

The Influence of Village Tourism Development Strategy and Community Economic Growth on the Success of the Telaga Agrotourism Management Group in Madiredo Village, Pujon, Malang Regency

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Abstract

The development of a tourism village is one of the efforts that can be pursued to enhance the welfare of village development and the local community, provided that the strategies used align with the sustainable quality of natural and human resources. The success of the management group is crucial in transforming the tourism site from being enjoyed solely by the local community to becoming a tourist destination. This study aims to determine the influence of tourism village development strategies and community economic growth, both partially and simultaneously, on the success of the agrotourism management group. This research is quantitative. The population in this study consists of the residents of Lebo Hamlet, with a sample selected using non-probability sampling, specifically purposive sampling, and applying the Slovin formula. Data collection was conducted by distributing questionnaires to 86 respondents. The data analysis techniques used in this study include validity and reliability tests, classical assumption tests, and hypothesis tests. The results indicate that, partially, the tourism development strategy variable has a t-value greater than the t-table value ($4.991 > 1.998$), with a significance level of $0.000 < 0.05$, meaning that the tourism development strategy has a positive and significant effect on the success of the management group. The highest level in the frequency analysis is the cooperation indicator. Partially, the community economic growth variable has a t-value greater than the t-table value ($2.151 > 1.998$), with a significance level of $0.034 < 0.05$, indicating that community economic growth has a positive and significant effect on the success of the management group. Simultaneously, the variables of tourism development strategy and community economic growth show a significance value of $0.000 < 0.05$, indicating that both variables significantly affect the success of the management group.

Keywords : Development Strategy, Economic Growth, Group Success, Tourism Village

1. Introduction

Indonesia is a developing country that is trying to make developments in the economic sector, social sector, politics, culture, and other sectors. With an increase in economic growth, this makes an area of economic development even better. One of the things that drives economic growth is the tourism sector. The development of the tourism sector is currently experiencing a development that is quite well known and has become a global phenomenon among the community, considered from the potential of natural tourism, cultural tourism potential, and man-made tourism potential to attract people to come visit tourist areas. Therefore, the increase in the tourism sector has a positive impact on people's lives if the community is able to manage properly and correctly the potential owned, including in economic, social and cultural aspects. According to (Sri, 2015) the results if tourism management can be managed properly will certainly have a positive impact, one of which can reduce the unemployment rate in an area and provide opportunities for people to open

businesses around the object. One of the tourism models developed in Indonesia is Agrotourism, a type of tourism that uses natural conditions as its main attraction. According to Arief Putra et al. (2023), Agrotourism is defined as a concept that combines the beauty of nature, the life of rural communities, and agricultural potential when used properly and managed seriously for the development of tourism attractions in the area. Agrotourism is generally a business activity that combines agricultural commodities with the natural potential inherently present in the region to meet the needs of tourists and establish the area as a Tourist Destination (DTW). The development of such tourism aims to boost the local economy by creating new jobs, adding value through business opportunities, and enhancing agricultural production. In line with this, the success of the regional management group is crucial for the development to achieve the desired goals. It is important to note that the success of a program in one place may not necessarily be replicated in another. Each focus on positive change must be carried out with careful steps and processes, turning them into local products that can benefit the community and all parties involved throughout the program's implementation. The success of the empowerment program is determined by factors such as planning, community involvement, promotion, tourism infrastructure, and continuous management. The success of Agrotourism development can be demonstrated by integrating agricultural activities with tourism into an alternative activity that offers more varied and innovative experiences. Developing Agrotourism while preserving local wisdom requires a model that aligns with the specific needs of the area. Agrotourism has the potential to become a significant source of income if managed well. Additionally, Agrotourism can contribute to environmental conservation, educate the community about agriculture and nature, and develop local products into marketable goods. By implementing this strategy, it is hoped that the development of tourism in Indonesia will be sustainable, providing significant benefits to the community without continuously harming the existing ecosystem. Moreover, it will enhance Indonesia's appeal as an attractive tourist destination, ensuring visitor safety, and generating profits from regional tourism development.

The process of developing local tourism must be based on the concept of community-centered tourism. Therefore, the involvement of the local community is essential to ensuring they reap significant benefits from the development of tourism villages, directly engaging them in activities that provide sustainable tourism services. Consequently, alongside tourism development, economic improvement can be achieved by leveraging sustainable natural and human resources. According to Adisasmita (2006), as cited in Tya & Muktiali (2015), rural economic development is measured by village income and the income of the local community. As an industry, tourism must positively impact the economy, benefiting not only the local community but also the region and the country as a whole.

One of the areas with significant potential for Agrotourism development in East Java, specifically in Malang Regency, is currently being developed. According to visitor data collected in 2023, the number of visitors exceeded the management's target, with monthly visits surpassing 1,000 visitors, despite fluctuations in the number of visits each month. Below is the data on the number of visitors to Telaga Madiredo Agrotourism.

Table 1. Number of Tourist Visitors

Month	Foreign Tourists	archipelago travelers
April 2023	0	4.113
May 2023	22	7.577
June 2023	0	5.791
July 2023	8	4.090
August 2023	10	4.284
September 2023	0	4.581
October 2023	0	5.365
November 2023	0	3.431
Desember 2023	0	5.061

From the amount of data above, the change in the number of visitors each month experiences an erratic number of visits, meaning that in some months the number of visitors has increased, but in the next few months it has decreased. In connection with the implementation of development strategy preparation activities based on the initial results of researchers conducting research that the tutelage agro- tourism is managed not optimally, both from the management community and from the support of the government. This is due to the lack of availability of facilities. However, there are already many visitors who come to this lake for agro-tourism. With the existing shortcomings, it is necessary to have a development strategy so that it can provide optimal benefits and as an important factor in the tourism industry, namely destination governance. Based on the above background, the problems discussed in this study are (1) is there an influence of tourism development strategies on the success of the group?, (2) is there an influence of community economic growth on the success of the group?, (3) is there a joint influence of development strategies and community economic growth on the success of the management group?

2. Method

Research Design

Place and Time of Research

The research place was conducted in Lebo Hamlet, Madiredo Village, Pujon District, Malang Regency, East Java, the research time was conducted in January 2024.

Population

According to (Sugiyono, 2015) in this study, population is a general area consisting of subjects or objects that have been selected by researchers to study and then come to a conclusion. This research is the community of lebo hamlet with a total of 607 families.

Sample

The sample of this research is the people of Lebo hamlet using purposive sampling technique, which in its determination has criteria for respondents, namely the people of Lebo

hamlet, who know the tourist attraction for at least two years, and only one person filling out the questionnaire in one household. In this study, using the Slovin formula with an error rate of 10%. Then the sample of this study was 86 respondents.

Variables

The variables used by researchers in this study are: a) Independent variable Development Strategy (X1), and Community Economic Growth (X2); b) Bound variable In this study, the success of the management group (Y) is the dependent variable that is influenced by the independent variable.

Data Collection Methods

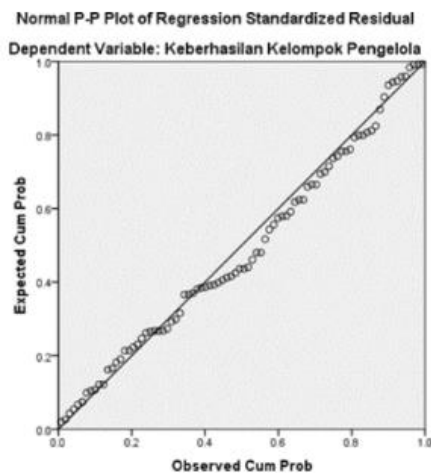
1. Observation
2. Questionnaire
3. Document Study

3. Results and Discussion

3.1 Results

a. Normality Test

Figure 1. Normality Test



The dependent variable (Y) the success of the management group fulfills the assumption of normality because the data is spread around the diagonal line and follows the direction of the histogram line towards the normal distribution pattern, as shown in the P-Plot graph.

b. Multicollinearity Test

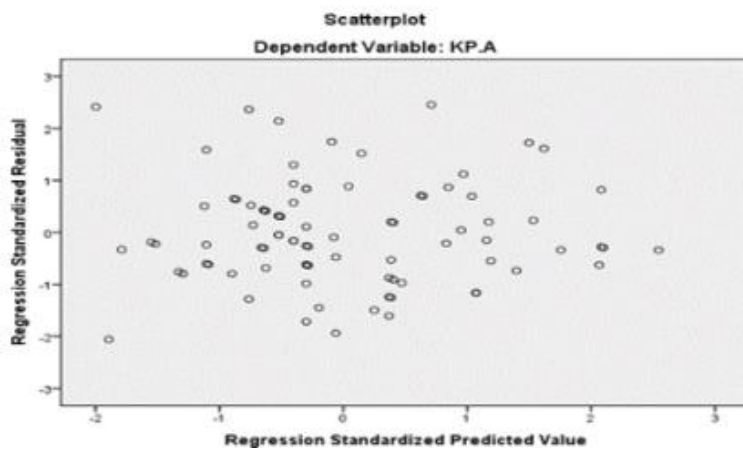
Figure 2. Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
1 ST.P	.590	1.694
PE.M	.590	1.694

Based on table 3.1, the multicollinearity test results of the development strategy variable (X1) and the community economic growth variable (X2) are 0.590, 1.694, and 0.590, 1.694, respectively. Since the VIF value does not exceed 10, and the Tolerance value does not exceed 0.1, it can be concluded that there is no correlation between the independent variables, and the regression test can be used.

c. Heteroscedasticity Test

Figure 3. Heteroscedasticity Test



The results show that the scatterplot graph does not show a certain pattern, the data points are scattered above or below the number 0 on the Y-axis. Therefore, this regression model does not show any symptoms of heteroscedasticity.

d. F-test

Figure 4. F-test

Model	Sig.
1 Regression	.000 ^b
Residuals	
Total	

Based on the table above, it is found that the significance value is 0.000, which means it is smaller than 0.05, or $0.000 < 0.05$ so it can be concluded that H_0 is rejected and H_a is accepted, which means that variable X1 and variable X2 affect Y simultaneously. Thus, it means that there is an influence between the Tourism Village Development Strategy and Community Economic Growth on the Success of the Telaga Agrotourism Management Group in Madiredo Village, Pujon, Malang Regency.

e. T-Test

Figure 5. Result of the test

Model	B	Sig.
(Constant)	-.692	.877
X1 TOURISM VILLAGE DEVELOPMENT STRATEGY	.567	.000
COMMUNITY ECONOMIC GROWTH X2	.305	.034

First, It is known that the sig. value for the effect of X1 on Y is 0.000 greater than 0.05 and the calculated t value of 4.991 is greater than the t table which is 1.998, so it can be concluded that there is an effect of X1 on Y. Second, The significance value for the effect of X2 on Y is 0.034 < 0.05 , and the calculated t value of 2.151 is greater than 1.998 t table. It can be concluded, that H_0 is rejected H_a is accepted which indicates that there is an influence of X2 on Y.

f. Determination Coefficient Test

Figure 6. Test Results of the Coefficient of Determination

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.685 ^a	.469	.456	2.73957	1.808

Based on the table above, it is known that the Adjusted R Square is 0.456, which shows that the influence of the Tourism Village Development Strategy variable X1 and Community Economic Growth X2 on the success of the Agrotourism Management group Y is 45.6% with the rest being influenced by other variables not included in this study. And is in the strong enough category with an adjusted R square value of 0.40 - 0.599.

3.2 Discussion

a) The Effect of Tourism Development Strategy on the Success of Telaga Agrotourism Management Group

Based on the results of the analysis conducted partially (t-test) shows that the tourism development strategy affects the success of the agritourism management group. This can be shown through the results of the t value of $4.991 > t$ table 1.998 and a significance value of $0.00 < 0.05$ the value of t count is positive so that it has a positive influence and the significance value is 0.00 smaller than 0.05 so it has a significant effect, the value of b1 is 0.567, meaning that the coefficient is positive, there is a positive influence between the tourism development strategy on the success of the lake agritourism management group, the higher the value of the development strategy, the more the success of the lake agritourism management group increases, the Model Summaryb Mo del R R Squar e Adjusted R Square Std. Error of the Estimate Durbin- Watson 1 .685a .469 .456 2.73957 1.808 coefficient of determination is 59%, it can be concluded that H_0 is rejected and H_a is accepted so that the tourism development strategy variable (X1) has a positive and significant effect on the success of the agritourism management group (Y). With the description of the results of frequency analysis on the tourism development strategy variable with an average value of 42.91. There is an indicator of "cooperation" getting the highest score with a total percentage of answers 23.3% who answered the criteria strongly agree as many as 20 respondents and 44 respondents answered agree that the statement of cooperation support to the government, cooperation with tourism, and cooperation with universities carried out by the manager managed to be part of the strategy carried out.

The results of this study are in line with research conducted by Andi Afifah Faiza Asma (2023) with the title "Bantimurung Natural Potential Development Strategy at the Maros Regency Tourism Office" which states that to carry out a tourism development, management does not come from one party but collaborates between the community, government, and the parties involved in the tourist attraction itself. In addition, improving the quality of human resources by conducting coaching, counseling, and training to create awareness of its tourism potential.

b) The Effect of Local Community Economic Growth on the Success of Telaga Agrotourism Management Group

The results of research that has been conducted by the author by distributing questionnaires with 10 statement items that have been submitted to 86 respondents and have been analyzed using a Likert scale, while the results of the study are categorized as successful in influencing economic growth for the community in Lebo Hamlet with an average of 38.79, the total answer category S (Agree) amounted to 61.2%. The achievement of indicators of economic growth as an aspect of the success of the telaga agro-tourism management group can be seen in the percentage of statements with the highest percentage is the indicator of changes in the community's economy, namely being able to increase the income of the local community, the respondent's answer is strengthened by the existence of a tourist village affecting the economy in terms of expanding employment and increasing income from the flow of visits offered by the travel agent tour and the highest number of respondents who answered Strongly Agree (SS) was 23 respondents on the statement indicator, namely giving freedom to farmers to develop their agricultural products to tourists.

Based on the results of the analysis conducted partially (t-test) shows that the economic growth of the community affects the success of the agritourism management group. Based on the results of the t-test, it was found that t count 2.151 is greater than t table 1.998 and the

significance value is $0.034 < 0.05$, meaning that the t count is positive, the economic growth of the local community has a positive effect on the success of the lake agritourism management group and the significance value is 0.034 smaller than 0.05, so there is a significant influence. The b_2 value of 0.305 means that the coefficient is positive, and there is a positive influence on the economic growth of the local community, the higher the value of the economic growth of the local community, the more it affects the success of the lake agro-tourism management group, the coefficient of determination obtained is 61.2%. So, it can be concluded that H_0 is rejected and H_a is accepted so that the local community growth variable (X_2) has a positive and significant effect on the success of the agritourism management group.

According to Jumarding (2021) improvement of economic conditions is achieved by utilizing natural and human resources. The tourism sector provides promising market opportunities for improving the economy of the local community. The results of this research are also in line with Jamalina & Wardani (2017) which shows that the influence of the existence of tourism has a positive effect on the community's economy. What is seen is the expansion of employment opportunities and the improvement of the surrounding community, the highest acceptance of employment occurs in the artisan respondent group, while for the creation of the most daily work in the group of stall owner respondents.

c) The Influence of Tourism Development Strategy and Community Economic Growth on the Success of Telaga Agrotourism Management Group

The results of the data analysis conducted, it is known that simultaneously (F-test) shows that the tourism development strategy and community growth affect the success of the lake agro-tourism management group. It is known that the calculated f value of 36.672 is greater than f table 3.111 and the significance value is $0.000 < 0.05$, meaning that the f count is positive, the tourism development strategy and community economic growth affect the success of the agritourism management group and the significance value is 0.000, which means it is smaller than 0.05, so it has a significant effect. The coefficient of determination (R^2) value of 0.456 means that 45.6% of the success of the agritourism management group is influenced by tourism development strategies and community economic growth, which is in a fairly strong category with an adjusted R square value of 0.40 - 0.599 while the remaining 54.4% is influenced by other variables not in this study. So it can be concluded that H_0 is rejected and H_a is accepted so that simultaneously or together the variables of tourism development strategy (X_1) and community economic growth (X_2) have a positive and significant effect on the success of the Telaga agro-tourism management group (Y).

In line with the success factors according to (Putri & Manaf, 2013) success in tourism development is inseparable from the role of stakeholders who work together, collaborate to realize the development of existing tourism potential. This is applied by the management group at Telaga Madiredo Agrotourism in the development strategy carried out during program planning with several stages, one of which is based on the approval of related parties, namely the government, community leaders, and the local community with village deliberations so as not to experience social inequality. Thus the researchers identified the success of the management, and tourism development apart from the selection of the right strategy is also based on whether the impact implemented can generate income growth for the local community, this makes the strength of local community village institutions and government, academics and existing communities must participate.

4. Conclusion

There is an influence between tourism development strategies (X1) partially on the success of the management group (Y) in Telaga Madiredo Agrotourism, Pujon District, Malang Regency as evidenced by the t-test (partial) of 0.000 where the significance value of t is less than the predetermined significance of 0.05 or $0.000 < 0.05$ so that it can be interpreted that there is a significant influence. Then H_0 is rejected and H_a is accepted. Variable Development strategy with an average amount of 42.91 on new quality improvement and service development as the highest indicator percentage with 23%. Service development that is applied in partnership cooperation while increasing new quality is increasing the diversity of tour package products.

There is an influence between community economic growth (X2) partially on the success of the management group (Y) as evidenced by the results of the t-test (partial) $0.034 < 0.05$ so it is concluded that there is a significant influence. Then H_0 is rejected and H_a is accepted. The highest percentage statement with the number of categories agreed and strongly agreed that the existence of tourist attractions with the success of managers in the development strategy affects economic income, namely the expansion of employment opportunities and makes the business and agricultural industry sector increase.

There is a simultaneous influence between tourism development strategies and community economic growth on the success of the lake agro-tourism management group in Madiredo Village, Pujon District, Malang Regency as evidenced by the results of the F test obtained a significance value of t of 0.000 which means $0.000 < 0.05$ so it can be said that there is a significant influence, then H_0 is rejected and H_a is accepted. Thus it can be concluded that the tourism development strategy (X1) and the economic growth of the community (X2) simultaneously have a significant influence on the success of the management group (Y) in agrotourism Lake Madiredo Pujon District Malang Regency. Strengthened by the results of the coefficient of determination (R^2) that has been done shows that the level of tourism development strategy and community economic growth has an influence on the success of the management group which is 45.6% while the rest is influenced by other variables that are not explained in this study.

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