

THE IMPACT OF THE DEVELOPMENT OF DAIRY CATTLE AGRO TOURISM ON SOCIAL ECONOMY AND COMMUNITY EMPOWERMENT IN THE KRUCIL AGROPURO REGION PROBOLINGGO REGENCY

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Abstract. The objectives of this study are: 1) To analyze the level of empowerment of dairy cattle agro-tourism community in Krucil District, Probolinggo Regency; 2) Analyzing the impact of the influence of the development of dairy cattle agro-tourism on community empowerment and community economy in the area of agro-tourism in Krucil District, Probolinggo Regency; and 3) Develop a strategy or priority program for the development of dairy cattle agro-tourism that can enhance the benefits and contribution of positive change for the community of the Krucil District of Probolinggo District. This study uses an ex post facto design whose data retrieval lasted for two months starting in June to July 2019. The location of the research was in the Argopuro KUD Area, Krucil Village, Krucil District, Probolinggo as a destination for dairy cattle tourism. The research population is the people who live in the Argopuro KUD area. The sample was determined by unproportional sampling that is a sample of 30 local communities and 30 farmers, which are scattered in the villages of the Milk Collection Place (TPS). There are 8 villages in which each village has 1 TPS that supplies Argopuro KUD fresh milk. The 8 villages are scattered in Krucil Subdistrict, Probolinggo Regency, Central Java. Data were collected by questionnaire, documentation and semi-structured interview after previously being tested for the validity and reliability of the instrument. Data collected using; questionnaire, observation and deepened by conducting semi-structured interviews, as well as interviews with experts who have research information. Observation is carried out to observe and obtain information that is useful to obtain information and data that is precise and accurate. In addition, expert choice of agro-tourism stakeholders is used, which has research information to obtain data and information on the preparation of strategies to increase socio-economic impacts and human resources using the ISM (Interpretative Structural Modeling) method. The results showed the highest Driver Power or key element which is a very important actor to encourage the running of agro-tourism management system is interpersonal ability and decision-making capacity of interpersonal ability and decision-making is an important factor in the management of agro-tourism areas in Krucil Probolinggo District. The sub element has a big driving force in the second order is the aspect of participation and community perception. In other words, community participation and perceptions about the importance of agro-tourism are very important in encouraging the successful management of agro-tourism programs. While the third element is the element of income and employment. The structuring of the actors' elements shows that interpersonal skills and the highest decision making capacity are at level 4, which means that the success of agro-tourism management is very much needed interpersonal skills and good decision-making capacity of agro-tourism managers. At level 3 is the aspect of public participation and perception. While level 2 is the aspect of income and level 1 of employment.

Keywords: Agro-tourism, community empowerment, community empowerment, community economy.

I. INTRODUCTION

1.1. Research Background

Krucil Subdistrict, Probolinggo, East Java since 2011 has been established by the Animal

Husbandry Department as a center for dairy cattle and the Argopuro Cooperative is a village cooperative institution that is engaged in developing people's dairy cows, also developing supporting businesses namely animal feed production, marketing, savings and loans, culinary, industry milk processing (KUD Argopuro, 2018) [1].

In 1990 the KUD Argopuro succeeded in producing 500 liters per day from 140 dairy cows. In 1992 the ability of milk production increased to 1,200 liters / day being able to become a supplier of raw materials for the milk processing industry. Efforts to increase production continue to be done by implementing a milk quality control system according to the SOP, in 1993 received an award with the best quality milk (TS). Now in 2018 able to produce as much as 11,200 liters of fresh milk per day with a population of 4776 head of cattle from 11 groups of farmers with a total number of 1,815 farmers (KUD Argopuro, 2017) [2].

History in 1985 the Argopuro Cooperative's dairy cow business did not develop and almost died, this was due to several factors. The contributing factors are the low knowledge of breeders in the management and maintenance of cattle, not optimal food procurement, breeders of business credit is not running, but thanks to the work efforts of managers to evaluate, trying to always improve. Several development programs for dairy cattle agro-tourism have been carried out, such as enhancing farmer competency in mastering technical and non-technical fields through (1) fonterra dairy farming scholarship program, (2) planting HPT (forage forage) through cooperation with LMDH (Forest Village Community Institution), ((3) marketing programs through the dairy house, (4) regular counseling to farmers in cooperation with the Livestock Service Office and Private Company Providing guidance in good management and maintenance of dairy cows, (5) Providing mixed cattle to farmers, (6) facilitating cattle credit dairy to the bank that will give credit, (7) fostering dairy cattle groups, (8) comparative studies on the more advanced KUD, (9) Changing farmers' mindset about the quality and price of feed (Agrofeed 1 to agrofeed 2 to agrofeed 3) , (10) building refrigerated posts, (11) adding packo 2 units, (12) using water add, (13) using chopper to improve the efficiency of livestock forage, (14) silage making training, (15) use of dairy machines to speed up milking time, (16) renovation of raw material warehouse to reduce the amount of shrinkage and food safety (Argopuro Cooperative Cooperative, 2018) [1].

The various dairy cow development programs are a manifestation of the development of the Argopuro KUD as an agro-tourism tour having an impact on increasing the resources of the breeder community and the general public. Agro-tourism according to Kustiari (2018) tourism activities which show 3 integrated activities namely cultivation, education and creative economy activities [3] simultaneously. The progress of agro-tourism due to agribusiness activities, counseling and business is well organized and is able to make a positive contribution to improving the socio-economic community.

In addition, KUD Agropuro management succeeded in realizing agro-tourism which was shown by the high capacity of quality fresh milk production, improved milk processing technology, providing education services to tourists. Some of these things attract tourists to buy quality fresh milk products, processed milk and become participants of dairy cow education. Along with the great superiority of dairy cattle agro-tourism increased the number of tourists visiting.

Agro-tourism activities that are increasingly developing have an impact on human resources and environmental resources. The greater the agro-tourism offered by the manager of the KUD Argopuro, the greater the socio-economic impact given to the agro-tourism tourism community. Some forms of positive contribution are increasing the amount of government foreign exchange earnings, increasing the empowerment of farmers, enhancing the industry's opportunity to obtain good food good life products, also driving the economy of the agro- tourism community.

Some agro-tourism management activities are producing safe and sustainable dairy products, animal feed production, product marketing through processed dairy houses, workshops, culinary and knick-knacks. KUD Argopuro develops its business in creative economic business units. The principle of mutual cooperation, which is the main element of the KUD, can establish various businesses that activate the role of breeders' groups and the role of women's groups who are the wives of breeders as

the home of the milk processing industry.

The existence of agro-tourism supports the process of empowering the human resources of farmers and local resources and the development of community-based dairy industry is part of the target of the development of community-based dairy cattle agro-tourism. Supported by the government as stipulated in the RIPPARNAS (tourism development master plan) policy No. 50 of 2011 that tourist attractions need the convenience, increase the income of people and regions, build attractive marketing, easily achieved, environmentally synergistic, superior, responsible for increasing local, national and foreign tourist visits [4].

KUD Argopuro is located among tourist sites namely Bromo, Bentar and Breml, making it a strategic place visited by tourists. The success of the Argopuro KUD organizing and marketing agro-tourism, the number of tourist visits increasingly rapid. One day the number of visitors is more than one hundred visitors. The rapid number of visitors in the past year is a form of dairy cattle agro-tourism social marketing activities.

The development of dairy cattle agro-tourism in Krucil based on local communities provides benefits, not only for rural communities but urban communities to better understand and provide appreciation in the field of animal husbandry and become a means of education. The development of agro-tourism activities directly and indirectly will increase the positive perception of farmers and the community of the importance of the preservation of agricultural land resources (Budiarti, et al., 2013) [5].

Agro-tourism development will create jobs and increase the opinions of farmers outside the

value of the production quantity. The development of agro-tourism activities can conserve resources, preserve local wisdom and technology, and increase the income of farmers or communities around agro-tourism (Budiarti, et al., 2013). This is of course, KUD Argopuro Krucil through the development of dairy cattle agro-tourism will have an economic and non-economic impact. Dairy cattle agro-tourism is able to provide employment for members and the community through creative economic business units that are developed. In addition, it has a non-economic impact in providing quality and safe consumption of dairy food, animal health, the creation of an odot grass forage environment and forage rejuvenation program.

1.2. Research Issues

The development of the Argopuro KUD in Krucil sub-district certainly had an impact on the community around the agro-tourism site. This is reasonable because the development of farmer members is very rapid to have 9 milk storage centers (TPS) with 1,815 members of breeders spread in 15 villages. KUD Argopuro has absorbed the fresh milk of farmers and then marketed it to IPS (milk processing industry), marketing directly to consumers in the form of processed milk products. In addition, KUD Argopuro was able to establish a processing industry, and was able to provide educational services. The success in the production of quality milk and good foot good life products (food safety) is an attraction for the private sector and tourists to buy.

The Argopuro Cooperative Institution is developing the potential to open up large employment opportunities, the presence of increasingly rapid tourist arrivals, the potential to directly and indirectly provide additional income to the community agro-tourism area. Research will be limited to certain interesting variables, relevant to be studied. Limitation of the problem on the socio-economic impact and behavior of human resources compared to the previous situation. The research variable was developed based on several results of previous studies.

Previous research, the impact of the existence of tourism has an impact on changes in socioeconomic (Wihasta and Eko) [6]. Agro-tourism has an impact on changes in the social life of society, namely changing the status of what was once unemployed to not unemployed, opening business opportunities, providing new knowledge. While the economic impact is an increase in financial income, welfare [7]. Adams Model sustainable development is a harmonious interaction between three systems namely biological systems or natural resources, economic and social systems (triple P - planet, people, profit). Tourism development reduces social society towards quality human

resources (Arieta, 2010) [8]. Intensive strategy is a strategy that can be developed for tourism programs in grow and build conditions.

The existence and sustainability of agro-tourism have an impact on the socio-economic environment, it can be seen from the efforts of the Argopuro cooperative to expand the area of cattle raising. Encouraged by meeting the high demand for industrial consumer milk, the Argopuro cooperative has increased the number of capable breeders, of course it has the potential to open broad employment, mobility of dairy cattle livelihoods, income, level of welfare, training, health and security.

The development program is a positive contribution of the Argopuro institution to the environment of the agro-tourism area, providing the benefits of animal husbandry knowledge, and providing social and economic benefits to farmers. To the extent that environmental change impacts on the existence of agro-tourism should be assessed. Not all tourism existence has the potential to have an impact on the community. This has been stated by Lutfi that the community does not feel the impact of the attractions around them because the development of tourism cannot improve the welfare of citizens, especially residents around the location (Lutfi, 2013) [11]. The opinion of Chasriyah (2019) is reinforced that the impact of tourism can be positive and negative depending on management. His finding of tourism shows a low economic impact on local communities [9]. The results of the study of the impact of change are useful for developing a strategy for increasing socio-economic impacts and changes in human resources for the better.

The research problems are formulated as follows: (1) how the development of dairy cattle agro-tourism has an impact on the social and economic environment of the community, (2) The extent of community empowerment in the dairy farming agro-tourism area, (3) How the strategy of developing an increase in the socio-economic impacts of the dairy farming community cash?'

1.3. Research purposes

1. Analyzing the level of community empowerment of dairy cattle agro-tourism areas in Krucil District, Probolinggo Regency.
2. Analyzing the impact of the influence of the development of dairy cattle agro-tourism on the social economy of the community in the agro-tourism area of Krucil District, Probolinggo Regency.
3. Develop a strategy or priority program for the development of dairy cattle agro-tourism that can enhance the benefits and contribution of positive change for the community of the agro-tourism area of Krucil Sub-District, Probolinggo Regency.

1.4. Research Urgency

1. Develop scientific knowledge about agro-tourism, especially in rural areas with potential cow farms that are managed cooperatively.
2. The availability of alternative models about the development strategy of Krucil Subdistrict potential for dairy cows to become a quality community-based destination for dairy cattle agro-tourism, drive the village economy, develop institutions and good governance.
3. Being input for the government, farmers and stakeholders in developing community- based dairy cattle businesses in various regions.

II. LITERATURE REVIEW

2.1. Level of Community Empowerment for Dairy Farm Agro Tourism Field

The level of empowerment is the ability possessed by someone in the form of the interrelationship of some interpersonal capacity, interpersonal ability, capacity to take action, collective ability and ability to survive (Suwignyo, 2010) [12].

2.2. Social and Economic Impacts of Community Agro-Tourism Areas

The existence of tourism affects the socio-economic environment of the community. The social and

economic impact of the community according to Wihasta and Eko is measured by economic aspects, namely income, livelihoods, employment and welfare levels, while social aspects are measured by community behavior in education, health and security. Sustainable development according to Adams (2006) referred to by Arieta [8] that the essence of development and empowerment is to encourage people to show their strength to be able to stand alone and be independent in meeting their needs, improving their quality of life, accompanied by wisdom in maintaining local culture and managing the environment. Can be seen in the illustration below.



The three pillars of sustainable development, from left to right, the theory, the reality and the change needed to better balance the model

Figure 1. Sustainable Development

2.3. Dairy Cattle Agro Tourism

Minister of Agriculture No.KM.47 / PW.DOW / MPPT-89 and No. 204 / KPTS / HK / 050/4/989, "agrotourism is defined as a form of activity that utilizes agro-business as a tourist attraction with the aim of expanding knowledge, recreational experiences and business relationships in agriculture. Agricultural tourism, tourism trips to agricultural projects, nurseries aimed at researching and enjoying the environment [7]. education is a tourism activity that provides education aimed at increasing knowledge, insight into dairy cattle tourism (Kustiari), 2018) [3].



Figure 2. Research framework for researchers

2.4. Research Hypothesis

Based on the theoretical foundation and conceptual framework above, the following research hypotheses can be proposed: There are real effects or differences in socioeconomic impacts after the existence of agro-tourism.

III. RESEARCH METHODOLOGY

3.1. Research design

Research on the competency management of dairy cattle agro-tourism in developing rapid milk processing and community-based dairy cattle education using the Ex post facto design which took two months of research data collection from June to July 2019. Research location in the Argopuro KUD Area Krucil Village, Krucil District, Probolinggo as a tourist destination for dairy cows. KUD is a dairy farmer organization engaged in dairy cow milk processing has now developed extensively in the fields of education, tourism, home industry and the development of small business units supporting community-based dairy cattle agro-tourism.

3.2. Population and Sample

The research population is the people who live in the Agropuro KUD area. The sample was determined by unproportional sampling that is a sample of 30 local communities and 30 farmers. The number of samples taken amounted to 60 people spread in villages where the Milk Collection (TPS). There are 8 villages in which each village has 1 TPS that supplies Argopuro KUD fresh milk. The 8 villages are scattered in Krucil Subdistrict, Probolinggo Regency, Central Java.

The sampling technique is an unproportional random sampling technique. Data were collected by questionnaire, documentation and semi-structured interviews after previously being tested for the validity and reliability of the instrument (Suliyanto) [13].

3.3. Research Time and Location

The research will be conducted from June to July 2019 in the Agroeduwisata area of Krucil Village, Krucil District, Probolinggo Regency, East Java.

3.4. Data and Instrumentation

In the framework of this study, data were collected using several methods such as; questionnaire, observation and deepened by conducting semi-structured interviews, as well as interviews with experts who have research information. Primary data were obtained from the Agro-tourism area community using an interview guide tool (questionnaire). Observation is carried out to observe and obtain information that is useful to obtain information and data that is precise and accurate. Expert choice is an agro-tourism stakeholder who has research information to obtain data and information on the preparation of strategies to increase socio-economic impacts and human resources using the ISM (Interpretative Structural Modeling) method.

3.5 Operational Definitions and Measurement of Variables

The operational definition becomes absolute in the quantitative research stage. In terminological terms, an operational definition is a definition given to a variable by giving meaning or specifying the activity or providing the operations needed to measure the variable. Some of these variables are measured on a different scale according to their respective operational definitions and indicators.

Variable Operational Definitions:

1. Community empowerment: the level of ability possessed by individuals includes interpersonal abilities, interpersonal abilities, capacity to take action, collective abilities and ability to survive.
2. Social impact is the environmental condition of an agro-tourism area that can be achieved as a result of the existence of an agro-tourism site. Social factors include aspects of participation, perception, education, health, security.
3. Economic impact is the economic condition of the agro-tourism community that can be achieved as a result of the existence of agro-tourism. Economic factors include

aspects of income, livelihoods, employment, welfare levels.

The measurement generally uses a Likert Scale that has been modified through four answer choices with a gradation of value 1 which has the most negative value up to a gradation of value 4 which has the most positive value. Table 2 tries in detail to show the gradation level of the measurement using a Likert Scale that is modified or adjusted to the conditions of the variable and the observed indicators. Income measurement is measured using an interval scale obtained from the highest public income minus the lowest divided by 4 intervals.

3.6. Validity and Reliability of Research Instruments

Validity and reliability are follow-up procedures after developing research instruments. Of the various stages of validity testing, testing of validity in this study uses a two-stage procedure, namely: (1) conducting construct validity which refers to whether the questionnaire measures a clear conceptual framework. The concept to be measured must be defined and the conceptual framework is made first based on the study of literature, discussions with experts, or asking the definition of the prospective respondents before finally being used, and (2) using the product moment correlation technique with the expected characteristics of research subjects in a field in accordance with its characteristics with other similar fields. By calculating the correlation of each statement on each variable with a total score of all questions on the variable. If the correlation number obtained exceeds the number in the "r-product moment" table, then the measurement tool is valid.

The results of the validity test of all research variables produced most of the items of valid value with a t count of 1,885 to 7,948. In accordance with the value of the table at the 0.05 test level obtained by the price of r of 1.86 which means significant. It can be concluded that the level of validity of this research instrument can be trusted or consistent in measuring the measured symptoms. As for the follow-up of invalid item items, some are fixed and some are deleted or not used.

Reliability testing in this study was carried out using internal consistency techniques, namely the Split-Half Test analysis using the Spearman Brown formula. This technique is a two-sided technique (Singarimbun and Effendi 1989), in which the questions that have been tested for validity, the correlation value r of each odd number question is correlated with the correlation value of r for each even number question. The results of testing the reliability of the instrument by distributing questionnaires to 10 respondents produced an r value of 0.7690 to 0.9959. In accordance with the value of the table at the 0.05 test level obtained r value of 0.632 which means significant. Therefore, it can be concluded that the level of reliability of this research instrument is convincing to be trusted as a stable data collection tool.

3.7. Data analysis

The research data is processed according to the research objectives. Given the complexity of data processing, the calculations use the help of the IBM SPSS Program version 20.0. Data analysis was performed in 3 types namely descriptive statistics used to describe the condition of the socio-economic environment before and after the development of agro-tourism. Wilcoxon statistical tests are used to determine whether there are differences in socio-economic environmental conditions before and after the existence of agro-tourism. The ISM method for determining the most important and effective strategies or programs to be developed to enhance changes in the socio-economic environment. Respondents were determined by 4 experts involved in the preparation of the ISM (interpretative structural modeling) model. With the provisions of 2 from key stakeholders in agro-tourism development (leaders and industry partners) and 2 from community stakeholders (breeders of raw material suppliers and local communities)

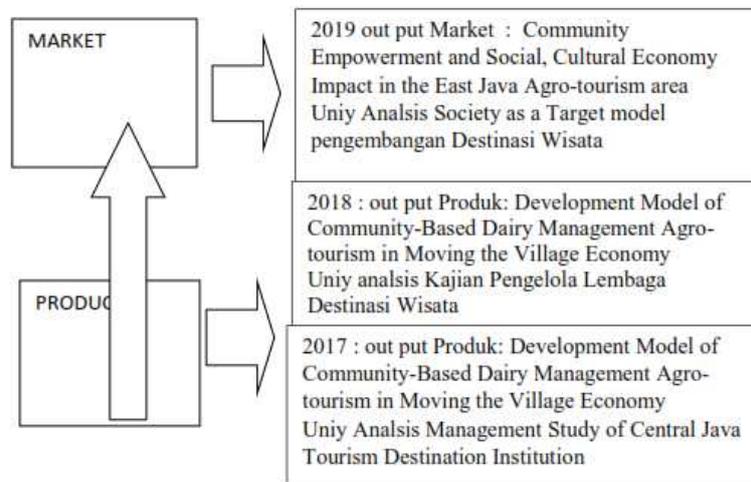


Figure 3. Roadmap for the 2019 Research Topics in Agribusiness Management, with the theme of Integrating Agriculture with Tourism

IV. RESULTS AND DISCUSSION

4.1. Research result

By using expert opinion gathering with the Delphi technique, six elements that have dominant influence are determined, namely (1) interpersonal skills, (2) decision making, (3) aspects of participation, (4) community perception, (5) income aspects, and (6) employment.

Table 1. Final Reachability Matrix and its interpretation of the actor elemen

No.	1	2	3	4	5	6	Drv
1	1	0	1	1	0	0	3
2	1	1	1	0	0	0	3
3	1	1	1	1	0	1	5
4	1	1	0	1	0	1	4
5	1	1	1	1	1	0	5
6	1	0	1	0	0	0	2
7	1	1	0	1	1	0	4
8	1	1	0	1	0	0	3
9	1	1	1	0	0	0	3
10	1	0	1	1	0	0	3
Dep	10	7	7	7	2	2	

From Table 1, it can be seen that the highest Driver Power or key element which is a very important actor to encourage the operation of the agro-tourism management system is interpersonal ability and decision-making capacity for interpersonal skills and decision-making is an important factor in the management of agro-tourism areas in Krucil Probolinggo District. The sub element has a big driving force in the second order is the aspect of participation and community perception. In other words, community participation and perceptions about the importance of agro-tourism are very important in encouraging the successful management of agro-tourism programs. While the third

element is the element of income and employment.

The structuring of the actors' elements in Figure 5. shows that interpersonal skills and the highest decision-making capacity are at level 4, which means that the success of agro-tourism management is necessary to have good interpersonal skills and decision-making capacity of agro-tourism managers. At level 3 is the aspect of public participation and perception. While level 2 is the aspect of income and level 1 of employment.

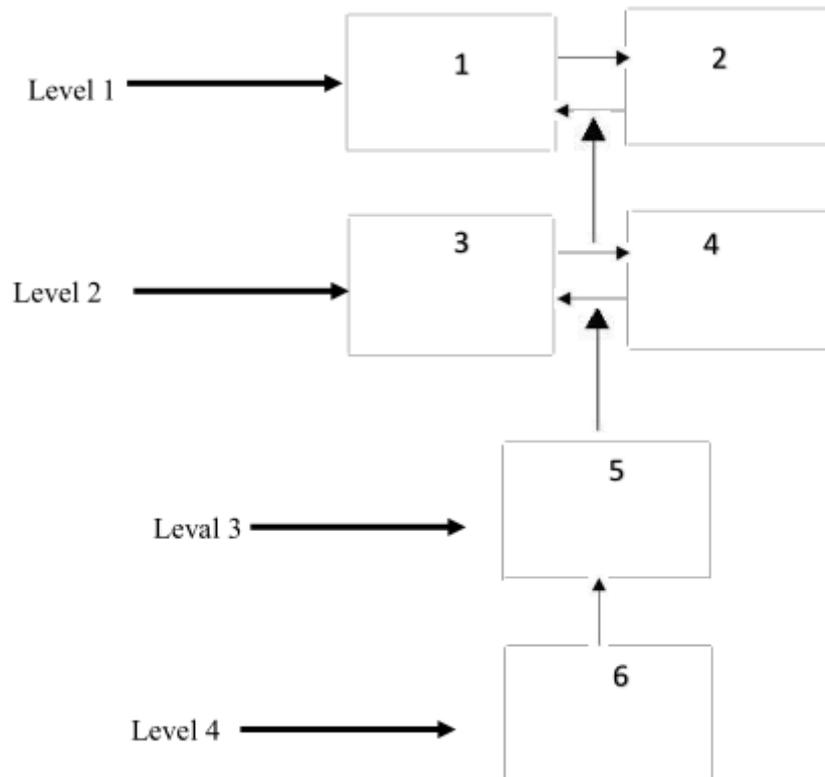


Figure 4. Structuring of Agro-tourism elements and management systems

Four elements, namely: (1) interpersonal skills, (2) decision making, (3) aspects of participation, (4) community perception, barada in the independent sector which means that its existence does not depend on the system but has a large thrust towards other elements namely aspects income and employment in managing agro-tourism.

The elements of income and employment absorption are at levels 3 and 4 which together are highly dependent on the elements of interpersonal skills; decision-making; participation aspects; and public perception. This means that if the other actors have been going well, then automatically the 5th and 6th lemen namely the acceptance and absorption of labor can happen by itself.

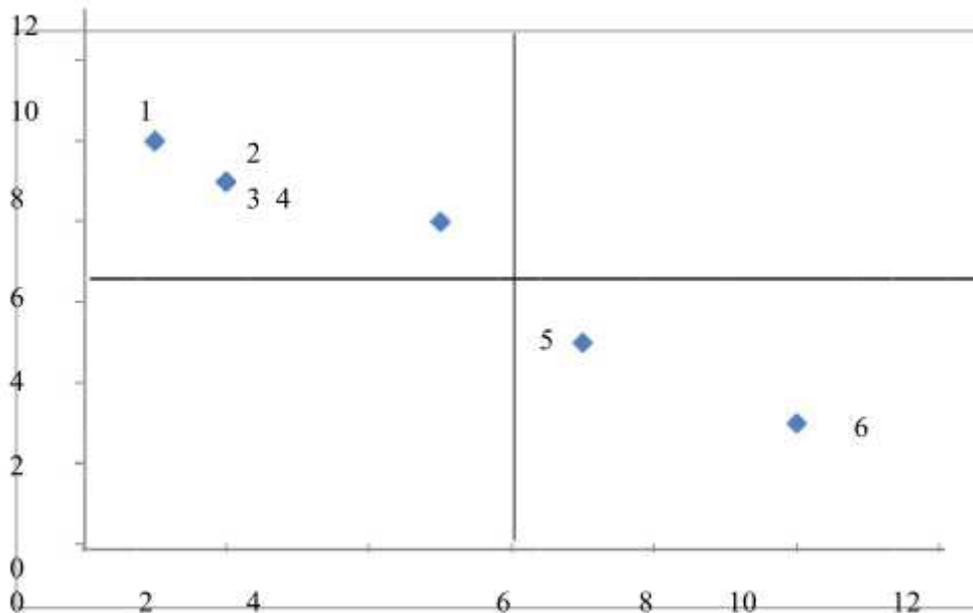


Figure 5 DP-D matrix for research elements

Figure 5. shows that interpersonal skills are in the independent sector and have the highest driving force in driving other elements in the agro-tourism cluster. The second highest ranking thrust is decision making which is also in the independent sector. This means that if interpersonal skills and decision making have a large impetus to encourage other elements to play a major role in the success of agro-tourism management in the Krucil District, Probolinggo Regency.

Elements of income and employment are in the dependency sector, this means that these two elements are highly dependent on the functioning of the four previous elements that are in the independent sector, namely: (1) interpersonal skills, (2) decision making, (3) aspects of participation, (4) community perception.

4. CONCLUSION

The elements that play a key role in encouraging the success of agro-tourism management in Krucil Sub-District, Probolinggo District, are the results of ISM (1) interpersonal skills, (2) decision making, (3) aspects of participation, (4) community perceptions. These four elements are in the independent sector. so that it has a big impetus towards the management of the tourism area. Elements that depend on agro-tourism management (5) income aspects, and (6) employment. The two elements in the dependency sector will function in the agro-tourism management system if the other elements have functioned well in encouraging the management of agro-tourism in the Krucil District, Bondowoso Regency.

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