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Reorienting the Goal and Direction of Tobacco Agrotourism Development in Jember Indonesia

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ABSTRACT

Tobacco farming plays a strategic role in Jember district. It gives multidimensional impacts on various other businesses and has a positive economic impact on the district. However, the Government policy has consistently made efforts to reduce smoking and increase the health of society. This policy gives an impact on tobacco farming until currently. These conditions encourage innovations on tobacco derivative products as a conceptualization of creative agribusiness beyond the farm businesses. This study aims to determine the purpose and direction of activities in the development of agrotourism as non-smoking tobacco derivative products in Jember. The research method uses a qualitative approach. In the first phase, in-depth literature studies and open interviews were conducted to obtain goals and directions in the development of non-smoking tobacco derivative products. The results were analyzed by using a geometric mean. The analysis result shows that the goal of maintaining the sustainability of tobacco agribusiness is an important direction in the development of agrotourism as a non-smoking tobacco derivative product. Sustainability needs to be supported by efforts to increase the income and welfare of farmers and families, increase the empowerment of tobacco farmers and their families, and maintain the sustainability of local and indigenous communities in tobacco agribusiness.

Keywords: Goal, Direction, Agrotourism, Non-smoking tobacco derivative products.

1. INTRODUCTION

Tobacco products as the main ingredient have become a legendary commodity that influences the socio-economic and socio-cultural aspects of the people in Jember. As one of the prominent plantation commodities, tobacco is widely known by the Jember farming community.

In general, tobacco plants in the Jember area according to the cultivation techniques and their uses can be divided into two, namely Na-Oogst tobacco and Voor-Oogst tobacco. Na-Oogst tobacco is usually a cultivation technique that uses shade and is planted in the rice fields after the rice harvest season. Drying used for Na-Oogst tobacco leaves is using cured water and smoke-cured techniques. According to the chairman of the Indonesian Tobacco Farmers Association (APTI) in the last ten years, tobacco uptake by Jember exporter companies is experiencing dynamic development [1]. It has led to the emergence of several problems including relationships among the tobacco businesses [2] [3].

As an important commodity, tobacco farming has been cultured and become either a way of life or a livelihood activity [4]. Tobacco sustainability is certainly a necessity for all parties as one of the favourable conditions for farmers. These benefits are related to the potential of tobacco plants in the world's commodities that will continue on-demand [5]. One of the conditions that are currently debated is the cigarette products that are considered to have a less beneficial impact on health. Some are associated with criminality [6]. This condition becomes a challenge for tobacco farming since both the benefits and the drawbacks are authentic and any business related to this commodity has to be able to cope well with them [7] [8].

This condition has stimulated and triggered the idea of the need for tobacco farming to be converted with other businesses. In addition, discussions and ideas are also developing towards how to continue to perpetuate tobacco farming by increasing the derivation or non-cigarette tobacco derivative products (NcTDP). The second

discourse has grown with increasing innovative efforts in the form of research to improve tobacco derivative products other than cigarettes or non-cigarettes.

This situation requires an approach and management in the form of policies or implementation of programs that provide benefits and added value from tobacco farming. Clarity on alternative efforts to develop tobacco products is urgent and important to maintain the hopes and well-being of tobacco farmers.

The efforts to change the added value of diversification of tobacco products will provide one of the alternatives so that tobacco farming as the livelihood of farmers and many other supporting sectors can continue to be sustainable. The main thing is the sustainability of the tobacco farming business becomes an absolute requirement considering that farming has cultured that is not just the livelihood of farmers. The most likely condition that the potential of agricultural business development as an effort to provide added value or in the form of product diversification is the development of agrotourism based on tobacco farming [8].

Jember Regency is one of the districts located in the eastern part of East Java along with Banyuwangi Regency. It takes several hours to drive from Bali province. As one of the districts at the tip of East Java, this regency has a strategic location because it is passed by the main roads from the center of East Java province to Bali province.

In terms of topography, some Jember regencies in the south are lowlands that are relatively productive for the development of food plants, while in the north is a hilly and mountainous region that is relatively good for the development of hard plants and plantation plants. Universally, infrastructure and facilities in the countryside are insufficient and require serious attention in pursuing the advancement of agriculture, including tobacco farming.

With the characteristics of geography as outlined, the tobacco business becomes quite ideal in Jember. In addition, almost all types of plants with different temperature categories grow in Jember, starting from food crops, plantation crops in the lowlands and in the highlands, as well as ornamental plants and horticulture. Diversity and the existence of sufficiently supportive climatic conditions have provided the convenience of several major commodities to grow well in Jember. This condition provides many benefits for farmers.

The sustainability of tobacco farming is necessary to maintain the spirit of farmers and balance the economic impact as the whole society. While the innovations of tobacco-made products other than cigarettes are demanded for future development. In this case, studies or research specially devoted to determining the goals and direction of the development of tobacco derivative

products are needed. The outcomes may contribute to the improvement of the welfare of tobacco farmers and the balance of the socio-economic status of the community as a whole.

2. METHODS

Creative agribusiness in the form of efforts to develop NcTDP is needed to strive for the sustainability of tobacco farming businesses. Tobacco farming and processing conducted by agribusiness actors will be able to provide the potential for the development of agricultural community income. The development of agrotourism requires a clear structure of objectives so that it is easy to assess the achievement of agrotourism development as an effort to increase the agribusiness of NcTDP.

The design of each tourism including agrotourism efforts for further agribusiness development requires the formulation of the direction of the objectives and to facilitate the achievement of the development program [9] [10]. Clear goals and interrelationships between the goal sub-elements are needed, given that tobacco farmers are not a group that needs time to adapt to given technological innovations. Farmers' groups also need the right media so that innovation and adoption can run as expected.

The determination of research locations is in Ajung, Balung, Sumbersari, and Ambulu districts of Jember. Descriptive quantitative methods, survey techniques with unstructured interviews were carried out to obtain the characteristics and behavior of farmers in farming, as well as the perception of the development of NcTDP. Respondents of farmers were determined by purposive consideration of participation in groups and businesses that are run regularly. Review activities and literature studies and interviews were carried out to determine the objectives needed in the development of NcTDP. The findings were continued by evaluating and measuring comparisons using geometric averages [11] between each goal that needs to be developed in the development of non-smoking tobacco derivative products. Evaluation and measurement activities were carried out by experts and key stakeholders using intelligence judgment including agriculture departments, tobacco entrepreneurs, agricultural extensionists, agricultural tourism ministers, lecturers, and tourism researchers. The results of the experts' assessment were set as the direction and objective in the development of NcTDP. The direction and objectives of development are important objectives that will provide guidelines for the focus of the development of NcTDP.

3. RESULTS AND DISCUSSION

3.1 Goal Determination Needs in Agrotourism Development

Agrotourism is a concept to aggregate the potential of physical resources possessed by a region, agricultural activities, and behavior patterns that actors who carry out agricultural activities. As a dynamic organization agrotourism involves the physical elements of natural resources, management in the form of agriculture, human resources that carry it out, and the culture that develops in the community. Interaction between these elements requires proper handling to realize the desired agrotourism.

Agrotourism development efforts require the right approach and policy development. The development of a development policy cannot be separated from the analysis of a condition and proper identification of the problems or constraints around the development. Policy development should consider aspects of agrotourism such as what is to be realized and the main actors who will be affected, and what is faced by the parties or stakeholders to develop certain conditions, and how aspects of these expectations or goals can be measured.

In efforts to develop an alternative business of tobacco farmers Na-Oogst into a diversion of products other than cigarette products, the orientation of how the product is developed and how to measure it will be necessary and highly considered. Serious efforts to understand and establish the goals or orientation of how agrotourism can be developed will provide a clear direction for the form of agrotourism to be built. The development of agrotourism requires cooperation between parties, which requires a clear and measurable goal foundation as an effort to develop alternative businesses from agricultural businesses [7].

The choice of raising alternative NcTDP, must be the knowledge and awareness of the perpetrators. The development of alternative businesses is not an easy matter, considering that the main product of tobacco, namely cigarettes, has become a habit of cultured society. The development of business alternatives involves aspects of knowledge, attitudes, skills and institutional dimensions of rural communities, as well as district government policies [12].

The development of tobacco agrotourism is an option given the great potential of tobacco plantations both organized by the community, government companies, and private companies. The development of agrotourism must be realized and encourage people to realize it and become a necessity. These conditions require objective planning by departing from problems or challenges or obstacles that are in the development.

Based on literature studies and discussions with experts and limited researchers can be outlined some sub-elements of the objectives needed in building agrotourism. The purpose of program development is to achieve expectations so that the program of developing tobacco derivative products can be run effectively. The goals in question are the goals that should be achievable include: goals related to the development of farmers' and family human resources, the welfare of farmers and families, governance of capital and assets of farmers, technical application of agriculture and management, the welfare of the village community as a whole, maintaining the environment, and what kind of NcTDP need to be developed. All agricultural development must provide welfare to farmers [3] [12].

3.2. The Goal are considered in the Development of Agrotourism

The design of a development policy related to new technologies or methods for farmers needs to take into account clear goals and objectives. Clear goals and objectives will contribute to the establishment of activities and activities that can be done more purposefully.

The results of the review literature and interviews with farmers and rural communities have found that the goals include those related to the development of farmers' and families' human resources, the welfare of farmers and families, the governance of capital and assets of farmers, the technical application of agriculture and its management [13], the welfare of the village community as a whole, maintaining the environment, and what kind of non-smoking tobacco derivative products need to be developed. In detail, several objectives related to and influencing the development of tobacco derivative products to increase farmers' incomes and the sustainability of tobacco farming businesses can be outlined as follows [14].

- a. Increasing the income and welfare of Farmers and Families
- b. Maintaining the sustainability of tobacco agribusiness
- c. Developing diversification of non-smoking tobacco products
- d. Increasing the added value of tobacco farming
- e. Strengthening the performance of the supply chain and value chain of tobacco agribusiness
- f. Driving the economy of tobacco and rural agribusiness communities
- g. Increasing the power of tobacco farmers and their families

- h. Improving the handling of ecosystems and resources of tobacco agribusiness land
- i. Maintaining the sustainability of knowledge and local wisdom (local and indigenous knowledge) communities in tobacco agribusiness
- j. Developing a business or entrepreneurship based on non-smoking tobacco derivative products
- k. Improving direct marketing of tobacco farming products

- knowledge) communities in tobacco agribusiness
- 10. Develop a business or entrepreneurship based on non-smoking tobacco derivative products 3.086
- 11. Improve direct marketing of tobacco farming products 3.086

3.3. Priority of Destination and Direction of Agrotourism Development

The determination of the objectives of each program becomes very important to guide development activities. Based on the library searches that have been done, there are elements of the goal and benchmarks and sub-elements that have a linkage and influence on agrotourism development efforts.

In the objective element of program development, there are eleven (11) sub-elements that have a relationship, as outlined in the previous sub-chapter. Furthermore, based on the justification of experts, and the results of calculations based on geometric averages obtained sub-elements that have relatedness and that have relevance to the development of agrotourism. Some sub-elements that can be explained are sub-elements according to the assessment of experts found in Table 1.

Table 1 Objective Elements in the development of non-smoking tobacco derivative products.

No	sub-elements	Geo-mean
2		
1.	Increase the income and welfare of Farmers and Families	3.634
2.	Maintaining the sustainability of tobacco agribusiness	4.000
3.	Developing diversification of non-smoking tobacco products	2.884
4.	Increase the added value of tobacco farming	3.464
5.	Strengthening the performance of the supply chain and value chain of tobacco agribusiness	2.803
6.	Driving the economy of tobacco and rural agribusiness communities	3.464
7.	Increase the power of tobacco farmers and their families	3.634
8.	Improve the handling of ecosystems and resources of tobacco agribusiness land	3.147
9.	Maintaining the sustainability of knowledge and local wisdom (local and indigenous	3.634

Based on the assessment by experts six objectives must be prioritized that can contribute to the development of non-smoking tobacco derivative products. The determination of the sequence is based on the average value of geometry determined by the research of experts. These objectives are sequentially maintaining the sustainability of tobacco agribusiness, increasing revenues and the welfare of farmers and families, increasing the power of tobacco farmers and their families, maintaining the sustainability of knowledge and local wisdom (local and indigenous knowledge), increase the added value of tobacco farming and drive the economy of tobacco and rural agribusiness communities.

The objectives that have been determined can be categorized in four aspects of development, including a) increasing the income or economic welfare of farmers and families, b) The power of farmers on aspects of self-help that is able to play a role and have bargaining power equivalent to tobacco farmers, c) the sustainability of the farm including the entire set of local values and knowledge as an inheritance to institutionalized families, and d) the development of added value tobacco derivative products that can further prosper rural communities as a whole.

The first aspect is the first goal that must take precedence in the development of NcTDP. The purpose of development is to increase the income or economic well-being of farmers and families. Increased income is important, concerning the basic needs of farmers and families. Increasing income will be one of the strong extrinsic motivations because it relates to basic human needs, namely the ability of purchasing power and the fulfilment of food needs for farmers and families. The fulfilment of basic human needs is the main motivation of humans including farming groups. The fulfilment of increased income will have an impact on the willingness to decide to implement or adopt new methods that are considered better.

The second goal that needs to be set is the goal related to the aspect of farmer empowerment in the aspect of self-help that is able to play a role and have bargaining power with tobacco farmers, the empowerment of farmers becomes vital as well as urgent in facilitating the implementation of better farming businesses. Included in this is the power that provides a more equal role so that

the performance of the value chain of tobacco agribusiness becomes better. The more empowered role of farmers contributes to the role of decision-making and the ability to address problems by utilizing personal resources, and networking resources and cooperation between farmers, farming groups and combined farming groups. Cooperation and mutual understanding between persons and groups can provide the right space to synergize with agricultural governance, land management, production processes and negotiation efforts with other actors in tobacco agribusiness. Empowerment also contains meaning in the ability to understand the quality of products that are expected by the market and can translate in the appropriate agricultural process.

The third aspect of the goal that needs to be considered to be established in the development of tobacco derivative products is the sustainability of the farm including the overall set of values and local knowledge as an inheritance to institutionalized families. Institutional aspects contain important meaning because tobacco farming in Jember is not merely an effort to earn income, but also becomes part of the values instituted in the family, constancy, and labor patterns. The sustainability of agriculture can also simultaneously maintain positive values and local policies that become cultural wealth that contribute to local wisdom in terms of the value of competitiveness and cooperation [15][16].

The fourth goal includes goals related to aspects of how tobacco becomes a raw material that can be developed into alternative products other than cigarettes and other derivative products that can be developed and the added value of tobacco derivative products that can further prosper rural communities as a whole. As new knowledge, non-smoking tobacco derivative products can be systematically taught to tobacco farmers and become an alternative source of income for the village community. As a new knowledge or new technology, NcTDP is an innovation that requires systematic efforts so that the farming community is willing and able to adopt it. There are several requirements so that innovation can be adopted by the community, which includes innovation with relevance to the needs of farmers, providing benefits with existing methods, affordable and allows for farmers to try, easy to try, simplicity, easy to observe, and have conformity with local values and institutions.

The determination of the objective direction as stipulated includes, related to farmers' income, farmer power, sustainability of tobacco farming, and ease of business to carry out non-smoking tobacco derivative products will be able to make a significant contribution to the realization of the development of NcTDP. Thus the purpose of developing derivative products needs to be

realized from the goal of increasing farmers' income, and the power of farmers. The achievement of welfare and empowerment will be able to have an impact on the setting of further goals to determine the role of farmers in managing their farmers and their ability to adopt innovations in NcTDP.

4. CONCLUSION

The development of NcTDP is the adoption of agricultural innovation so that farmers do not depend on tobacco products in the form of cigarettes as the first result. The development can run optimally if the following objectives are used as a goal in setting goals, namely: increased income, farmer empowerment, sustainability, and product added value development. The development program requires a recommendation in the form of agricultural human resource development. These conditions have implications for the appropriate arrangement of agricultural extension.

AUTHORS' CONTRIBUTIONS

This novelty includes the identification of the goals and directions that need to be established in the development of non-smoking tobacco derivative products. The Author's contribution of this study especially to found four important goals in the development of tobacco derivative products, including increasing the income or economic well-being of farmers and families, the power of farmers on aspects of self-help that can play a role and have bargaining power on par with tobacco farmers, sustainability of farming including the entire device of value and local knowledge as an inheritance to institutionalized families, and the development of added value tobacco derivative products that can further prosper rural communities as a whole. In addition, there are findings that tobacco product development efforts must also be in harmony with the sustainability of local knowledge or wisdom. These conditions mean the innovations that tobacco farmers will adopt must be able to have relevance to local institutions.

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