The Development Strategy of Dampit Coffee Ecotourism To Improve the Rural Economy (A Case Study in Amadanom Village, Malang Regency, East Java, Indonesia)

Dina Novia Priminingtyas
Faculty of Agriculture, University of Brawijaya Malang, Indonesia. E-mail: dinanovia@ub.ac.id

Abstract. Coffee is a plantation that has a significant contribution to the economy in Indonesia. One of the centers of coffee production in Indonesia is in East Java Province, including in Dampit District, Malang Regency. At present, the development of Dampit coffee is not only related to its production and marketing but also related to the development of Dampit coffee ecotourism managed by farmer groups Tani Makmur as a strategy to promote Dampit coffee. The purpose of this research are to study the internal and external environment and to analyze the development strategy of Dampit coffee ecotourism in Dampit District, Malang Regency, East Java. The problems that occur in Dampit coffee ecotourism have not been managed optimally, the facilities are still limited and the lack of promotion so that there are few visitors. Therefore, the synergy between all parties including farmer groups, village officials, local government and the private sector needs to be improved.

1. Introduction
Coffee is a plantation that has a significant contribution to Indonesian economics as gross domestic product. Indonesia is the 4th largest coffee producer in the world after Brazil, Vietnam and Colombia which has more than 50 coffee export destination countries. Based on data, Ref. [1] states that the value of the coffee trade balance in 2012-2015 continues to experience a positive trend, although there was a decline in 2014 with an average value of US $ 1,106.73 million of total exports and imports of coffee commodities in Indonesia, thus shows that coffee is a strategic commodity that is a potential source of foreign exchange in Indonesia.

Coffee production in Indonesia in the period 2012-2015 continues to decline which is directly caused by the reduction in the existing planting area. One obstacle in increasing coffee production in Indonesia is the low productivity of existing coffee plantations. The low coffee productivity is due to 96% of the area of community coffee plantations, 2% owned by private plantations and 2% owned by the Government of the total area of Indonesian coffee plantations which currently reaches 1,230,00 Ha. Most coffee plants are old that need rejuvenation.

Coffee production centers in Indonesia are the largest in several provinces in Indonesia, one of them is East Java Province. Based on Data from Ref. [1], total coffee production in East Java Province in 2016 reached 67,189 tons of total coffee production in Indonesia amounted to 639,305 tons. The total area of coffee plantations in East Java in 2011 was 99,122 ha and in 2016 it increased to 105,314 ha with a growth rate of 1.56 ha / year. The total area of coffee plantations in East Java consists of 63,731 ha (60.5%) which are community-owned coffee plantations, 21,343 ha (20.3%) owned by state-owned companies, and 20,240 (19.2%) owned by private companies. The whole coffee plantation land is spread...
in 21 regencies / cities in East Java such as Banyuwangi, Malang, Jember, Bondowoso, Blitar, Pamekasan, Kediri, Lumajang, Situbondo, Probolinggo, and others.

Malang Regency in 2016 is the second largest coffee producing district in East Java. The total coffee production in Malang Regency is 11,429 tons or 20% of the total coffee production in East Java province which consists of 616 tons of Arabica coffee and 9,613.24 tons of Robusta coffee [2].

Dampit District, Malang Regency is one of the coffee producers in East Java Province. There are two types of coffee produced by farmers in Dampit District, Robusta coffee and Arabica coffee. Coffee fields are spread in Ampelgading, Sumbermanjing Wetan, Tirtoyudo and Dampit districts or abbreviated as Amsterdam coffee. The coffee from Malang Regency also received the Common Code for the Community Coffee Association (4C Association) which is a world coffee industry association based in Bonn, Germany. Dampit coffee, Robusta coffee is very well known abroad, especially in Europe because it has a special taste, good thickness and a very strong coffee color.

At the present, the development of Dampit coffee is not only related to its production and marketing but also related to the development of Dampit coffee ecotourism as a strategy to increasingly introduce Dampit coffee not only at the local level but increasingly widely known even to foreign countries. Dampit coffee ecotourism is expected to further increase the added value of Dampit coffee, because in addition to visitors can find out Dampit coffee cultivation can also directly enjoy the serving of Dampit coffee and its processed products, so that it is expected to further increase the income of Dampit coffee farmers. Based on the description above, the problems are : How is the formulation of Dampit coffee ecotourism development strategies in Dampit District Malang Regency? The purpose of this research are to study the internal and external environment and to analyze the development strategy of Dampit coffee ecotourism in Dampit District, Malang Regency, East Java [3].

2. Materials and Method
The research approach is a descriptive qualitative with a SWOT analysis. Descriptive research is a problem-solving process that is investigated by describing the state of the subject and object of the research based on the facts that exist [4].

This research was conducted in Amadanom Village, Dampit District, Malang Regency, East Java. Determination of the location of this study was carried out with consideration that Dampit Subdistrict, especially in Amadanom Village is one of the coffee production centers in Malang Regency and there is Dampit Coffee Ecotourism. This research was conducted in July-September 2018. Determination of respondents using a purposive method with consideration because the population is small and the number is less than 30 so that all coffee farmers are taken in Amadanom Village, Dampit District, Malang Regency are 5 administrators of Harapan Farmers Groups.

The SWOT (Strength, Weakness, Opportunity, Threat) analysis is used to develop a Dampit coffee ecotourism development strategy by combining its strengths and weaknesses with external opportunities and threats faced by Dampit coffee ecotourism. Before using the SWOT analysis, IFAS (Internal Factors Analysis Summary) and EFAS (External Factors Analysis Summary) analysis are used by determining the weights and scales at values 1-5 (very dissatisfied-very satisfied). Then the grand strategy matrix is formulated

3. Results and Discussion
3.1. Overview of Dampit Coffee Farming
Coffee farming in Dampit has existed since the Dutch colonial era, because at that time coffee was the main agricultural commodity that sold in Europe. For residents in Dampit, coffee is a matter of pride, because Dampit coffee is very well known not only in Indonesia but also in the world because it has a distinctive coffee flavor that is different from other regions. Robusta coffee plants cultivated by farmers in Amadanom Village are generally more than 30 years old, some are even 40-50 years old. Planting techniques with cuttings. The average area of land owned by farmers is ¼ Ha with a number of plants around 700 plants with an average production of around 3.6 tons / Ha.
Dampit Robusta coffee plants usually harvest once a year and harvest in May-June. Problems related to coffee cultivation are mainly related to the weather, because during the rainy season production falls. Besides that, it is related to a root disease called nematode, so plants must be replaced, as well as green lice and coffee fruit borer infestation.

Dampit Robusta coffee farming since 2017 has implemented an organic farming system and has organic certification from LeSos because it is in line with export standards for European countries. In the process of cultivation, it only uses organic fertilizer, namely kendang fertilizer and plant-based pesticides, which are bitter leaves, mindi leaves and biological gens. Although it has implemented an organic (semi-organic) farming system, Dampit coffee production has decreased by around 30%. By implementing an organic farming system, the selling price is expected to increase from Rp. 25,000 to Rp. 50,000 per kg so that it can increase the income of Dampit coffee farmers.

3.2. SWOT Analysis of Dampit Coffee Ecotourism

SWOT analysis is used to develop Dampit coffee ecotourism development strategies by combining or adjusting the strengths and weaknesses that are owned with external opportunities and threats faced by Dampit coffee ecotourism so as to produce alternative strategies in the development of Dampit coffee ecotourism. The first stage in SWOT analysis is conduct analysis for internal and external strategic factors, known as IFAS and EFAS analysis.

| Strengths | Weight | Scale | Score |
|-----------|--------|-------|-------|
| 1. Dampit coffee is widely known even to be exported abroad | 0.092 | 4 | 0.368 |
| 2. The land for developing coffee plants is very Broad | 0.076 | 3 | 0.228 |
| 3. Appropriate geographical conditions | 0.058 | 2 | 0.116 |
| 4. Strategic ecotourism location | 0.062 | 2 | 0.124 |
| 5. Become a training center and coffee development information as well as the first coffee agrotourism managed by farmer groups | 0.087 | 4 | 0.348 |
| 6. The facilities available are quite complete | 0.082 | 3 | 0.246 |

| Weakness | Weight | Scale | Score |
|----------|--------|-------|-------|
| 1. Farmer’s income decreases | 0.084 | 3 | 0.252 |
| 2. Decreasing levels of coffee production | 0.076 | 3 | 0.228 |
| 3. Dampit Coffee Ecotourism is still new and Unknown | 0.073 | 3 | 0.219 |
| 4. Generally, more visitors come for comparative studies without paying for tickets | 0.058 | 2 | 0.116 |
| 5. Lack of promotion | | | |
| 6. Lack of facilities, especially gazebos, seating and parking as well as food stalls | 0.065 | 2 | 0.234 |
| | 0.078 | 3 | 0.234 |
| Total | 1 | | 2.713 |

Source: Primary Data, 2018
Similar to the IFAS (Internal Factors Analysis Summary) analysis, an EFAS (External Factors Analysis Summary) analysis was also conducted relating to opportunities and threat [5].

**Table 2. External Strategic Factors**

| Opportunity                                                                 | Weight | Scale | Score |
|----------------------------------------------------------------------------|--------|-------|-------|
| 1. Get loan funds from Malang Regency Government                           | 0.092  | 3     | 0.276 |
| 2. The response and participation of farmers in Koptan Harapan is quite high in the management of Dampit coffee ecotourism | 0.086  | 3     | 0.258 |
| 3. The results of ticket sales and coffee products are used for the development of agrotourism and Koptan Harapan | 0.078  | 2     | 0.156 |

**Threat**

| Threat                                                                 | Weight | Scale | Score |
|------------------------------------------------------------------------|--------|-------|-------|
| 1. Cost constraints in developing facilities                           | 0.088  | 3     | 0.264 |
| 2. The number of agro-tourism in Malang is more interesting            | 0.076  | 2     | 0.152 |
| 3. HR is less skilled in managing ecotourism                           | 0.089  | 3     | 0.267 |
| **Total**                                                              | **1**  |       | **1.373** |

Source: Primary Data, 2018

Grand Strategy Matrix to find out the position of the Dampit coffee ecotourism wants to take advantage of a strong position or overcome existing problems. Based on internal external analysis, it is known that the position of ecotourism is in quadrant 3, which means conservative, it must be done are to include market penetration, concentric diversification, product development, and market development

**Table 3. Matrix of Dampit Coffee Ecotourism Development Strategies**

| Internal Factors | Strength (S)                                                                 | Weakness (W)                                                                 |
|------------------|------------------------------------------------------------------------------|------------------------------------------------------------------------------|
|                  | 1. Dampit coffee is widely known even to be exported abroad                  | 1. Farmer's income decreases                                                  |
|                  | 2. The land for developing coffee plants is very broad                        | 2. Decreasing levels of coffee production                                     |
|                  | 3. Appropriate geographical conditions                                       | 3. Dampit Coffee Ecotourism is still new and unknown                           |
|                  | 4. Strategic ecotourism location                                              | 4. Generally, more visitors come for comparative studies without paying for tickets |
|                  | 5. Become a training center and coffee development information as well as the first coffee agrotourism managed by farmer groups | 5. Lack of promotion                                                           |
|                  | 6. The facilities available are quite complete                                | 6. Lack of facilities, especially gazebos, seating and parking as well as food stalls |
Opportunity (O)

1. Get loan funds from Malang Regency Government
2. The response and participation of farmers in Koptan Harapan is quite high in the management of Dampit coffee ecotourism
3. The results of ticket sales and coffee products are used for the development of agrotourism and Koptan Harapan

Strategy (S - O)

1. Expansion of Dampit coffee ecotourism land
2. Need guidance and assistance from local governments and the private sector in the development and promotion of ecotourism
3. Empowering rural communities through the development of ecotourism by presenting handicrafts and special foods of the local area so that it can make the Tourism Village

Strategy (W - O)

1. Counseling related to coffee cultivation to increase production and quality of Dampit coffee
2. Increasing the promotion of Dampit coffee ecotourism which is intense especially through social media

Threat (T)

1. Cost constraints in developing facilities
2. The number of agro-tourism in Malang is more interesting
3. HR is less skilled in managing ecotourism

Strategy (S - T)

1. Adding facilities and photo spots that attract tourists
2. HR training in ecotourism management

Strategy (W –T)

1. Look for sponsors and access credit to financial institutions for ecotourism development
2. Adding ecotourism support facilities
3. Often hold events / events to promote the ecotourism of Dampit coffee

Source: Primary Data, 2018

Based on the SWOT analysis above, the first priority is the SO strategy in quadrant 3 are: expansion of Dampit coffee ecotourism land, need guidance and assistance from local governments and the private sector in the development and promotion of ecotourism, and empowering rural communities through the development of ecotourism by presenting handicrafts and special foods of the local area so that it can make the Tourism Village

4 Conclusion

The development of Dampit coffee is not only related to its production and marketing but also related to the development of Dampit coffee ecotourism as a strategy to increasingly introduce Dampit coffee not only at the local level but increasingly widely known even to foreign countries. Dampit coffee ecotourism is expected to further increase the added value of Dampit coffee. Based on the SWOT analysis above, the first priority is the SO strategy in quadrant 1 are: expansion of Dampit coffee ecotourism land, need guidance and assistance from local governments and the private sector in the development and promotion of ecotourism, and empowering rural communities through the
development of ecotourism by presenting handicrafts and special foods of the local area so that it can make the Tourism Village. The guidance and assistance from local governments and the private sector in the development and promotion of ecotourism, and empowering rural communities through the development of ecotourism by presenting handicrafts and special foods of the local area so that it can make the Tourism Village. Sponsorship and access credit to financial institutions for ecotourism development also need synergy between all parties including farmer groups, village officials, local government and the private sector needs to be improved.

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