

**Farmers' Perceptions and Participation Levels in Agrotourism Development  
in Kemuning Lor Village, Arjasa District, Jember Regency**

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**ABSTRACT**

Kemuning Lor is a village who has agro-tourism, one of them is Rembangan tourism. To make agro-tourism in Kemuning Village as a tourism icon, it is necessary to develop agro-tourism there. Therefore, it is necessary to conduct research to find out how the perception of farmers and the level of farmer participation if agro-tourism development is carried out there. The population of this research are all farmers in Kemuning Lor Village. Determination of the sample was carried out using a cluster sampling of 50 farmers in Kemuning Lor village. This research uses multiple linear regression analysis technique with the help of SPSS. The result of this research indicate that perception has a positive impact toward the level of farmer participation in the development of agro-tourism in Kemuning Lor Village. From the t results of the test, it is shown that only socioeconomic status factors have a significant impact on farmer participation levels, on the opposite perceptions, socio-economic factors, and environmental factors have an impact but are not significant. F test regression test shows that perceptions, socioeconomic status factors, socio-cultural factors, and environmental factors have a significant impact toward the level of farmer participation in agro-tourism development simultaneously. The most dominant variable in this research is the socio-economic status factor variable.

Keywords : Perception, Participation Level, Socio-Economic Status Factors, Socio-Cultural Factors, Environmental Factors