

Relations Between Actors in Agrotourism Development

Tri Kurnianingsih¹, Eny Lestari¹, Eksa Rusdiyana^{1*}, Widiyanto¹, Sugihardjo¹, and Retno Setyowati¹

¹Sebelas Maret University, Agricultural Extension and Communication Undergraduate Studi Program

Abstract. The success of agrotourism development is supported by the presence of actors and their roles. Role synergy becomes a strategy to strengthen the relationship between actors. The study aims to analyze the relationship between actors in agrotourism development. The research method used is qualitative description with purposive informant sampling techniques and snowball sampling. The location of the research was deliberately determined, namely the Ngargoyoso district, Karanganyar Regency, Central Java, on the grounds of the existence of an agro-tourism with several different characteristics. The data analysis technique used uses Miles and Huberman's interactive data analysis as well as advanced analysis techniques using the MACTOR (Matrix of Alliances and Conflicts: Tactics, Objectives, and Recommendations) analysis. MACTOR analysis is used to map influential actors, actor roles, and the goals of each actor. As for the validity of the data in this study using source triangulation and triangulation methods. The results of the research showed that the management of the business managers, the local community, and the head of the village had the strongest divergence. The strongest convergence occurred between the manager of the Jeep and the managers of the homestay, the manager and the tourism-conscious group, the managing of the Jeep with local communities, and the heads of villages.

1 Introduction

Agrotourism is a concept for developing agrotourism, which plays a role in preserving nature and the environment. Agrotourism is carried out by empowering the community by maximizing the superior potential of the village and the participation of the community, which aims to improve the welfare of local residents [1]. The rapid development of agrotourism has great potential to improve the welfare of local communities and preserve the environment. The existence of agrotourism opens up business opportunities and employment opportunities while improving the welfare of the surrounding village community [2]. However, the development of agrotourism has many differences due to many influencing factors such as community participation, driving actors, and natural resources. Inequalities that occur in agrotourism must be overcome through sustainability and inclusion with the aim of increasing visitors with a variety of agritourism offerings.

* Corresponding author: eksarusdiyana@staff.uns.ac.id

Ngargoyoso District, Karanganyar Regency, is an area with very rich and potential natural resources in the cold Lawu mountains. This opportunity has been well developed by the local community, which has succeeded in developing various forms of agrotourism such as tea garden natural tourism, guava picking natural tourism, and fruit and vegetable farming. Based on statistical data [3], in 2021 the number of visitors reached 918,261 people, and in 2022 it reached 1,806,057. The development of agrotourism cannot be separated from the relationships between the actors involved in it. Collaboration between actors plays an important role in the development and management of agrotourism in Ngargoyoso District. Each actor has different interests, which can be in the same direction and support each other, or opposite and compete with each other. Competition between actors arises due to several things, namely the diversity of existing tourist attractions, so that competition is increasingly fierce [4]. However, competition has a positive impact on increasing creativity in agrotourism development [5]. Competition between actors looks very tight because people will feel bored if there are no updates, so innovation is needed for novelty [6].

The actors involved in developing agrotourism in Ngargoyoso are limited to local actors with the aim of empowering local communities. However, as time goes by, external actors try to enter by offering accelerated agrotourism development programs. Based on this background, this research aims to analyze the relations between actors in the development of agrotourism in Ngargoyoso District in supporting the sustainability of agrotourism.

2 Research Methods

This study used the descriptive-qualitative method. Qualitative research is carried out by collecting data in a natural setting and emphasizing meaning rather than generalizations [7]. The research location was chosen deliberately in Ngargoyoso District, Karanganyar Regency, with the consideration that this location is an area that has superior potential in the field of agrotourism. Data collection techniques were carried out using interview, observation, and documentation techniques. The data analysis used was the Miles and Huberman model data analysis and continued with actor analysis using the MACTOR (Matrix of Alliances and Conflicts Tactics, Objectives, and Recommendations) method. MACTOR is used as data analysis to identify the strengths, relationships, and alliance patterns of stakeholder actors so that the actors who play the most important role in developing agrotourism are known. MACTOR analysis is used to analyze the role of actors in achieving goals and analyze actor mobilization in achieving their goals [8]. MACTOR's way of working is based on the influence between actors, which is divided into direct influence, indirect influence, and potential influence [9]. MACTOR as software for measuring the balance of power between actors and various stakeholders in a problem [10].

3 Results and Discussion

Agrotourism is one of the mainstay sectors to support the economy in Ngargoyoso District. Various agrotourism is presented in Ngargoyoso District, starting from tea gardens, guava gardens, durian gardens, and other iconic tourist attractions such as Kemuning Sky Hill. The agrotourism that is run has various activities ranging from tea plantation tours, guava picking tours, guava care education, to durian festivals. The running of these activities cannot be separated from the involvement of actors, namely the village government, agrotourism managers, business managers, local communities, farmers, tourism services, and agricultural extension centers. The actors involved have their own goals/interests according to the roles they carry out. Below is table 1 regarding the actor matrix and their importance in agrotourism development.

Table 1. Matrix and Their Importance in Agrotourism Development

| No | Actors | Interest |
|----|-------------------------------|--|
| 1. | Village Government | a. Increased revenue b. Funding support from the government c. Training and development human resources d. Regulations in the context of preserving natural resources at agrotourism locations e. Development of agrotourism infrastructure f. Establishment of a monitoring and evaluation system related to agrotourism constraints |
| 2. | Agrotourism Manager | |
| | a. Jeep Manager | a. Increase in the number of tourists b. Increased promotion and marketing of agrotourism c. Partnership with external parties d. Infrastructure development |
| | b. Homestay Manager | e. Increase in the number of tourists f. Infrastructure development g. Partnership with external parties h. Increased promotion and marketing of agrotourism |
| | c. Tourism Awareness Group | i. Training and development of human resources |
| | | j. Regulations in the context of preserving natural resources at agrotourism locations |
| | | |
| | | |
| 3. | Business Manager | a. Increased revenue b. Increased promotion and marketing agrotourism c. Improving the quality of business product d. Training and development of human resources |
| 4. | Local Community | a. Increased revenue b. Development of agrotourism c. Training and development of human resources d. Regulations in the context of preserving natural at agrotourism locations |
| 5. | Farmer | a. Increased revenue b. Regulations in the context of preserving natural at agrotourism locations |
| 6. | Government Tourism Office | a. Funding support from government b. Increase in tax levies c. Training and development of human resources |
| 7. | Agricultural Extension Center | a. Training and development of human resources |

Based on the description of the actors and their interests, MACTOR analysis results were obtained on the issue of agrotourism development in Nragoyoso District, Karanganyar Regency.

3.1 Influence and Dependency Between Actors in Agrotourism

The map of influence and dependence between actors shows the position of the actors based on the level of influence after calculating the degree of influence and dependence of each actor on other actors [11]. The influence and dependency between actors in the development

of agrotourism in Ngargoyoso District is presented in the following figure based on the results of direct indicator of influence matrix calculations.

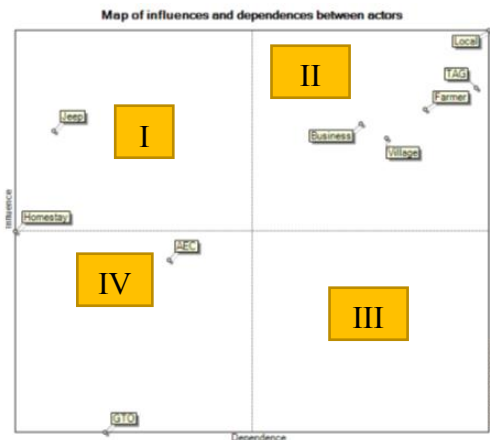


Fig. 1. Influence and dependency between actors

Based on Figure 1, it is known that the actors in quadrant I are jeep managers and homestay managers, who are included in influencer stakeholders, namely actors who have high influence and low dependence on agrotourism development. Actors in quadrant II are relay stakeholders, namely actors who have high influence and dependence [12]. Actors in quadrant II include village heads, tourism awareness groups, business owners, local communities, and farmers. Actors in quadrant II are actors who are directly related to agrotourism development and collaborate with each other for agrotourism development. Actors who have low influence and high dependence are in quadrant III, which is called dependent stakeholders. Based on the analysis carried out, there are no actors in quadrant III because all actors are directly involved in agrotourism development, even though the intensity is low. The next actor is in quadrant IV, which has low influence and dependency because it is not directly involved in planning and implementing agrotourism activities. According to the analysis of actors in quadrant IV, namely the Agricultural Extension Center and the Karanganyar Regency Tourism Office.

3.2 Competitiveness Between Actors in Agrotourism Development

Competitiveness between actors in MACTOR analysis refers to an actor's ability to influence situations and outcomes in a system, which is indicated by the level of direct and indirect influence the actor has on other actors [13]. The competitiveness of actors can be determined through the histogram of competitiveness between actors, which is presented in the following figure.

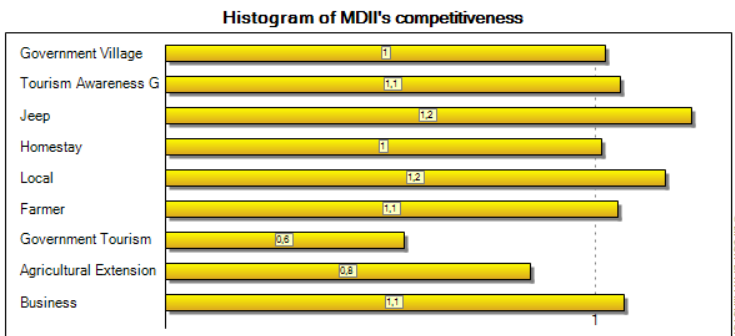


Fig. 2. Competitiveness between actors

Based on Figure 2, it is known that Jeep managers and local communities are actors who have very high competitiveness compared to others. The role of Jeep managers and local communities is important because of their involvement as facilitators and implementers in agrotourism development. The presence of Jeeps really helps attract tourists and is a challenge in itself because the terrain used is quite extreme. Local communities are very helpful in the running of agrotourism. They really depend on local communities because they are one of the main actors who play a role in developing agrotourism with various ideas as well as the realities that occur in the field. Local communities work together to form agrotourism with various strategic opportunities and potential in Ngargoyoso District.

3.3 Actor's Position Toward Goals

The position of the actor towards the goal is depicted with a histogram, which is a depiction of the matrix of the actor's position towards the goal based on the results of calculating the level of competition between actors, the hierarchy of goals, and the degree of opinion of each actor towards each goal in the development of agrotourism in Ngargoyoso District. Mapping the strategic objectives of agrotourism development aims to see how strong the actors are that support and oppose the existing objectives. The stronger a goal, the stronger the actor's support for the goal.

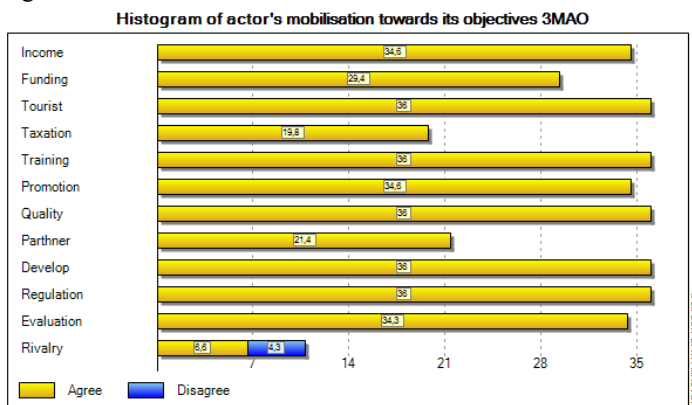


Fig. 3. Actor's position toward goals

Based on Figure 3, it is known that the highest intensity of support lies in the aim of increasing the number of visitors, training and developing human resources, improving product quality, infrastructure development, and regulations in the context of preserving natural resources at agro-tourism locations. Goals with three dimensions, including economic, social, and environmental, are thought to be of interest to other actors so that efforts to develop agrotourism in Ngargoyoso District are directed at the goal of increasing the number of visitors, training and developing human resources, improving product quality, infrastructure development, and regulations. in the context of preserving natural resources at agrotourism locations. Reducing competition between agrotourism business actors has received support from several parties, but there are several parties who do not agree with this. Those who disagree with this are business owners because competition between business actors is necessary to improve quality; however, some who agree think that reduced competition will stabilize the market because more competition will lead to unstable price fluctuations. In addition, those who do not agree with this goal believe that this goal will lead to reduced consumer choice, less innovation, and potentially an overall economic decline.

3.4 Convergence Between Actors

Convergence analysis is described in the form of convergence between actors, which explains that the closer one actor is to another actor, the stronger the convergence (tendency to compete). In MACTOR analysis, convergence between actors is assessed based on the intensity and number of interests they have [14]. This convergence shows the intensity of each actor and how many actors have the same interests [15]. In this case, actor convergence in MACTOR analysis describes the similarity of actors' attitudes towards goals [16]. The following are the calculation results from the analysis of the convergence weighting matrix between actors.

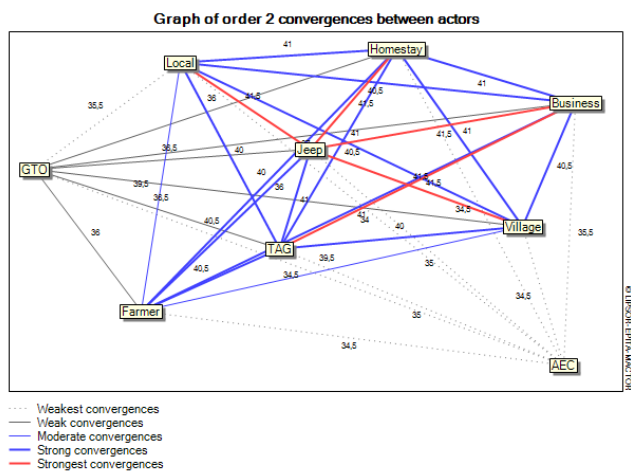


Fig. 4. Convergence between actors

Figure 4 shows that businesses have the strongest convergence with Jeep managers and homestay managers, which is shown by the red line. The actors' interests show that the actors have the same interests in developing agrotourism in Ngargoyoso District. Jeep managers also have the strongest convergence with local communities and village heads. This is related to the environmental dimensions and community empowerment. The three actors have the same interest in preserving the environment and preserving local cultural wisdom.

3.5 Divergence Between Actors

Divergence analysis between actors is used to explain actors who have goals and do not hold the same position so that the possibility of conflict can occur [17]. This analysis shows the identification of the number of potential conflicts by taking into account the goal hierarchy of several actors. Actor divergence analysis explains that every pair of actors has goals and does not hold the same position, so conflict is likely to occur [18]. Divergence between actors is the opposite of convergence, where the smaller the value (dotted line), the better [19]. Based on the calculation results in the divergence weighting matrix table between actors, the following is a mapping of actor divergence.

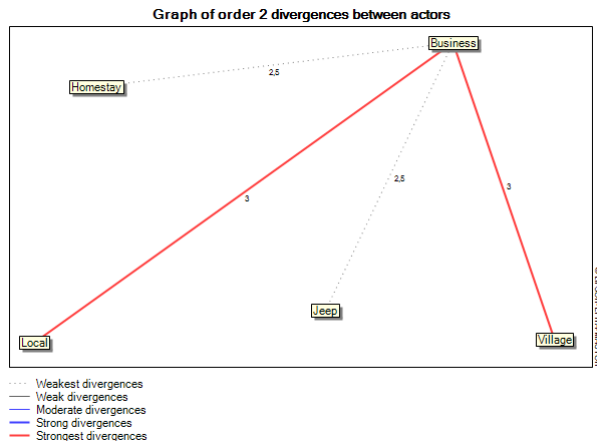


Fig. 5. Divergence between actors

Based on Figure 5, it can be seen that the actor with the strongest divergence is the business owner. The business owner actor has the strongest influence on the emergence of conflict with other actors, namely the village head and local community. The high divergence by business owner actors is caused by a lack of involvement between local communities and village heads with business owners, resulting in perceptions regarding problems related to agrotourism development. Not only that, on the one hand, differences in economic interests are also one of the triggers where business managers focus more on financial profits, while village heads and local communities focus on environmental sustainability and the social interests of the community. Business owners also have the potential for conflict with homestay managers and Jeep managers, but the divergence is weakest. This is because the majority of the three actors have the same goals, so in the process there are misunderstandings, especially since the goals of the three actors are the same. However, the three actors work together to realize their goals.

3.6 Distance Between Actors in Agrotourism Development

The distance between actors describes the possibility of cooperation between actors, which is depicted with the blue and red lines. The blue line shows that the distance between actors is weaker than the red line and allows for weaker cooperation as well. The distance between actors and other actors describes how far or close the actors can work together [20]. Relationships between actors are able to create a more even distribution of benefits [12]. The stronger the distance between actors, the easier it will be to collaborate so that the benefits will be more evenly distributed. This will also reduce competition because all parties feel

they will benefit. Figure 6 shows the strong distance between actors for collaborating in developing agrotourism in Ngargoyoso District.

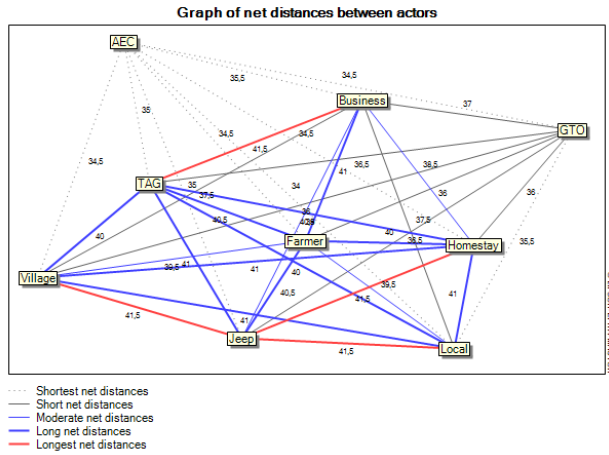


Fig. 6. Distance between actors

According to Figure 6, it is known that there is the strongest distance between jeep managers and local communities, village heads, and homestay managers. The local community has a goal of developing agrotourism in Ngargoyoso District to become sustainable agrotourism. Jeep managers, homestay managers, and village heads here also have the same goal of developing sustainable agrotourism so that community welfare is also guaranteed with the presence of agrotourism. The synergy between the four actors will produce strength towards sustainable and environmentally conscious agrotourism. Apart from that, there is the strongest distance between business owners and tourism awareness groups. Tourism awareness groups are actors who play an important role, especially in environmental awareness. Likewise, business owners must also have environmental awareness in managing their business as a form of caring for the agrotourism environment.

3.7 Distance Between Destinations in Agrotourism Development

Mapping the distance between goals is used to identify the goals of each actor who takes the same position, including those who agree with the goals that have been implemented and those who disagree with other goals. Figure 7 is a graph of the distance between objectives, which provides an illustration of the relationship between program objectives.

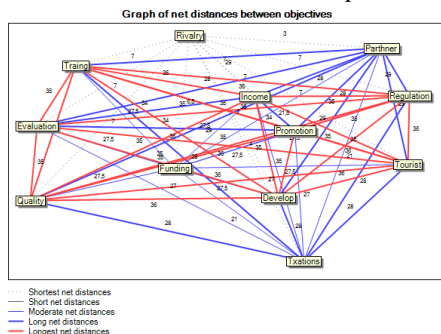


Fig. 7. Distance between destinations

Based on Figure 7, it can be seen that there is the strongest relationship between the aim of increasing the number of tourists and regulations in the context of conserving natural resources in agro-tourism locations, increasing promotion, training, and development of human resources, increasing income, developing infrastructure, and improving the quality of business products. The strongest relationship is also found in regulations in the context of preserving natural resources in agrotourism locations with the aim of improving the quality of business products, increasing the number of tourists, establishing monitoring and evaluation systems related to agrotourism constraints, infrastructure development, increasing promotion and marketing of agrotourism, training and resource development people, as well as increasing income. From the graph, we also get information that there is the strongest relationship between infrastructure development goals and improving the quality of business products, increasing the number of tourists. establishing a monitoring and evaluation system related to agrotourism constraints, infrastructure development, increasing promotion and marketing of agrotourism, training and development of human resources, and increasing income.

3.8 Recommendations for Strategies for Increasing The Role of Actors

Recommended strategies for increasing the role of actors in agrotourism development can be made based on the map of influence and dependency between actors and convergence and divergence between actors as follows.

3.8.1 Jeep managers, homestay managers, and business owners have a high influence on the progress of agrotourism development. These three actors can work together to increase the number of visitors. Collaboration is carried out by increasing promotion and marketing because here the three actors have the same goal. This is proven by activities in the field, such as jeep managers becoming tour guides to explore agrotourism destinations, then jeep managers will indirectly direct them to places that can be recommended for buying products and staying overnight. Apart from that, homestay managers provide local products, which are the result of business production.

3.8.2 Local communities, farmers, and tourism awareness groups have a high influence on agrotourism. The interactions that have been established so far build awareness, especially regarding environmental sustainability in the agrotourism environment. These three actors collaborate with each other to work hand in hand to protect and maintain the sustainability of the agrotourism environment towards sustainable agrotourism. Local communities together with farmers and tourism awareness groups form an environmental awareness group, where the group is responsible for environmental cleanliness and managing agrotourism traffic. This group is called the Kemuning Care Community. Not only that, the community has a responsibility to maintain the sustainability of agrotourism.

3.8.3 Business owners and farmers have high influence and have strong convergence, but have the potential for strategic cooperation. Business production that utilizes agricultural products makes the two actors closely related to each other. As a result of their mutual dependence on each other, these actors have no divergence so that the two of them do not have the potential for conflict because the relationship between the two actors is inseparable. Business owners obtain materials for business production from farmers or in this case farmers

provide raw materials for production. In this way, farmers already have regular customers to sell their agricultural products.

3.8.4 Agricultural extension centers and tourism offices are mapped as actors with low influence and weak convergence. In its operations, the agricultural extension center contributes behind the scenes by empowering farmers and business owners, while the tourism office empowers tourism awareness groups and the community, especially regarding sustainable agrotourism development. Optimizing the role of agricultural extension centers and tourism offices in agrotourism can be encouraged by increasing communication in the context of community empowerment and forming a consensus to build advanced and sustainable agrotourism.

4 Conclusion

Based on the results and discussion of research regarding relations between actors in agrotourism development, the following conclusions were obtained.

4.1 Based on the analysis carried out, business managers and local communities and village heads have the strongest divergence. This happens because of differences in goal interests. The village government is less active in paying attention to local businesses and communities. On the other hand, the village government only looks at local businesses and communities when they already have a name.

4.2 The strongest convergence distance occurs between jeep managers and homestay managers, business managers and tourism awareness groups, jeep managers and local communities, and village heads. This happens because the actors have the same interests, namely increasing visitors. The more visitors, the greater the opportunity to increase profits.

4.3 The strongest distance between actors occurs between jeep managers and local communities, village heads and homestay managers, as well as business owners. These actors have the opportunity to carry out very strategic collaboration.

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