business Capital criteria for FREE TRADE AND PORT AREA development

Aspects	Weight %	Ranking
Plantation (PK)	26%	II
Cattle, shrimp, fish farms (P.SUI)	74%	I

Source: Processed AHP



Gambar1.6 Priority for Capital

Based on Figure 1.6 the consistent value obtained from the calculation results is $0 < 0.1$. The CR results show that the percentage of the data is received because it is less than 0.1. Based on the analysis of the criteria for investment or business capital that have alternatives, cattle is a top priority of 74%, and the second priority is plantations of 26%, so that additional capital or working with outside parties can increase yields from cattle priorities.

D. CONCLUSIONS AND RECOMMENDATIONS

1. Conclusions

This study conveyed a description to the public to develop FTPA tourism especially in the aspects of technology, marketing, HR and capital. It aims to find out the best choices in the development of Free Trade and Port Areas. Based on the description in the previous chapter, it can be concluded that:

- 1) Management of free trade and port area has been going well, it has been proven that there are several facilities for tourism activities starting from facilities and infrastructure. Tourism Awareness Groups also participate in carrying out tourism activities. Many guests come to enjoy the activities offered by free trade and port area. Agricultural activities have gone well but there are still minimal facilities, cattle and chicken farming activities and shrimp and fish farming run well even though the business capital and technology used are also still minimal.
- 2) Management of free trade and port areas has been running well as evidenced by the existence of several facilities for tourism activities ranging from facilities and infrastructure. Tourism Awareness Groups also participate in carrying out tourism activities. Many guests come to enjoy the activities offered by the free trade and port area. Agricultural activities have gone well but there are still minimal facilities, cattle and chicken farming activities and shrimp and fish farming run well even though the business capital and technology used are also still minimal.
- 3) The management of the free trade and port area has been running well as it has been proven that there have been several facilities for tourism activities ranging from facilities and infrastructure. Tourism Awareness Groups also participate in carrying out tourism activities. Many guests come to enjoy the activities offered by the free trade and port area. Agricultural activities have gone well but there are still minimal facilities, cattle and chicken farming activities and shrimp and fish farming run well even though the business capital and technology used are also still minimal.
- 4) The management of the free trade and port area has been running well as it has been proven that there have been several facilities for tourism activities ranging from facilities and infrastructure. The Tourism Awareness Group also participates in tourism activities. Many guests come to enjoy the activities offered by the free trade and port area. Agricultural activities have gone well but there are still minimal facilities, cattle and chicken farming activities and shrimp and fish farming run well even though the business capital and technology used are also still minimal.
- 5) The best choice or the main priority in the development of the Pantai Baru Pandan Simo Area according to the AHP analysis has been an increase in marketing, business capital, human resources and the last is the technology used. From the importers' cheerfulness that needs to

be improved is marketing on livestock activities after the plantation and the last tour package. From the business capital criteria the things that need to be considered are the provision of more capital for the second farming activities of the plantation. From the criteria for the quality of human resources to improve the management of plantations which are the second tour package and the last is farmers. The technology criteria that need to be improved are the use of technology that is good for the second farm of the plantation.

2. RECOMMENDATIONS

Based on the conclusions above, the appropriate suggestions for developing the Free Trade And Port Area in order to become tourism that has a distinctive characteristic are:

- 1) The best choice for developing the Free Trade And Port Area in increasing activity is a focus on marketing agricultural activities, and cattle is intended so that tourists who come can blend with the activities carried out by the surrounding community and as added value for tourism economic activities and forms of direct interaction from the surrounding community and tourists who come to enjoy the Free Trade And Port Area.
- 2) The best choice for developing the Free Trade And Port Area in increasing activity is to focus on marketing agricultural activities, and livestock, this is intended so that tourists who come can mix with the activities carried out by the surrounding community and as added value for economic activities tourism and forms of direct interaction from the surrounding community and tourists who come to enjoy the Free Trade And Port Area.
- 3) The Free Trade And Port Area must improve the Source of quality manpower so that later the use of technology in livestock farming and promotion or marketing activities will be better and on target, so that later tourism activities in the Free Trade And Port Area become environmentally friendly for all groups, managers can improve promotion using electronic media with a good and attractive design in complete information, involving the government as a media partner and promotion.

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