

**AGROTOURISM DEVELOPMENT MODEL IN KEMUNING LOR
VILLAGE, ARJASA DISTRICT**

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ABSTRACT

The purpose of this study is to find out the elements and sub-elements of the agro-tourism development model in Kemuning Lor village, Arjasa district, to find out the key elements of the agro-tourism development model in Kemuning Lor village, Arjasa district, to find out the strategy of the agro-tourism development model in Kemuning Lor village, Arjasa district. This type of research is a qualitative descriptive research by obtaining a complete and accurate description of the situation and information and using an Interpretative Structural Modeling (ISM) approach. The results of this research are the sub-elements of the institutions involved include: local government, tourism office, agriculture office, Jember tourism association, universities, travel agencies, farmer groups, tourism awareness groups (POKDARWIS), Indonesia National Army and Police, religious organizations (Islamic boarding schools).), Perhutani Jember, and Financial Institutions (Banking) with sub-elements The main obstacle is the low technology of cultivation and post-harvest processing, low human resources of farmers. The structuring of the institutions involved which are the key elements and are at level 1 are the local government, the tourism office, the agricultural service, the Jember tourism association, universities, travel agencies, farmer groups, tourism awareness groups (POKDARWIS), Indonesia National Army and Police, Perhutani Jember, and Financial Institutions (Banking). And those at level 2 are religious organizations (Islamic boarding schools). Structuring The main obstacle which is a key element and is at level 1 is the low technology of cultivation and post-harvest processing.