

***STRATEGIES FOR DEVELOPING AGRIBUSINESS EDU-TOURISM AT  
POLITEKNIK NEGERI JEMBER INTERPRETIVE STRUCTURAL  
MODELING (ISM) APPROACH***

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***ABSTRACT***

*This This study aims to design strategies for developing agribusiness edu-tourism at Politeknik Negeri Jember by employing the Interpretive Structural Modeling (ISM) approach. As a vocational education institution with an agricultural focus, Polije holds significant potential to develop edu-tourism that integrates academic activities with community engagement. However, such development has not yet been systematically structured, thereby requiring an approach capable of mapping key elements hierarchically. This research is descriptive in nature and employed data collection techniques including observation, expert interviews, and literature review. The ISM method was applied to identify sub-elements of objectives and benchmarks for development, construct the Structural Self-Interaction Matrix (SSIM), convert it into the Reachability Matrix (RM), and classify elements using MICMAC analysis. The results reveal that all sub-elements of the agribusiness edu-tourism development objectives fall within the linkage quadrant, indicating that these elements possess both strong driving power and high dependence. Consequently, development strategies must be carried out in a holistic and integrative manner. Agribusiness edu-tourism at Polije not only supports practice-based learning but also promotes economic added value, environmental conservation, community synergy, as well as institutional image and competitiveness enhancement. These findings are expected to serve as a foundation for strategic decision-making and the sustainable development of edu-tourism programs.*

***Keywords:*** *Agribusiness edutourism, ISM, development strategy, MICMAC, State Polytechnic of Jember.*