

***Analysis of the Impact of Gunung Gambir Tea Plantation Agrotourism
on the Socio-Economic Aspects of MSMEs in Gelang Village,
Sumberbaru District, Jember Regency***

Muhamad Farhan, S.Par., M.Sc (Academic Advisor)

**Mohammad Fajar Ramadhan
Study Program of Tourism Destination
Majoring of Language, Communication, and Tourism**

ABSTRACT

Gunung Gambir Tea Plantation Agrotourism offers a stunning natural panorama with vast tea plantations, cool air, and a serene atmosphere. This destination has become a favorite among tourists, especially for photography, due to its aesthetic and Instagram-worthy natural backdrop. The research problems in this study are: How does the social impact of Gunung Gambir Tea Plantation Agrotourism affect MSMEs in Gelang Village Sumberbaru District Jember Regency, How does the economic impact of Gunung Gambir Tea Plantation Agrotourism affect MSMEs in Gelang Village Sumberbaru District Jember Regency. The objectives of this study are: To analyze the social impact of Gunung Gambir Tea Plantation Agrotourism on MSMEs in Gelang Village Sumberbaru District Jember Regency, To analyze the economic impact of Gunung Gambir Tea Plantation Agrotourism on MSMEs in Gelang Village, Sumberbaru District, Jember Regency. The method used in this study is a qualitative descriptive method. This study concludes that, socially, Gunung Gambir Tea Plantation Agrotourism has a significantly positive impact on MSME actors, particularly in fostering a spirit of collaboration, maintaining harmony, and strengthening social relationships with tourists. Although there are still challenges such as noise and waste management, overall, this agrotourism site has become a major driver in reinforcing social values and empowering MSMEs in the area. Economically, Gunung Gambir Tea Plantation Agrotourism plays a crucial role in promoting the economic growth of MSMEs by opening business opportunities, creating employment, and increasing community income. The adaptation of market strategies and improved welfare including women's economic independence demonstrate a sustainable positive impact. In summary, this agrotourism destination acts as a key catalyst for local economic empowerment based on the strength of MSMEs.

Key words: Agrotourism, Social, Economic, MSMEs.