

Sirukam Dairy Farm Agrotourism Development Model in Solok Regency

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ABSTRACT

Basically, agrotourism is placing the primary sector (agricultural sector) in the tertiary sector (tourism sector) which aims to help increase farmers' income. Farmers and the agricultural sector will benefit from agrotourism activities. Agrotourism can maintain the sustainability of the agricultural sector and prevent the agricultural sector from being marginalized. There are many reasons why tourists are interested in seeing the beauty of nature and carrying out various activities in the open air, including enjoying the beauty that agrotourism provides. A number of areas in Solok Regency are currently being developed as agrotourism areas, one of which is Sirukam Dairy Farm, but this agrotourism management model is very different from the others. The diversity of agrotourism management models becomes material for study to develop agrotourism development models that apply in different conditions at these agrotourism objects. This article explains in detail the agrotourism development model at Sirukam Dairy Farm and it is hoped that it can be used for agrotourism management in other regions throughout Indonesia.

Keywords: Agriculture, Agrotourism, and Agrotourism Model

1. INTRODUCTION

Indonesia, as an agricultural country, has many advantages that can become an asset in increasing economic growth. Apart from the agricultural sector, the tourism sector also has the potential to increase Indonesia's economic growth.

One element of the tourism sector which currently has great potential is agrotourism. Agrotourism activities aim to broaden knowledge, recreational experiences and business relationships in the agricultural sector which includes food crops, horticulture, plantations, fisheries and animal husbandry (Frisca Truly Kalawawo et al., 2023).

Besides that, what is included in agro tourism is forestry and agricultural resources, Livestock development is a series of activities to develop the community's ability to raise livestock, so that they are able to carry out productive businesses in the livestock sector independently. One form of livestock business that has the potential to be developed is beef cattle and dairy cattle. The beef cattle and dairy cattle business development program can be achieved by utilizing resources optimally and appropriately which are adapted to natural conditions, socio-economic conditions of local communities, infrastructure, developing livestock

technology and supporting institutions and policies. (Palit et al. , 2017).

In accordance with the potential that a country has or the areas left behind by their ancestors, various types of tourism emerge which are developed as activities which over time have their own characteristics based on geographical location, reason/purpose of travel, time or visit and division according to object. Based on the determination of the object/purpose of the tourist attraction, the types and locations of tourist attractions are divided into: Nature Tourism, Cultural Tourism, Youth Tourism, Educational Tourism, Adventure Tourism, Leisure Tourism, Social and Cultural Tourism, and Agrotourism. (Andrew.S, Poluan, 2017)

Agrotourism is part of a tourist attraction that utilizes agricultural (agro) businesses as a tourist attraction. The goal is to expand knowledge, recreational experiences, and business relationships in the agricultural sector. Through the development of agrotourism that emphasizes local culture in using land, we can increase farmers' income while conserving land resources, as well as maintaining local culture and technology (indigenous knowledge) which are generally in accordance with the conditions of the natural environment (Windia *et al.*, 2017)

In line with dynamics, the movement for tourism development has expanded into various terms such as sustainable tourism development, rural tourism, ecotourism, which is a tourism development approach that seeks to ensure that tourism can be implemented in non-urban tourist destination areas. One alternative tourism development approach is village tourism for sustainable rural development in the tourism sector (Budiarti & Muflikhati, 2018).

In essence, the life of rural communities still has a deep nature of mutual cooperation, which proves that life is always accompanied by various efforts that can produce efforts that can produce provisions for survival. Agriculture is one of the businesses that has been part of the livelihoods of people in rural areas for a long time, agricultural businesses have shaped people's lifestyles, not only cultivating fields, gardens, rice fields and forests, but what they do without realizing it has shaped an attraction for other people who see it (Budiarjono & Wardiningsih, 2019).

2. MATERIALS AND METHOD

This research was conducted at Sirukam Dairy Farm, which is one of the educational tourist attractions in West Sumatra, located on Jl. Solok-

Alahan Panjang KM 18, Nagari Sirukam, Kec. Sundi Hill, Solok Regency, West Sumatra. PT sirukam Lumbuang Nagari was founded in mid-2018 and operates in the field of dairy farming and processed milk products, then in the agricultural sector in the form of patchouli plants, citronella, animal feed and corn. Apart from that, Sirukam Dairy Farm also operates in the tourism sector.

The analytical techniques used to answer the research targets are:

Descriptive Analysis is a qualitative descriptive method which is carried out in accordance with the research objectives by clearly describing or explaining what is in the field. As previously mentioned, the essence of agrotourism is activities that link and utilize agricultural activities for tourism activities with the aim of improving the welfare of local communities (Nicula & Spanu, 2019.)

At present the view of agriculture seems to be seen from two different poles. (Windia *et al.*, 2017) see the agricultural sector as a business activity (agribusiness), and (Petroman *et al.*, 2018) view agricultural sector activities *asway of life* from society. This means that although activities in the agricultural sector must be viewed as business activities, it cannot be denied that activities in

the agricultural sector are still basically part of the culture of local community life.

Therefore, discussions about the agricultural sector in any context (including in the context of tourism, in the context of developing agrotourism) must still be seen as agriculture as part of community culture. Furthermore, if we talk about culture/culture as a system, then the discussion must include aspects of concepts/mindsets, social aspects, and aspects of artifacts/materials. (Martino & Muenzel, 2018)

3. RESULTS AND DISCUSSION

Based on data and information obtained during interviews, Sirukam Dairy Farm will introduce dairy cattle, patchouli farming and Kukuak Balenggek poultry farming which are landmarks of Solok city and facilitate prayers in the cafe room. try to do that. Photo spots and large parking area. Sirkam Dairy Farm, the largest dairy farm in Central Sumatra, also collaborates with Indonesia's well-known Kopi Solok Rajo. Dairy farming in Sirukam is increasingly expanding its business. The potential for dairy products in the city of Solok is still very attractive because demand continues to increase from year to year.

According to Sirukam Dairy Farm management, entry will be free for visitors from the

beginning to the next 15 days. When you're not 100 percent ready. However, with the Eid holiday, Sirukam Dairy Farm managers are trying a system that also introduces the public to Dairy, visitor interest is quite high in this form of educational tourism, especially in the livestock sector. Visitors at the location said they were amazed and did not expect that the Sirukam Dairy Farm destination existed in Solok Regency. They hope that this edutourism location can be maximized, both in terms of management and facilities, so that it can become a leading destination in Solok Regency. This destination is one of the destinations that can be used as a place for study visits for students in the field of animal husbandry. Visitors at the location said they were amazed and did not expect that the Sirukam Dairy Farm destination existed in Solok Regency. They hope that this edutourism location can be maximized, both in terms of management and facilities, so that it can become a leading destination in Solok Regency. This destination is one of the destinations that can be used as a place for study visits for students

Of course, with the existence of PT. Sirukam Lumbang Nagari will have a positive impact on the region and society, especially in terms of education and providing employment opportunities as well as meeting the need for meat supplies in West Sumatra. The development of the cattle farming sector in West Sumatra has good prospects, it is necessary to

accelerate efforts in the future so that this sector can continue to develop

Sirukam Dairy Farm is very proud, it already has a professionally managed farm, it doesn't just stop at dairy cows but has many other developments, in the future it will be encouraged to further develop. The location of Sirukam Dairy Farm is very strategic, located on the hills and there are lots of flowers planted there on every journey to the destination. After we interviewed the women who look after the flower garden, we found out that many kinds of flowers were planted there and that there was also a dragon fruit plantation that had developed. In the location there are several livestock such as: sheep, rabbits, chickens, goats and several others.

What is most developed in edutourism there is dairy farming, at this time there are no dairy cattle yet but the next plan is to implement dairy cattle directly and produce them directly and distribute them to the public in the form of processed packaging, one of which is Cimory yogurt.

PT. Sirukam Lumbang Nagari was built

4. CONCLUSION

Sirukam Dairy Farm is one of the educational tourist attractions in West Sumatra, located on Jl.

Solok – Nagari Sirkam, West Sumatra Province, Panjang KM 18 Bukit Sundi area, Solok Regency, West Sumatra. Based on data and information from interviews, Sirukam Dairy presents a dairy cow,

privately and used private money in the construction process. PT. Lumbang Nagari prioritizes Solok city residents as workers there and opens up employment opportunities for Solok city residents, especially for people who don't have jobs. With the opening of PT. Lumbang Nagari has had a positive impact on the lives of the people of Solok City. Now it is estimated that approximately 100 Solok city residents already work at PT. Lumbang nagari. Working there has helped the economy of Solok city residents improve. Moreover, edutourism is already well-known in West Sumatra and has become a tourist destination that people and students want to visit as research on the community's economic activities.

In this tourist destination there are complete facilities which are provided free of charge by the company and there is a cafe to buy food and a place to rest when coming from a long journey. The impact of the Sirukam Dairy Farm can improve the economy to be better than before. With the establishment of PT. Sirukam Lumbang Nagari will really help the community's economy in the future.

patchouli farm and Kuak Balengek poultry farm, a landmark in the city of Sorok, with a cafe, prayer room, photo parking area and We aim to support the project. There is a large parking lot. Sirukam Dairy, the largest dairy farm in West Sumatra, also partners with the famous Solok Rajo Coffee in Indonesia.

Dairy farming is becoming increasingly popular in Indonesia. The potential for dairy products in Solok City is still very attractive as the need for dairy

products increases from year to year.

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