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Measuring Sipatuhar Pineapple Agrotourism as a Trigger of New Tourism Destinations in North Tapanuli Regency

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A R T I C L E I N F O	ABSTRACT
	The Sipatuhar pineapple plantation has become an agrotourism development area in the North Tapanuli district, North Sumatra. Although improvements are still being carried out, the interest in the tourist area does not match the expected target. It is suspected that there is no alternative to an integrated tourism program so that tourists do not get additional tourist experiences. This study aims to develop potential new tourist destinations by developing Sipahutar pineapple agrotourism. Through this development strategy, it is hoped that there will be a choice of alternative tourist objects to anticipate the saturation of tourists. This research method uses the concept of Sustainable Tourism with a SWOT analysis approach (strengths, weakness, opportunities, threats) to explore the potential of new tourist destinations around the agro-tourism area. The results showed that there is a potential for Sipahutar pineapple agro-tourism to develop an agro-industrial tourism sector based on pineapple raw materials. In addition, there is the potential to develop new tourism such as hiking and educational tourism, nature tourism and the creative economy industry to utilize pineapple leaves as raw material for woven Wallets and Bags to encourage the economy of the surrounding community. The research's managerial implications recommend prioritizing alternative tourism objects that are visible and integrated with the Sipatuhar pineapple agrotourism area, such as sulfur hot springs, pineapple culinary tours, and panoramic tours. *This is an open access article under the CC BY-NC license.*

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INTRODUCTION

North Sumatra Province is one of the 10 (ten) leading tourist destinations in Indonesia, where there are 339 tourist objects spread throughout the region in 33 regencies/cities in North Sumatra Province. Currently, only 120 tourism objects have been marketed covering natural potential, one of which is the Lake Toba area. Based on data from domestic and foreign tourists visiting North

Sumatra, the average number of tourists is 3,178,352 per year. In 2017 there was a significant increase of 3,721,621 people (17.10%). When entering the Covid-19 period, there was a decrease of 29.31%.

The Sipahutar pineapple village in Onan Runggu Village, Sipahutar District, North Tapanuli (Taput) Regency, North Sumatra province, is attracting attention. The Sipahutar pineapple village, estimated to be 2000 square meters in area, is starting to be discussed often, especially by nature lovers. Sipahutar pineapple plantation agro-tourism, North Tapanuli district, is one of the agrotourism objects that has developed and is recorded in the Directorate General of Tourism database since 2000. So far, pineapple cultivation has relied on pineapple production from smallholder plantations. This pineapple village area has now transformed into one of Indonesia's tourist destinations. North Tapanuli. This tourist destination has become one of the icons of agrotourism in North Tapanuli. Agrotourism results from community agriculture, typical culinary products made by themselves and supported by beautiful nature.

Tourism development through agrotourism is one of the attractions of community-based tourism. Agrotourism can impact the community's economy, increase income, provide employment, and open business opportunities (Riady, 2021; Siburian & Marpaung, 2020). Agrotourism also benefits environmental conservation, increasing aesthetic value, natural beauty, and fun recreational activities. The agrotourism area carries out landscape development, walking paths, and many kiosks at the Sipahutar agrotourism area. As a place of recreation, agrotourism managers can develop other facilities and facilities to support the needs of tourists, such as restaurants, accommodations, art attractions, and places to sell agricultural products such as fruits, food and others (Sulistyadi, 2017; Sukamdani et al., 2022).

The advantages of developing agrotourism for local farmers can be detailed as follows (Nurisjah, 2001; Hakim, 2012; Budiarti & Muflikhati, 2013): (1) Agrotourism can create opportunities for local farmers to increase their income and improve their standard of living and the continuity of their operations. (2) Be a good means to educate people/community about the importance of agriculture and its contribution to the economy and to improve the quality of life. (3) Reducing the flow of urbanization to urban areas because the community has been able to get a decent income from their business in agrotourism villages. (4) Agrotourism can be a promotional medium for local products and help regional developments in marketing and creating added value. Direct marketing stimulates economic activity and benefits the community in Sipahutar, North Tapanuli district, North Sumatra province.

The benefits of agrotourism are conserving natural resources, preserving local technology and increasing the income of farmers and communities around tourist sites. Furthermore, Gustiyana (2013); Asnidar (2015) stated that agrotourism could develop well if three partners and three agrotourism development work. Includes the government as the regulator, the people or farmers as the subject, and the tourism business world as the driver of the people's economy. For this reason, it is necessary to coordinate promotions between managers and various parties to advance Sipahutar pineapple plantation agro-tourism.

This study aims to measure the potential of Sipatuhar pineapple agrotourism as a trigger for the emergence of new tourist destinations in North Tapanuli Regency, North Sumatra Province. The results of this study expect new development strategies, in particular, to provide alternative tourist attraction options. It anticipates the saturation of tourists by offering an alternative, integrative agrotourism programs (Astuti, 2013). The general breakthrough is to support North Sumatra's leading tourism destination program and complete the Toba Lake area destination.

RESEARCH METHOD

Method of collecting data

The method used in this research is descriptive research method with qualitative data analysis. According to Moleong (2013), descriptive research methods focus more on problems or phenomena

that are actual. The research location is the argo tourism area, especially the Sipahutar pineapple plantation, North Tapanuli Regency.

The population in this study were tourism actors, tourism awareness groups, the government and agrotourism managers of Sipahutar pineapple plantations. Sampling in this study used 96 people. Data collection techniques in qualitative research are the most independent of all data collection techniques: interviews (interviews), direct observation or observation and documentation.

Data analysis method

Methods of data analysis using the IFAS (Internal Strategic Factors Analysis Summary) and EFAS (External Strategic Factors Analysis Summary), and SWOT (Strengths, Weaknesses, Opportunities, Threats) approaches. The measurement scale in the IFAS and EFAS analysis uses Likert to determine the length of the interval in the measuring instrument. The measuring instrument used in the measurement will produce quantitative data. According to Moleong (2013), the Likert scale measures a person's attitude and opinion. This study uses a Likert scale consisting of five categories of answers with each score as follows: (1) If the respondent answers SS (Strongly Agree), then a score of five is given. (2) If the respondent answers ST (Agree) then a score of four is given. (3) If the respondent answers RG (Doubtful), then it is given a value of 3. (4) If the respondent answers TS (Disagree), then it is given a value of two. (5) If the respondent answered STS (Strongly Disagree), it was given one value. Furthermore, a SWOT analysis is used to identify various factors systematically and formulate a development strategy. This analysis is based on a logic that can maximize strengths and opportunities but simultaneously minimize weaknesses and threats. Strategic decision-making is always related to developing the company's mission, goals, strategies, and policies. SWOT analysis compares the external factors, Opportunities and Threats with internal factors, Strengths and Weaknesses.

Positioning quadrant SWOT

From the results of the IFAS and EFAS matrices, a diagram can be drawn that can see the position of a company in quadrant I, quadrant II, quadrant III, or quadrant IV using the Positioning Quadrant SWOT. The SWOT Positioning Quadrant consists of two axes, namely the X-axis and the Y-axis, and the method of determination is as follows: (a). The position of the X axis can be determined through the results of the IFAS Matrix with the formula: X = Total Score Strengths – Weaknesses. (b). The position of the Y axis can be determined through the results of the EFAS Matrix with the formula: Y = Total Score Opportunity – Threat.

RESULTS AND DISCUSSIONS

The Sipahutar pineapple plantation, North Tapanuli Regency, has a land area of 25 villages, totaling 1,876 hectares, with a production of 32,635 tons/year. The Sipahutar pineapple agrotourism can encourage the economic growth of rural communities for tourist visits and increase PAD (Regional Original Income) revenue from the Tourism Industry sector. In addition to agro-tourism, pineapples can also be used as beauty ingredients. The amount of Sipahutar pineapple production is very large, so it has the potential to be developed to build an agro-industry based on pineapple processing through the cooperation of government agencies and business entities. As for the types of businesses that can be developed, such as the pineapple canning industry, the production of pineapple lunkhead and pineapple slay bag crafts, and wallets made from woven pineapple leaves. According to Fahmi (2018), dried and old pineapple leaves can be used as raw materials for the creative economy industry. Pineapple leaf-based crafts have good quality for producing bags and wallets (Trisiwi, 2016). The Sipahutar craftsmen use dried pineapple leaves for weaving because the pineapple leaf fibers are strong and flexible.

Scoring Internal Factors and External Factors

Scoring is the identification process between internal factors (strengths and weaknesses) and external factors (opportunities and threats). The score determines whether these factors are classified as strengths or Weaknesses and internal factors as Opportunities and Threats.

Pineapples bear fruit throughout the year based on the table of internal strategic factors. Accessibility, ease of reaching the area, and tour packages for the Danu Toba area are factors that have the highest average score of five. Meanwhile, external strategic factors, the development of creative economy businesses, and the development of diversified production of slay and lunkhead have the highest average score.

The total score for Internal Factor Strategic (IFAS) is (S: 2.50+W: 0.90) 3.40 (Table 1), and the Total score for External Factor Strategic (EFAS) is (O: 2.70+T:1.00) 3.70 (Table II), meaning that IFAS score is greater than EFAS score. It indicates that overall internal factors have a smaller value, in the sense that the pineapple agrotourism object has fewer strengths and weaknesses than its opportunities and threats. For this reason, efforts are needed to develop a strategy for developing pineapple agrotourism attractions by paying more attention to internal factors.

Table 1. Internal-IFAS and External-EFAS Strategic Factors for Pineapple Agrotourism Development

Internal Factor Analysis Strategic	Weight	Rating	Score
I. Factors in the form of strength (S) 5 Factors			2.50
1. Government support	0.09	4	0.36
2. Pineapple bears fruit all year round (all season)	0.14	5	0.68
3. Accessibility, ease to reach the area	0.05	5	0.23
4. The beauty of the panorama and the cool air	0.14	4	0.55
5. Includes tour packages for the Lake Toba area	0.14	5	0.68
II. Factors in the form of weakness (W) 5 Factor			**0.90**
1. Limited facilities for agrotourism facilities	0.09	2	0.18
2. Low quality of human resources	0.09	2	0.18
3. Culture of serving low society	0.09	2	0.18
4. Haven't done the maximum promotion yet	0.09	2	0.18
5. Don't have tourist attractions yet	0.09	2	0.18
External Factor Analysis Strategic	**Weight**	**Rating**	**Score**
III. Factors in the form of Opportunity (O) 5 Factors			2.70
1. Development of creative economy business	0.15	5	0.75
2. Development of diversified production of pineapple slay and lunkhead	0.15	5	0.75
3. Development of study tours	0.10	4	0.40
4. Development of adventure tourism/camping/hiking	0.10	4	0.40
5. Community opportunities to learn tourism management	0.10	4	0.40
IV. Factors in the form of Threats (T) 4 Factors			1.00
1. Pineapple pests	0.15	2	0.30
2. The existence of agrotourism development in Simalungun district	0.10	3	0.30
3. There is a natural disaster	0.10	3	0.30
4. Pineapple farmers switch to other crops	0.05	2	0.10

Table 2 presents the SWOT matrix relationship between internal and external factors. Which is both offer strategies to develop pineapple agrotourism in the Sipahutar regency. The complete discussion is reviewed in the description of internal and external factors.

Description of Internal Factors

Supporting facilities for the Sipahutar pineapple agrotourism are still lacking, so competitiveness is limited (Riady, 2020). According to Sulistyadi (2017); Kholil et al. (2017), a tourism activity must provide adequate facilities and facilities as a form of service to tourists.

Sipahutar pineapple agrotourism has become the prima donna of tourism objects offered by the government and has encouraged the improvement of the quality of Human Resources (HR) in the Entrepreneurship aspect, providing added value as an engine of economic growth. The HR of

Agrotourism at the Sipahutar Pineapple Plantation has not supported the background according to the discipline of science. Important human resources that must exist to manage agrotourism are employees with education in tourism, agriculture, management, and entrepreneurship (Sulistyadi, 2017; Sukamdani et al., 2022).

The population of Sipahutar is almost 100 percent of the Batak Toba people, who are Patrilineal. It means that the lineage only exists in the sons' Fam (marga). Service work is the responsibility of women (Jayus, 2019). This condition is contrary to the world of tourism, where all types of services are carried out regardless of gender. Based on interviews with homestay owners in Onanrunggu I Sipahutar village, they enforce a division of tasks. Namely, men tend to pineapple gardens and accompany tourists. At the same time, women prepare food, clean houses, and serve meals for tourists who stay at their homes.

The Sipahutar pineapple agrotourism is less than optimal in promoting it to the public. People who live in North Sumatra know Sipahutar Pineapple has become a prima donna and legendary fruit. A plantation land is also a place for agrotourism recreation. He said guests often come from out of town, whose main destination is Lake Toba, but because the distance is close, they stop at the Sipahutar pineapple plantation. The results of an interview with the Head of the North Tapanuli Regency Tourism Office said that the condition of the very minimal budget was an obstacle and the lack of promotion.

There are four components of a tourist attraction that a tourist attraction must own: attraction, accessibility, amenities and ancillary (Hakim, 2012; Sulistyadi, 2017). An area can become a tourist destination if the conditions support it to be developed into a significant tourist attraction in attracting tourists. The presence of cultural arts studios in Sipahutar is a hope and a place for artists to practice and create cultural performances. The Ulos weaving attraction is good entertainment for tourists visiting Sipahutar pineapple agrotourism.

Table 2. SWOT Matrix for Pineapple Agrotourism Development in Sipahutar

	Internal factors	
	Strength (S)	**Weakness (W)**
	1. Government support 2. Pineapple bears fruit all year round (all season) 3. Accessibility, ease to reach the area 4. The beauty of the panorama and the coolness of the air 5. Includes tour packages for the Danu Toba area	1. Limited facilities for agrotourism facilities 2. Low quality of human resources 3. Culture of serving low society 4. Haven't done the maximum promotion yet 5. Don't have tourist attractions yet
Opportunity (O)	**S-O Strategy**	**W-O Strategi Strategy**
1. Creative Economy Business Development 2. Development of diversified production of pineapple slay and lunkhead 3. Development of Study Tourism 4. Development of adventure tourism/Camping/Hiking Community opportunities to learn tourism management	1. Maximizing the development of creative businesses with government support and also maximizing easy accessibility to locations as developments for both creative economy businesses and tourists **(S1, S3, O1)** 2. Maximize the yield of pineapple plantations to be developed into products made from pineapple as souvenirs for tourists **(S2, O2)** The beauty of the panorama and the coolness of the air as well as tour packages can be used as promotions to attract tourists, so that the development of various tourist facilities will run well **(S4, S5, O3, O4)**	1. Adding infrastructure that is not yet available for tourists as well as developing creative economy businesses and also developing pineapple-based products **(W1, O1, O2, O3, O4)** 2. Provide training to existing human resources and the surrounding community by collaborating with local support agencies **(W2, O1, O2, O3, O4, O5)** 3. Improving the quality of human resources in the field of technology to maximize the promotion and management of information through the media **(W2, W4, O5)** 4. Provide tourism education to the community **(W3, O5)**

		Choose one culture to be used as a place for entertainment and education **(W5, O3)**
Threat (T)	**S-T Strategy**	**W-T Strategy**
1. Pineapple Pests 2. There is development 3. Agrotourism in Simalungun Regency 4. A natural disaster occurs 5. Pineapple farmers switch to other crops	1. Provide special training and assistance on pests and diseases to farmers to reduce the impacts they will face **(S1, T1, T4)** 2. Cooperation with tour parties to maximize tourist visits and provide the best service when tourists are in pineapple agrotourism **(S5, T2)** 3. Providing disaster education as a mitigation strategy for both the surrounding community and tourists **(S1, T3)**	1. Improving the quality of human resources, especially for pineapple farmers by providing counseling and assistance to increase pineapple plantation yields and minimize pineapple pests **(W2, T1)** 2. Involving agrotourism in tourism exhibitions to increase promotion and also relations or investors **(W4, W5, T2)**

(Left margin label: External Factors)

Description of External Factors

Creative economy business is a great opportunity to encourage new tourist destinations. Sipahutar pineapple agrotourism is one of the tourist destinations resulting from the development of the creative economy industry. The existence of Sipahutar pineapple agrotourism has developed well and is considered to be a triggering factor for the emergence of new tourist destinations in North Tapanuli. According to Sukwika & Kasih (2020), it is stated that tourists will first choose a vacation with a short distance in an area that is not far from their place of residence.

In the Sipahutar pineapple agrotourism, agroindustry activities were also found. Sipahutar's pineapple production of 32,570 tons per year can be developed into a product diversification program based on processing pineapple using trees, leaves and pineapple fruit. Agrotourism can serve as education for tourists who hold study tours (Sulistyadi, 2017; Sukwika & Kasih, 2020). Pineapple Sipahutar Agrotourism can provide these facilities for study tour student tourists. The development of agrotourism activities can also preserve resources, preserve local wisdom and technology, and increase the income of farmers or communities around agrotourism (Budiarti & Muflikhati, 20134; Sukwika & Rahmatulloh, 2021). For the community or tourists who come to visit, they can feel the existence of agrotourism as a means of education. Tourists do not just visit destinations but are also involved in protecting the environment and culture and interacting with the surrounding community.

Sipahutar pineapple agrotourism has the potential to develop tourism to climb Mount Martimbang, use the field yard for camping tourism activities or visit hot springs and sulfur in Sipoholon. It aims to provide various choices of activities that tourists can do while visiting the Sipahutar pineapple agrotourism. Some of the most popular tourist destinations for tourists are nature tourism and panoramic tours that provide a place to take pictures (Sukwika & Rahmatulloh, 2021).

Tourism destinations are locations for production, consumption and patterns of tourism movement (Sulistyadi, 2017). In addition, tourist destinations are places for people to live, work and carry out social and cultural activities. Communities around the Sipahutar pineapple agrotourism Area can indirectly learn tourism management to generate side income. Creating new tourist destinations, namely the community and pineapple farmers, can be an incubator to learn 2C simultaneously, which is to strengthen Creative And Commercial Values. Farmers are invited to raise and promote the strength of Indonesian tourism. At the same time, learning business created opportunities and drove the community's economy.

Pineapple (*Ananas comosus L. Merr*) is one of North Tapanuli's main export commodities and is produced in the form of fresh, canned and juiced fruit. On the other hand, the emergence of Phytophthora disease (root rot) attacking pineapple plants caused the leaves to turn yellow, and the trees died in North Tapanuli. Phytophthora disease control until 2020 is still being pursued. Tourism

activities are a strategic sector in the economy because they contribute to local revenue (Kholil et al., 2017). Competition for agrotourism destinations between regions is getting stronger. Currently, Simalungun Regency is the main rival for Sipahutar pineapple agrotourism. Pineapple from Siantar, Simalungun Regency, was earlier famous than Sipahutar, North Tapanuli Regency. The high rainfall intensity in the North Tapanuli region often causes landslides in many areas. The average daily rainfall in Sipahutar is 15 days and is 2,367 mm. The types of natural disasters in the Sipahutar sub-district are categorized as landslide natural disaster mitigation. It, of course, impacts the tourism program, security and comfort of tourist visits.

The challenge for farmers in managing pineapple plantations in Sipahutar is the low price of pineapple, around Rp. 3,000 per fruit, pineapple plant disease since 2004. The Sipahutar pineapple plantation area continues to decline from 6819.50 hectares in 2015 to 1,528.00 hectares in 2018 (BPS-Taput, 2020). The decrease in land can illustrate the reduced interest of the community in expanding plantation land from the results of the SWOT analysis, calculating the strategy requires confirmation of the existence of the position in the Cartesian diagram is between strengths and weaknesses, as well as opportunities and threats, all of which are depicted in positive and negative lines. Determining the coordinates can be done based on the following calculations: (a). Coordinates of Internal Analysis (Total score of strengths–total score of weakness): (2.50 - 0.90) = 1.60. (b). Coordinates of External Analysis (Total opportunity score–total threat score): (2.07 - 1.00) = 1.70. Based on the results, it can be determined that the coordinates are located at (1.60; 1.70).

Based on the calculation of the analysis obtained, internal analysis/IFAS is the trend of the strength factor's value because the strength factor's value is greater than the weakness value of 1.60. The value of the external analysis/EFAS is that the value for the opportunity factor is greater than the threat factor, which is 1.70. The values of both internal and external analysis can be presented in a SWOT diagram to determine the position of Sipahutar pineapple agrotourism in similar industries. Figure 1 below is a SWOT diagram of Sipahutar pineapple agrotourism.
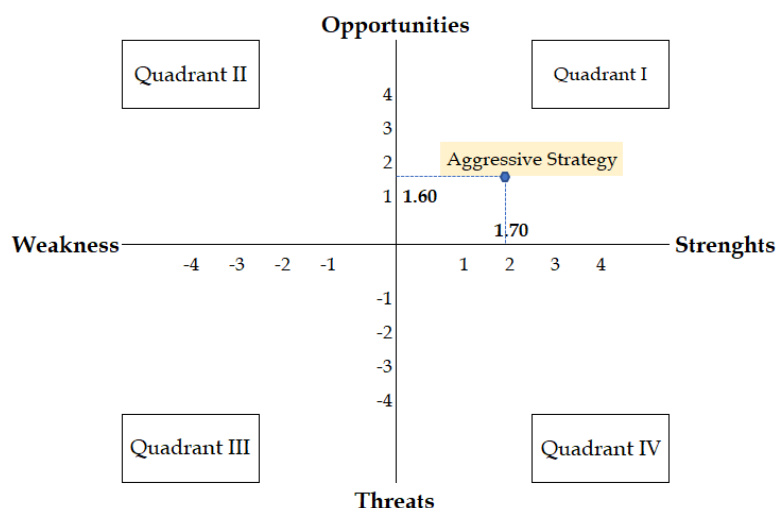

Figure 1. SWOT Diagram of Sipahutar Pineapple Agrotourism

Based on Figure 1, it can be seen that the position of Sipahutar pineapple agrotourism is in quadrant I. This position proves that Sipahutar pineapple agrotourism is a strong organization with opportunities, meaning that the organization is in excellent and stable condition so that it is possible to continue to expand, enlarge growth and achieve maximum progress.

CONCLUSION

The research concludes that the Sipahutar pineapple agro-tourism area has the potential to develop tourism to the agro-industry sector based on pineapple raw materials and agro-industry based on the creative economy industry. Not only that, Sipahutar pineapple agro-tourism can integrate with areas that have the potential as new tourist destinations later. The managerial implications of the research recommend that tourism stakeholders around the Sipahutar pineapple agro-tourism area can develop new tourism such as sulfur hot spring tourism, pineapple culinary tourism, hiking sports, educational tours, nature tours or panoramas. Suggestions for research to support the professionalism of Sipahutar pineapple agrotourism services, it is necessary to add infrastructure facilities to improve the quality of service to tourists. Another effort is the management of Sipahutar pineapple agro-tourism must improve the quality of human resources and competencies..

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