Analysis Attitude To Participation of Agro-Tourism Management at KUD Argopuro (Argopuro Village Cooperation), Krucil District, Probolinggo Regency, East Java

Tanti Kustiari1, Riza2
1 Lecture at Managemen Agribisnis, Politeknik Negeri Jember
2 Lecture at Magister Terapan Agribisnis, Politeknik Negeri Jember
* tantikustiari@gmail.com

Abstract. Village cooperations (KUD) Argopuro successfully produce a good quality of milk and become a supplier of fresh milk to the dairy industry. Their success in milk production is caused by the participation in cattle cultivation, processing industry and participation in the creative economic. All the participation of them can support the attractiveness of agro-tourism. This study aimed: (1) analyzing the attitude of KUD management in the implementation of agro-tourism, (2) analysis of the impact attitude on participation of village cooperations management to implement agro tourism industry. The research is Ex post facto which takes from July to August 2018. The technique of sampling was a census sampling with 67 peoples. The analysis tool used Path Analysis. The result showed: (1) Argopuro KUD management had a positive attitude of the quality of dairy cow agro-tourism management. A positive attitude contains the attitude of self-development to increase the competence in organizing agro-tourism, and awareness of the internalization of the quality management values of tourism agro-tourism. (2) the attitude of agro-tourism management has influenced the participation of quality agro-tourism managerial. (3) the attitude and participation of agro-tourism management has influenced the sustainability of tourism agro-tourism services.

1. Introduction
Tourism is one of the industrial sectors in Indonesia. Tourism in Indonesia has a huge opportunity to develop. These opportunities are supported by Indonesia's natural conditions which consist of the beauty of vast mountains and oceans. The variety of agriculture and livestock-based tourism in Indonesia, making Indonesia as a tourist destination that is popular with domestic and foreign tourists. In addition, Indonesia becomes a famous archipelago that has a variety of marine tourism attractions. Also, it has beautiful mountain and hill area.

Tourism encourages the economic growth and other development sectors such as mining, agriculture, trade, industry, etc. The tourism sector of the livestock sub-sector was included in the type of agrotourism. The potential of agrotourism in Indonesia is very suitable to be developed considering that Indonesia has advantages in the livestock sector. The attractiveness of animal husbandry as a tourism resource includes livestock breeding patterns, traditional methods of animal husbandry and livestock breeding [1].

Agrotourism in the field of animal husbandry is a tourism activity that utilizes the potentials of livestock as a tourism object. According to Pratama [2] the purpose of agro-tourism activities is broadening the knowledge and experience of tourists. The community and local government will have
more benefits from agrotourism which developed. Thus, the function of tourism can be carried out with the function of breeding farms and rural settlements that prioritize conservation functions.

Dairy cow agro-tourism shows 3 integrated activities, such as (1st) the activities of dairy farming, (2nd) education of creative dairy cattle, and (3rd) economic tourism supporters. The part of the dairy farm that is the leading tourist destination. Dairy cow tourism education activities manifest the provision of services that provide knowledge, insight and techniques of livestock to the visitor community. Educational attractiveness is not limited to the benefits of dairy farming, but excellence in the application of milk processing technology. Cultivation, processing and communication activities are three inseparable tourism agro-tourism activities.

KUD Argopuro is one of the institutions that has the advantage of dairy farming, home processing industry and educational services for visitors. KUD Argopuro has developed into an agro-tourism institution in the field of animal husbandry, namely dairy cattle in the village of Krucil, Krucil District, Probolinggo Regency. Krucil sub-district consists of 14 villages with a population of around 44,537 people whose main livelihoods are mostly farmers and ranchers, then there are some who work as private employees and as traders. Argopuro Village Cooperative was located of an altitude of 800 to 900 meters from sea level, it has a temperature of 17-25 °C which is quite cold because it is located in the highlands with the support of vast natural potential as well as the regional height and supporting temperature, an opportunity for people in Krucil sub-district to expand in the field of animal husbandry, especially dairy cows. The region's potential and community support for the development of dairy cows, the KOP Argopuro cooperative unit provides facilities for farmers to distribute dairy cattle production in the form of fresh milk. KUD Argopuro is engaged in savings and credit, dairy cow production, and dairy cow processing.

The successes are achieved by KUD Argopuro, such as cooperate with PT Nestle which is the main market for fresh milk. PT Nestle absorbent the quality of milk produced by farmer. The quality of milk be produced by farmers who already have knowledge and skills. Successful as the producer of quality milk and provider various dairy products can attract many visitors who come with various purposes. Visitors who come such us individuals, small groups and large groups. They have various reasons to learning, knowledge, entertainment, get quality raw milk and culinary ingredients.

How far the existence of dairy cow agro-tourism services depends on the resource capabilities of Argopuro KUD managerial displaying excellence. High participation in the management of agrotourism will realize agrotourism services that remain sustainable in the interest of visitors with a variety of different destinations. The research objective is to describe the attitude towards the quality of agrotourism services, participation in the management of tourism agro-tourism and its impact on the sustainability of tourism agro-tourism.

2. Theoretical Review

2.1. Participation

Generally, participation is the person or group of community members take part in an activity. In the development activities, participation is a manifestation of awareness and concern and responsibility for development problems that aim to achieve their life goals. [3].

The community will be participate if there are condition that’ s (1st) the issue or activity offered is considered important, (2nd) the activities offered bring better change, (3rd) high appreciation and assessment of all form of community participation, (4th) opportunity available, (5th) it has a compatibility with socio, economic culture of society. [4].

2.2. Sustainability Agro-tourism

To realize the sustainable agritourism in Bali, it should to decision makers and agritourism specialists can essentially support and facilitate the community-based agritourism development. The management of tourism areas is regulated and carried out by taking into account aspects, namely: (1) The ability to encourage and improve the development of economic and socio-cultural life, where tourism areas
must be able to drive the local economy and enhance the social and cultural role of the community; (2)
does not conflict with religious values, customs, and views and values that live in society; (3)
maintaining cultural preservation and environmental quality; and (4) pay attention to the sustainability
of the tourism business [5].

2.3. Attitudes on the Quality of Agro-tourism Management

The positive attitude is an essential requirement of management success. Attitudes are not only related
to intelligence but include aspects of the experience. A positive attitude towards change and self-
development tends to cause people to act as effectively as possible. [6].

Attitude is defined as the domain of affection. Attitude is an internal state that was formed and
can be influences the choice of personal actions towards groups of objects, people or events. Attitudes
include strength, intensity, and direction [7]. Attitudes can influence the choice of action as an
illustration of the attitude of KUD employees who are positive and highly interested in developing
tourism agro-education, which will influence actions to develop themselves and internalize. Develop
yourself to better master the work and get used to doing quality actions every day. KUD Argopuro can
form positive attitudes that lead to the goal of KUD Argopuro.

Adapting Winarni’s opinion [8] Orientation The attitude of employees towards the
implementation of quality can be measured by the factors of awareness of self-development and
internalization of quality values. Self-development is assessed by the amount of time and other
resources devoted to self-development, competence, capacity and water supply in the organization.
Internationalization is interpreted as an awareness to understand the values of quality and make itself a
place to ask questions, can cooperate with others.

3. Research Methods

Population and sample

The study population was the manager of dairy cattle agro-tourism. The managers of KUD Agropuro
consists of staff office, analysis staff, service staff, milk collection staff. The total population is 67
people. The sampling technique is census sampling. Data was collected by questionnaires,
documentation and semi-structured interviews after previously tested the validity and reliability of the
instrument.

Time and Activities Research

The research will be conducted from June to July 2018 at KUD Agropuro, Krucil Distrik,
Probolinggo regency, East Java.

Instrumentation of Data

The data was collected using several ways such as; questionnaires, observations and sharpened by
semi-structured interviews, and FGD (Focus Group Discussion) to obtain qualitative the accurate of
data.

The Analysis Data

The data was processed with the research objectives. The complexity of processing data so
the calculation uses the IBM SPSS Program version 23.0. Direct and indirect influences
between various variables will be analyzed using Path Analysis.

4. Results and Discussion

4.1. Description of Attitude Variables

Self-Developing Attitude

The results of research showed that each Krucil Argopuro KUD manager gave a attitudes assessment,
namely a low scores (0-50) of 1.5 percentage, moderate scores (51-75) of 23 percentage, and high
scores (76-100) as many as 64.2 percentage. The attitude of self-development was high, that is
meaning that the manager has a supporting to reach agro-tourism management, with standards of tourism. The data shows medium and low score that’s majority responden. Assessment in their attitude agro-tourism managemen as working all out. They want do the main job. The results of the analysis show a large portion (64%). The attitude of each was shown by the members when facing visitors, namely by providing the information needed by visitors ranging from knowledge and skills about their fields to the function of each equipment that was explained in detail by members. This shows that managers in various divisions have an attitude of wanting to have the best worker.

**Tabel 1.** Distribution of attitude categories on the quality of agro-tourism management

<table>
<thead>
<tr>
<th>No.</th>
<th>Sub Variabel</th>
<th>Score</th>
<th>Frekuensi</th>
<th>Persen (N.68)</th>
</tr>
</thead>
<tbody>
<tr>
<td>X.1.1</td>
<td>Self Development</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Low</td>
<td>0-50;</td>
<td>1</td>
<td>1.5</td>
</tr>
<tr>
<td>2</td>
<td>Medium</td>
<td>51-75</td>
<td>23</td>
<td>34.3</td>
</tr>
<tr>
<td>3</td>
<td>High</td>
<td>76-100</td>
<td>43</td>
<td>64.2</td>
</tr>
<tr>
<td>X1.2</td>
<td>Internasilisation of Quality</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Low</td>
<td>0-50;</td>
<td>5</td>
<td>7.5</td>
</tr>
<tr>
<td>2</td>
<td>Medium</td>
<td>51-75</td>
<td>58</td>
<td>86.6</td>
</tr>
<tr>
<td>3</td>
<td>High</td>
<td>76-100</td>
<td>4</td>
<td>6.0</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td>67</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Note : Low Score; 0-50; Medium; 51-75; High; 76-100

4.2. Quality internalization
The results showed KUD Argopuro manager gave each assessment of their attitudes The quality internalization, namely low scores (0-50) as many as 7.5 percentage, moderate scores (51-75) 86.6 percentage, and high scores (76-100) as many as 6.0 percentage. Attitudes of quality internalization predominantly show moderate score. KUD Argopuro members have a quality internalization to meet market needs. They can do better and do their daily work according to the SOP, do the main job such us the milk production section. All members can support and carry out the coverage of agrotourism activities. However, only a few members (7.5%) were involved in implementing the tour when there were tourist visits. Each manager manages to work in the main field of work which cannot be replaced by other workers. KUD managers will work according to their main work as a form of support for dairy cow tourism service programs so that each agro-tourism manager to meet agrotourism needs is facilitated through the contribution of each work activity.

4.3. Participation
The results showed Argopuro KUD manager gave an assessment of participation, namely a score of 3.0% people on a low rate, as many as 58.2% people on a moderate rate and high scores as many as 38.8% people. The frequency of the highest participatory score gets a moderate rating. This was caused the KUD Member given an assessment of him after the main work done. They usually work as implementing of job. They act carry out their fields of work according to their duties. Some managers have a high participation that shown the participation of some members involved themselves as a whole for agrotourism activities. Participate as a planner, get involved, then actively evaluated improving the performance of KUD. The socio-economic contribution of the agro-tourism activities can be felt as a benefit.

4.4. Sustainability Agro-tourism
The results showed that each of the managers and members of Argopuro KUD gave an assessment of the sustainability of agrotourism as many as 4.5% people have a low score, as many as 46, 3% people as a moderate score, and highest score as many as 49.3% people. The sustainability of dairy cow agro-tourism is needed all member and the leading managers of KUD Argopuro. KUD managers work
according to their duties and authority properly. If there are new programs implemented by KUD, so the manager will be ready to run the provisions. One of program that’s learning to adopt making a processing house, so they give duties the team of workers to planned and to implementing the processing house of milk. The team of product marketing workers will be given the task cooperation with the processing workers to produce quality products.

The manager conscious his role as a worker the field of animal husbandry. They also conscious as a place for consumers to visit. In order to realize KUD Argopuro as milk tourism, so they will try to improve packaging, serve customer needs. If there are good ideas, it will be responded and to be realized. Agrotourism can be raised the potential of the region so that can improve the region economy. In addition, the sustainability of agrotourism can be increase the knowledge and skills of both members and visitors regarding dairy cows.

4.2. Influence Factors of The Participation

![Diagram](image)

Keterangan: n ; 67; \( \alpha = 0.05-0.01; R^2 = 0.195; R^2 = 0.576 \)

*) Signifikan pada taraf kepercayaan 95 %

**) Signifikan pada taraf kepercayaan 99 %

**Figure 1. Influence of The KUD Argopuro Manager's Attitude to Participation and Sustainability of Agro-Tourism

5.1 The effect of self-development on the participation of tourism management

The results show the self-development variable (X1.1) has a value of \( t \) value of 3.138 and \( t \) table of 5%, that is 1.99656. If \( t \) count is greater than \( t \) table (\( \alpha = 0.05 \)), its called significance because 0.003 < 0.05. The results of data show that self-development variables (X1.1) have a significant effect on participation (Y1). The statistical coefficient value shows a positive value of 0.354. The coefficient value above shows that the better the manager's attitude in developing self-eating will influence the higher participation in Agro-tourism management.

The attitude of self-development applied in Argopuro Village Cooperative (KUD Argopuro) shows that all member has desire to increasing have new knowledge, new skill. They want to makes a good contribution for KUD Argopuro. In addition, the attitude that they manifest to helps among the members in KUD Argopuro.

The development of dairy cow agro-tourism involves all members' divisions in Argopuro Village Cooperative although the visitor see in particular place. Place of visit as outhouse owned by manager KUD Argopuro, the milk storage area is located in shelters (TPS) 1, milk processing is next to TPS 1, and the place for selling dairy products is in the milk house.
The attitude of self-development of each individual in the form of friendliness, speed in responding to visitors, and explanation from each division when there is a field visit. Based on the results of the interview, the attitude of each individual has the friendliness to share knowledge and knowledge with visitors to improve the quality of service of each division. This is consistent with research conducted by Nurbaiti et al [9] which states that one of the factors that influence society is the attitude of each member or individual who has a personal will to obtain the desired goal.

4.1. The effect of quality internalization on the participation of agro-tourism management

The results of the analysis of quality internalization variables (X1.2) have t count value of 2.079 and t table of 5% is 1.99656. This means that that is greater than t table (α = 0.05) and the significance is 0.042 <0.05. The results of the analysis show that the quality internalization variable (X1.2) has a significant influence on participation (Y1). The quality internalization variable coefficient (X1.2) has a positive value of 0.234, it means that the better the attitude of quality internalization will have an effect on the higher participation in managing tourism agro-tourism.

The attitude in the application quality internalization by KUD Argopuro has a big impact on the results obtained. This is caused workers applies for the work according to the SOP. Agrotourism management is managed by workers who have been given special trust by their leaders. The management cannot be separated from the carrying capacity of each division working on production activities who follow the established standards. Each division of work has mastered their respective work according to demand. Expertise in his work shows his participation in the management of tourism agro-action with the act of determining plans, giving advice, taking action to help each other, sharing experiences. This is consistent with the research put forward by Winarni et al [8]. The more positive attitudes of employees to the quality and values of ISO 9001 QMS will be more reflected in the positive behavior of employees who are responsive, accountable and ethical in service delivery.

4.2. The Influence Factors of agro-tourism

Path analysis results show that the sustainability variable of tourism (Y2) is significantly influenced by several variables, that’s participation, self-development and quality internalization. This means that the greater the number of employees participating in tourism management, the better the employee's self-development and the better in internalizing the quality values of tourism agro-management will be affect the sustainable management of dairy cattle agro-tourism.

Participation that is supported by a positive attitude to work in accordance with the SOP has a direct impact on the management of dairy cattle agro-tourism that is good now and will potentially continue to grow in the future. Good and sustainable form agro-toursms shown through the following conditions: (1) develop support for new activities better, (2) running the service agroeduwisata better, (3) to assess the performance of activities agroeduwisata regularly, (4) the benefits that can be felt / gained, (5) overcoming existing complaints, (6) making improvements based on input from various parties, (7) approaching relevant parties to promote dairy cow agro-tourism.

In line with the research conducted by Wahyuni and Asnawi [10] which states that sustainability depends on the level of participation. This means that the participation of members in the management of dairy cattle agrotourism greatly influences the sustainability of agrotourism in the future. There is an increase in the participation of members, it will be improvement of the sustainability of dairy cattle agro-tourism.

Table 2. Results of The Sustainability Path Way of Tourism Agro

<table>
<thead>
<tr>
<th>No</th>
<th>Independent Variables</th>
<th>Dependent Variable Y2</th>
<th>Coefficient score</th>
<th>t count</th>
<th>Score α</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Self-development (X1.1)</td>
<td>the sustainability of agro-tourism</td>
<td>0.453**</td>
<td>5.122</td>
<td>0.000</td>
<td>Significant</td>
</tr>
<tr>
<td>2</td>
<td>Quality Internalization</td>
<td>-0.245**</td>
<td>-2.883</td>
<td>0.005</td>
<td>Significant</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Participation of dairy cow agro-tourism managerial (Y2)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>---</td>
<td>------------------------------------------------------</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Participation of dairy cow agro-tourism managerial (Y2)</td>
<td>0.481**</td>
<td>5.263</td>
<td>0.000</td>
<td>Significant</td>
<td></td>
</tr>
</tbody>
</table>

Statistical analysis with N = 82; α = 0.05-0.01; R² = 0.576
* ) Significant in the 95%
**) Significant of the level in the 99%

5. Conclutions
1. Human resources of KUD Argopuro have a positive attitude in the quality management of dairy cattle agrotourism. A positive attitude is shown by the attitude of self-development to improve their ability in organizing tourism agro-education, and awareness of the internalization of the quality management values of tourism agro-tourism.
2. The attitude of dairy cattle agro tourism have an effect on the participation of management agrotourism through planning, implementing and evaluating.
3. The attitude and participation of agro-tourism management influence the sustainable management of dairy cattle agro-tourism.

6. Recommend
1. Agro-tourism staff need to be given special awards to encourage and maintain self-development and efforts to internalize the quality of tourism management.
2. Development of sustainable dairy cattle agro-tourism needs to be involved by stakeholders from the government, private sectors, and the community so that they can help and support dairy cow agro-tourism services programs, according to the dairy cattle agro-tourism market.

Acknowledgments
Thanks for the POLIJE PNBP Program in the 2018 Fiscal Year which has funded this research activity. Thanks also to all Argopuro KUD staff who was ready to provide the data and information.