

Agro-Industry Products as a Support for Agro-Tourism in the Province of Bali, Indonesia

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Abstract

Agro-tourism is one of the tourist destinations visited by tourists in Bali. Tourists can see or consume various agro-industry product derivatives, and can also take the product home as a souvenir. The present study aims to identify and classify agro-industry products that support agro-tourism attractions in the province of Bali and determine which products are of most interest to tourists. The research location was chosen purposively in Gianyar and Bangli Regencies, as a representation of the Province of Bali. The number of samples was 27, consisting of 21 agro-tourism in Gianyar Regency and six agro-tourism in Bangli Regency. Data were collected using survey techniques, observation and in-depth interviews. The research data were analyzed descriptively qualitatively. Agro-industry products as supporting agro-tourism attractions in the Province of Bali can be categorized into five groups namely processed coffee products, processed chocolate products, herbal tea products, cosmetic products and spices products. Of these product groups, the products most sought after by tourists are the processed coffee products (Civet Coffee, Bali Coffee, Ginseng Coffee and Coconut Coffee) and processed tea products (Lemon Tea, Mangosteen Tea and Lemongrass Tea).

Keywords: Agro-industry products, agro-tourism, souvenirs, Bali, Gianyar Regency, Bangli Regency

INTRODUCTION

Agro-tourism is growing rapidly in Bali today and is an alternative tourist attraction that synergizes agricultural and tourism resources. Agro-tourism in Bali is generally small-scale with an average area of 0.4–1.5 ha. Agro-tourism that has developed and became a trend of tourist visits is the agro-tourism of the polyculture plantation with the Civet Coffee icon [1]. Ownership of agro-tourism business in Bali is private-individual [1]; although the management of popular tourist destinations in Bali is based on community (75%), in general [2].

Every tourist attraction must have "what can be seen", "what can be done", "what can be bought (souvenirs)" and "what is the value of education gained" for each tourist. To fulfill the statement

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"what can be purchased" as a souvenir for tourists, agro-tourism in the Province of Bali displays various agro-industry products. Agro-industry products are the products that are produced from agro-industry activities. Agro-industry is an activity that utilizes agricultural products as raw material, designs and provides equipment and services for these activities [3]. An agro-industry is an enterprise that processes materials from plants or animal origin. Processing involves transformation and preservation through physical or chemical alteration, storage, packaging and distribution [4]. This agro-industrial product can be the final product that is ready for consumption or as a product of other industrial raw materials.

The souvenir is an important component of the tourist experience, with most tourists bringing back mementos and souvenirs as evidence. The souvenir is an evidence of the experience as well as the roles of memory and as gifts [5]. Therefore, various agro-industry products are displayed in the agro-tourism shopping area as souvenirs. Agro-industry products traded need to be identified and classified to obtain information so that the duplication process of agro-tourism development is faster and more directed. In addition, those products need to be identified that are most attractive to the tourists as souvenirs when visiting agro-tourism. The present study aims to identify and classify agro-industry products that support agro-tourism attractions in the province of Bali and determine which products are of most interest to the tourists.

RESEARCH METHODS

The present study was conducted in the Province of Bali with the location of research chosen purposively in the regency of Gianyar and Bangli. The regencies of Gianyar and Bangli are two regencies in Bali with agro-tourism attractions that are developing very rapidly. In addition, each type of agro-tourism also exists in these two regencies, so it is assumed that it can represent agro-tourism in Bali in terms of the number and types of agro-tourism. The total number of samples was 27 agro-tourism—consisting of 21 agro-tourism in Gianyar Regency and six agro-tourism in Bangli Regency. Data were collected using survey techniques, observation and in-depth interviews. The research data were analyzed descriptively qualitatively.

RESULTS AND DISCUSSION

Agro-Tourism Profile

The number of agro-tourism registered was 34 agro-tourism in Gianyar Regency and nine agro-tourism in Bangli Regency. However, several agro-tourism activities did not continue in its development so that there were only 21 agro-tourism in Gianyar Regency and six agro-tourism in Bangli Regency that could be observed. The location of agro-tourism in Gianyar Regency is mostly spread in Tampaksiring, Sukawati and Tegalalang districts, while for Bangli Regency it is in Susut district. Almost all agro-tourism carry the concept of "back to nature" with the addition of educational tourism, namely processing agro-industry products and supporting facilities such as swings, as well as "instagramable spots". The processing of agro-industry products that are served is dominated by traditional coffee processing. Data on the names of agro-tourism that are still operating and can be accessed in Gianyar and Bangli Regencies are presented in Table 1.

The average number of domestic and foreign tourists visiting agro-tourism is between 1,000 and 3,000 people each month with product sales (gift) to 3,000 products, which are dominated by agro-industry products. Most of the agro-tourism states that the views/scenery owned, the characteristics of the product, and the attractions displayed are the main strengths of agro-tourism. On the other hand, agro-tourism still states that the marketing aspect is an aspect that has not been worked out to the maximum and is a weakness factor. Another problem is related to the availability of raw materials for agro-tourism which processes itself for its agro-industry products. The most interesting fact is that all agro-tourism states that many competitors are the main threat, although it also mentioned the tendency of decreasing the number of visits from tourists as a threat on the other side. Based on this information, it can be concluded that the agro-tourism business competition is very tight and is still categorized as developing.

Agro-Industry Products Supporting Agro-Tourism

Various types of agro-industry products are traded in the shopping or restaurant areas of agro-tourism. These products are in the form of food or drinks that can be consumed directly on the spot or as souvenirs. The types of products traded can be classified as cosmetic products, processed chocolate products, coffee, tea and various fruits and spices. Agro-industrial products traded include:

1. Chocolate processed products, including Organic Dark Chocolate-Sea Salt, Organic Dark Chocolate, Organic Dark Chocolate-Palm Sugar, Organic Dark Chocolate-Milk, Organic Dark

Table 1. Name of Agro-tourism in ganyar and Bangli Regencies.

S.N.	Name of Agro-Tourism	District	Year*
<i>Gianyar Regency</i>			
1.	<i>Satria Agrowisata</i>	Tampaksiring	2014
2.	<i>Santi Agrowisata</i>	Tampaksiring	2014
3	<i>Cantik Agrowisata</i>	Tampaksiring	2011
4	<i>Ulun Desa Manik Abian</i>	Tampaksiring	2018
5	<i>Abian Kusuma Sari</i>	Tampaksiring	2015
6	<i>Alam Bali</i>	Tegalalang	2011
7	<i>Bhuana Asri</i>	Tegalalang	2014
8	<i>Manik Abian</i>	Tegalalang	2012
9	<i>Teba Sari Agrowisata</i>	Ubud	2010
10	<i>Lumbung Sari Agrowisata</i>	Ubud	2012
11	<i>Merta Harum</i>	Ubud	2019
12	<i>Ubud Mesari</i>	Ubud	2015
13	<i>Genta Agrotourism</i>	Ubud	2019
14	<i>Jambe Asri</i>	Sukawati	2014
15	<i>Gunung Sari Agrowisata</i>	Sukawati	2016
16	<i>Taman Ayu</i>	Sukawati	2016
17	<i>Beji Agrowisata</i>	Sukawati	2018
18	<i>Kebune Bali</i>	Sukawati	2012
19	<i>Negari Agrowisata</i>	Sukawati	2011
20	<i>Alam Sari Agrowisata</i>	Sukawati	2013
21	<i>Sekar Bumi Farm</i>	Payangan	2015
<i>Bangli Regency</i>			
1	<i>Oemah Ayodya</i>	Bangli	2016
2	<i>Oka Agrowisata</i>	Susut	2006
3	<i>Amerta Yoga Agrowisata</i>	Susut	2003
4	<i>BAS Agrowisata</i>	Susut	2001
5	<i>Trisna</i>	Susut	1987
6	<i>Wedang Sari Agrowisata</i>	Kintamani	2010

*Year of operation

Chocolate, Vegan Chocolate Series, Chocolate Candy, Cashew Chocolate Milk, Coffee Chocolate Milk, Mint Chocolate Milk, Almond Chocolate Milk, Ginger Chocolate Milk, Coco Chocolate Milk, Raw Cacao Nibs, Raw Cacao Butter, Drinking Chocolate, Sweet Cacao Roasted, Cocoa Sugar Free.

2. Coffee products, including Civet Coffee, Coconut Coffee, Vanilla Coffee, Ginseng Coffee, Bali Coffee, Ginger Coffee.
3. Herbal tea products, including Lemon Tea, Turmeric Tea, Chocolate Tea, Mangosteen peel Tea, Rosella Tea, Red Ginger Tea, Red Rice Tea, Lemongrass Tea.
4. Cosmetics products, including perfume, massage oil, aromatherapy.
5. Spices products, such as cloves, cinnamon, black pepper, vanilla powder, cardamom, nutmeg, white pepper, curry powder, ginger powder, turmeric powder and tobacco.

The existence of agro-industry products act as a support and at the same time strengthens tourist destinations to complement what can be bought and taken home by the tourists as souvenirs. Souvenirs brought by tourists can serve to remind them again about their tour [5] and can also function as an indirect medium of promotion for other potential tourists scattered in the area of origin of tourists who brought those souvenirs. Therefore, souvenirs must be produced of high quality and should meet the labels and applicable trade requirements. Good and quality souvenirs can enhance the

agro-tourism image of the souvenir owner. The stronger the brand equity of a product, the stronger the appeal for consumers to buy the product and ultimately will provide increased profits to the company [6]. A successful brand provides a competitive advantage that is very important for a company's success [7].

Of the various agro-industry products traded, the products with highest demand by tourists are (1) Coffee Processed Products (Civet Coffee, Bali Coffee, Ginseng Coffee and Coconut Coffee), (2) Processed Tea Products (Lemon Tea, Mangosteen Tea and Lemongrass Tea), and (3) Chocolate Products (varies). Complete data on the most popular products based on agro-tourism are shown in Table 2.

Table 2. The Most-demanded Agro-industry products by tourists in Agro-tourism.

S.N.	Name of Agro-tourism	The most popular product
<i>Gianyar Regency</i>		
1.	<i>Satria Agrowisata</i>	Bali Coffee, Civet Coffee, Ginseng Coffee, Vanilla Coffee, Lemongrass Tea
2.	<i>Santi Agrowisata</i>	Bali Coffee, Civet Coffee, Turmeric Tea, Ginger Tea, Lemongrass Tea
3	<i>Cantik Agrowisata</i>	Bali Coffee, Kopi Luwak, Mocca, Lemon Tea, Mangosteen Tea
4	<i>Ulun Desa Manik Abian</i>	Lemongrass Tea, Bali Coffee, Turmeric Tea, Rosella Tea, Chocolate
5	<i>Abian Kusuma Sari</i>	Bali Coffee, Civet Coffee, Chocolate, Lemon Tea, Spices
6	<i>Alam Bali</i>	Bali Coffee, Civet Coffee, Ginseng Coffee, Vanilla Coffee, Coconut Coffee
7	<i>Bhuana Asri</i>	Avocado Coffee, Coconut Coffee, Civet Coffee, Mangosteen Tea, Bali Coffee
8	<i>Manik Abian</i>	Civet Coffee, Coconut Coffee, Orange Chocolate, Mangosteen Powder
9	<i>Alam Sari Agrowisata</i>	Civet Coffee, Mangosteen Tea, Lemongrass Tea, Rosella Tea, Civet Coffee
10	<i>Teba Sari Agrowisata</i>	Civet Coffee, Lemongrass Tea, Mangosteen Tea, Vanilla Coffee, Chocolate
11	<i>Lumbung Sari Agrowisata</i>	Civet Coffee, Tea, Spices
12	<i>Gunung Sari Agrowisata</i>	Civet Coffee, Mangosteen Tea, Lemongrass Tea, Bali Coffee, Ginseng Coffee
13	<i>Taman Ayu</i>	Civet Coffee, Mangosteen Tea, Lemongrass Tea, Ginseng Coffee, Coconut Coffee
14	<i>Merta Harum</i>	Civet Coffee, Mangosteen Tea, Lemongrass Tea, Ginseng Coffee, Coconut Coffee
15	<i>Jambe Asri</i>	Civet Coffee, Avocado Coffee, Mangosteen Tea, Ginseng Tea
16	<i>Ubud Mesari</i>	Civet Coffee, Mangosteen Tea, Lemongrass Tea, Ginseng Coffee, Coconut Coffee
17	<i>Beji Agrowisata</i>	Civet Coffee, Vanilla Coffee, Lemongrass Tea, Mangosteen Tea, Peanut Coffee
18	<i>Sekar Bumi Farm</i>	Florist
19	<i>Genta Agrotourism</i>	Civet Coffee, Bali Coffee, Blue Tea, Rosella Tea, Ruby Tea
20	<i>Kebune Bali</i>	Civet Coffee, Mangosteen Tea, Ginseng Tea, Lemongrass Tea, Ginger
21	<i>Negari Agrowisata</i>	Civet Coffee, Coconut Coffee, Mangosteen Tea, Peanut Coffee, Lemon Tea
<i>Bangli Regency</i>		
1	<i>Oemah Ayodya</i>	Strawberry, Food and Beverages
2	<i>Oka Agrowisata</i>	Civet Coffee, Bali Coffee, Bali Cocoa, Avocado Coffee, Ginseng Coffee
3	<i>Amerta Yoga Agrowisata</i>	Bali Coffee, Bali Chocolate, Tea
4	<i>BAS Agrowisata</i>	Coffee, Chocolate, Spices, Aromatherapy
5	<i>Trisna</i>	Mangosteen Tea, Lemon Tea, Civet Coffee, Bali Coffee, Vanilla Coffee
6	<i>Wedang Sari Agrowisata</i>	Civet Coffee, Bali Coffee, Lemon Tea, Mangosteen Tea, Ginseng Coffee

CONCLUSIONS

Various agro-industry products have been displayed in the agro-tourism shopping and restaurant area. The existence of agro-industry products act as a support and at the same time strengthens the tourist destinations to complement what can be bought and brought home as a souvenir. To strengthen tourism attractions and education in agro-tourism in Bali, agro-industry product processing, will be displayed, namely traditional coffee processing. The most popular agro-industry products for tourists are (1) Processed Coffee Products (Civet Coffee, Bali Coffee, Ginseng Coffee and Coconut Coffee), and (2) Processed Tea Products (Lemon Tea, Mangosteen Tea and Lemongrass Tea).

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