

**MODEL OF AGRIBUSINESS-BASED EDUTOURISM
DEVELOPMENT AT POLITEKNIK NEGERI JEMBER**

Prof. Dr. Muksin, S.P, M.Si (As s Counselor)

Dyah Ayu Putri Nabila

Study Program of Agroindustry Management

Department of Agribusiness

ABSTRACT

Politeknik Negeri Jember is a vocational education institution with significant potential for developing agribusiness-based edutourism. This research aims to design a sustainable edutourism development model at the tourist attraction object (ODTW) of Politeknik Negeri Jember using the Interpretative Structural Modeling (ISM) approach. Edutourism combines education with hands-on experiences in the agricultural sector; however, there are still challenges in integrating learning programs with edutourism activities. The methodology used in this study is ISM analysis to identify key elements and constraints in edutourism development. The results indicate that there are five key elements of need and five main constraints that interact and influence each other. This research is expected to provide recommendations to maximize the potential of edutourism at Politeknik Negeri Jember and enhance its positive impact on the surrounding community.

Keywords: *Edutourism, development model, agribusiness, ISM, constraints, needs*