



THE POTENTIAL DEVELOPMENT STRATEGY OF KASSI VILLAGE AS A TOURISM VILLAGE BASED ON AGRO-TOURISM IN JENEPONTO REGENCY, INDONESIA

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ABSTRACT

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The people living in the Kassi Village still maintain their customs well and have a reasonably high social value. The agricultural potential of the village is that it is possible to use it as a tourist area without reducing the agricultural activities of the local community. This study aims to determine the potential of Kassi Village as a tourism village and identify strategies for developing agro-tourism-based village potential. The method used in this research is a qualitative approach using descriptive analysis, and a SWOT analysis is carried out to determine the potential development strategy of an area. This study's data collection techniques used interview techniques with informants and field observations. The results showed that Kassi Village, located in the highlands of Jeneponto Regency, has abundant natural resource potential and agricultural and plantation areas. The SWOT analysis results found appropriate strategies to develop Kassi Village into a tourism village based on agro-tourism. These natural resources can be used as tourist attractions based on agro-tourism.

Keywords: Agrotourism; SWOT Analysis; Development; Strategy

INTRODUCTION

Indonesia has quite promising opportunities in the tourism sector because this sector is one of the largest foreign exchange earners. According to Firdaus and Tutri (2017) tourism development in Indonesia is directed as a mainstay sector that is able to drive various economic activities in other sectors, especially the trade and service sectors. The global tourism sector has consequently expanded and become a fundamental pillar of the global economy, contributing significantly to gross domestic product (GDP) and employment (Azinuddin, et al., 2022). Several sectors expected to experience growth through the tourism sector are plantations, trade, agriculture, and industry (Palit, Talumingan, and Rumagit, 2017).



The government hopes that villages in Indonesia can become the locomotive of economic revival. Every village has great potential, so it needs to be developed and empowered to improve the welfare of rural communities. Each village is starting to introduce its advantages to make its village more known to the international world. Each region has characteristics that can attract tourists, especially foreign tourists, and contribute to foreign exchange for the state and rural communities (Buditiawan and Harmono, 2020).

One of the breakthroughs of the flagship and new 2025 program of the Ministry of Tourism is the improvement of the quality and quantity of tourist villages. Improving the quality and quantity of 6,061 tourist villages for economic growth and equitable development. The Ministry of Tourism (2019), classifies tourist villages into 4 general categories. The first is a pioneered village, the second is a developing village, the third is a developed village, and the fourth is an independent tourism village. Independent tourism villages can innovate the community in developing village potential into independent entrepreneurial units. According to Arida and Pujani (2017), village tourism is a form of rural tourism that can be traveled to enjoy a natural rural atmosphere, respect and gain value from the culture and traditions of the local community, and improve the welfare of the surrounding community. The scope of the tourist village is in the form of mountains, forests, rice fields, waterfalls, flora and fauna, and historical and cultural heritage.

Agriculture is a top priority in meeting the community's needs, and can also be a tourist attraction. Agricultural products in Kassi Village have the potential to be used for agro-tourism. The community in Kassi Village can carry out activities by utilizing the existing potential, namely agricultural activities in rural areas. Activities involve tourists in farming activities with the community, and harvesting horticultural fruits and vegetables. Indirectly, involving tourists in farming activities with the community can increase agricultural products. In addition, tourists can also enjoy the scenery and biodiversity. They can also introduce local culture, wisdom, and customs that create a unique and memorable experience after visiting Kassi Village. Developing the natural potential of Kassi Village based on nature and agriculture is a good alternative for tourism activities based on agro-tourism. This article aims to examine the potential of Kassi Village and identify strategies for developing agro-tourism-based village potential.

While the preceding discussion underscores the significant potential of Indonesia's tourism sector, particularly the emerging area of village tourism, and highlights the promising intersection with agricultural resources in regions such as Kassi Village, there is a noticeable gap in the scholarly understanding of context-appropriate development strategies. Existing literature often provides a broad framework for the development of village tourism or agritourism, yet lacks a detailed empirical investigation of the unique challenges and opportunities inherent in utilizing agritourism to specifically transform villages such as Kassi in Jeneponto Regency. This research therefore addresses this void by focusing on a localized analysis of the distinct potentials and constraints in Kassi Village to formulate targeted development strategies, thereby contributing contextually relevant understanding to the field of sustainable tourism village development in Indonesia.

LITERATURE REVIEW

Tourism Sector

The tourism sector plays a crucial role in the economic advancement of a nation as it attracts both domestic and international visitors, contributing significantly to the development of the country (Shehab, Som, and Qassem, 2023). Tourism plays a significant role in fostering the integration of essential sector such as financial services, transportation services, hotel accommodation and trade (Jiuhardi, Rosyadi, Wijayanti and Fitriadi, 2023). Tourism is an activity that includes the economy, society, and nature (Kizos and Iosifides, 2007). However, some local communities perceive tourism activities, and more specifically, mass tourism, as both a threat and an opportunity. Tourism is considered a threat because of its impact on the environment and culture and local communities, as well as opportunities because they provide income and opportunities for work (Tsartas 2003). Tourism has a huge impact on the community value system, both positive and negative. Lane (1994b) revealed that in the last few decades, the concept of sustainable tourism has been developed to prevent threats as a result of unmanaged tourism.

To provide a robust analytical foundation for this study, we adopt the Sustainable Rural Tourism (SRT) framework as our primary theoretical lens (Lane, 1994b). The SRT framework posits that tourism development in rural areas should strive for a harmonious balance between economic viability, environmental integrity, and socio-cultural equity. This necessitates a holistic approach that considers not only the economic benefits of tourism, such as income generation and employment, but also its potential impacts on the natural environment and the cultural fabric of local communities (Lane, 1994b; Tsartas, 2003). Building upon the SRT framework, this study develops a conceptual framework centered on the integrated development of agro-tourism as a pathway to sustainable tourism village development. This framework posits that the successful transformation of Kassi Village into a thriving agro-tourism destination hinges on the strategic interplay of several key components. By analyzing the interplay of these components through the lens of the SRT framework, this study aims to provide a comprehensive understanding of the potential and strategic pathways for Kassi Village to evolve into a sustainable agro-tourism-based tourism village.

Firdaus, Hardjosoekarto, and Lawang (2021) tourism has made a significant contribution to economic growth, and the government is at the forefront actors in the tourism development process. Tourism has undergone expansion and has been verified in various forms. In addition to developing into a creative industry sector, tourism is also an economic sector experiencing the fastest development among other sectors. The government develops and makes tourism potential one of the sectors that can increase the country's foreign exchange. The government is carrying out increased development in the tourism sector, including the construction of facilities or infrastructure at existing tourist attractions and new tourist objects.

Agrotourism

Firdaus, et al., (2021) argue that village governments can develop tourism villages locally and effectively with its functions and authorities. The development

of tourist villages can be an alternative that provides an impetus for sustainable village development. Rural development relies not only on the agricultural sector alone but has now developed towards the presentation of tourism activities in the agricultural sector. Efforts to increase the agricultural sector intensively, both traditional and modern, have strong potential and can be developed into a tourist attraction that can be enjoyed by visiting tourists. Agrotourism is tourism activities in rural areas and generally, people involved in the agricultural sector or other economic sectors related to the primary and secondary sectors (Iakovidou, 1997). Agro-tourism is tourism activities in rural areas that involve actors who have small businesses, are family-based, or work cooperatively, with a focus on developing tourism related to the agricultural sector (Kizos and Iosifides, 2007). Agro-tourism is the provision of opportunities in the rural tourism sector that provides opportunities for tourists in agricultural activities (Wall, (2000).

Components of Tourism

Vengesayi, Mavondo, and Reisinger, (2009) stated that attractions at the destination turned out to be the core determinants of attractiveness. Facilities, and support services at the destination and the people involved be the second determining factor. There are four components of tourism that must be owned by a tourism destination, namely attraction, accessibility, amenities, and ancillary (Cooper, Fletcher, Gilbert, Shepherd, Wanhill, 1998). These four components of tourism can be used in the development of agrotourism. Attraction includes natural, cultural, and artificial / artificial attractions, such as events or what is often referred to as special interest, accessibility includes factors that are important in accessibility including: public transportation, bus terminals, vehicle fares, as well as tourist trip plans, amenity concerning basic or supporting facilities available at tourist destinations which are intended to provide comfort to tourists. Facilities that make it easy for tourists to enjoy tourism activities and, ancillary services include additional tourism components in the form of institutional cooperation in managing agrotourism and efforts to promote agrotourism. The aspects behind the success of agro-tourism management include aspects of human resource development, natural resources, promotion, facility and institutional support. Development to become a tourist village requires the cooperation and participation of all village communities to advance it.

METHOD

This research employed a descriptive qualitative approach to explore the potential development strategy of Kassi Village as an agritourism-based tourist village. Researchers conducted research for more than 2 months in the field, namely in Kassi Tourism Village. Researchers made direct observations to places that have tourism potential. Data collection was done by direct observation, where field notes were made in detail to capture relevant information about village characteristics, tourism activities, and community dynamics. This note-taking strategy enabled the author to obtain relevant information. Researchers also conducted interviews with key informants. The author interviewed 14 people, namely the head of the youth organization, the head and members of community service, and the head and secretary of Kassi Village. The determination of informants for interviews was carried out using a purposive sampling method, namely informants who were

considered the most appropriate source of information needed in the research. The informants were selected as representatives of the Kassi Village community who could provide an overview of the factual conditions of tourism activities and local perspectives. Before each interview, the researcher sought consent or permission from the participants to record audio to ensure accurate transcription of the data. The qualitative approach was analyzed by looking at the conditions or issues raised based on the principles of qualitative data analysis. The author conducted stages in analyzing the data that had been collected starting from data reduction, data presentation, and conclusion drawing (Miles and Huberman, 1992).

For the strategy of developing the potential of Kassi Village, the authors use SWOT analysis to make it easier to determine the Strengths, Weaknesses, Threats, and Opportunities of Kassi Village. According to Nggini (2019), SWOT analysis is an identification used to systematically formulate strategies in making decisions relating to things that are very important in an organization, government, or company. Strategic planning analyzes what factors are strengths, weaknesses, opportunities, and threats for organizations, companies, governments, and others. According to Setyawati et al, (2019), SWOT analysis is one way to systematically identify various factors to formulate a company strategy to achieve the company's main focus or target.

RESULTS AND DISCUSSION

Kassi Village is one of the villages located in Rumbia District, Jeneponto Regency, South Sulawesi Province. This village is located in the northern part, of District Rumbia. The distance from Rumbia District to Kassi Village is 11 km, and the distance from Jeneponto Regency City is 35 km. Judging from its geographical location, Kassi Village is located at an altitude (highland). Kassi Village has 6 hamlets: Jenetallasa Hamlet, Garege Hamlet, Bonto Rannu Hamlet, Bonto Maccini Hamlet, Junggea Hamlet, and Bonto Loe Hamlet. The boundaries of Kassi Village are, in the east, it is bordered by Bonto Daeng Village, in the west by Bonto Cini Village, in the south by Loka Village, and in the north by Pallantikang Village. Kassi Village is located in a mountainous region and hilly. Most of the people of Kassi Village work as farmers and some of the people work as other workers such as civil servants and entrepreneurs.

The administrative map of Kassi Village can be seen in Figure 1.

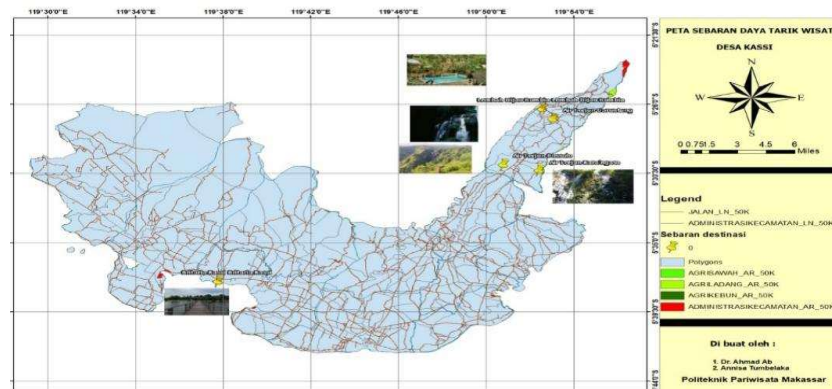


Figure 1. Kassi Village Administration Map

Source: Data Processing in Geographic Information System, 2024.

Kassi village has a lot of tourism potential, namely natural tourism, agro-tourism, culinary tourism, and artificial tourism. The most prominent thing about Kassi Village is agro-tourism because it has a lot of plantation and agricultural land.

Potential of Kassi Village

Attraction

Landscape

Kassi Village is located in the which is mountainous and hilly and has height between 500 – 1000 meters above sea level. Kassi Village has great natural landscape potential, namely garden, agricultural and highland landscapes. The Village have strategic location in the highland with the standard layout of farm fields.

Natural resources, social and cultural potential

Kassi Village has the potential for agro-tourism development that can be used as a tourist attraction. Kassi village is located in the highlands and has fertile soil to produce good quality plants and vegetables. Kassi Village is rich in natural resources and has fantastic air. Kassi Village, which consists of six hamlets, has abundant natural resource potential. The community has various vegetables and fruits, such as cabbage, potatoes, carrots, onions, large red chillies, tomatoes, corn, and beans. The most significant potential in Kassi Village is agricultural products because most people's sources of income are farmers. Kassi Village also has abundant water resources with springs in the middle of the forest located in Garege Hamlet and fast river water in Garege Hamlet which is used by the community to irrigate agricultural land. Kassi village has fertile land and is surrounded by farmland. With natural conditions that are still very beautiful and natural. The climate in Kassi Village is relatively cool. Besides being rich in natural potential, Kassi Village has a history of large stones that can be used as tourism potential to bring tourists. Kassi village also has a Garuntung Waterfall, which has clear water, and the water never dries up. Kassi Village have fertile soil, cool water, have beautiful panorama and rice field.

Kassi Village is also known for its rich culture. The local culture in Kassi Village is the greeting culture of karaeng and the spirit of cooperation (gotong royong). Karaeng is a greeting addressed to other people. That's how the people of Kassi Village respect guests or those around them. Thus, the locals are known to be friendly to everyone who visits. Furthermore, evidence that residents are happy to cooperate is to move residents' houses and build houses of worship (mosques). Kassi Village residents move houses made of wood without using any tools. Only using the physical abilities of the residents, by carrying them together. In addition, the community helped build the mosque without being paid a penny. The traditional life of the Kassi Village community is still strong and maintained (friendly, mutual cooperation, please help, still uphold religious values) and the of Kassi Village are aware of education up to the lecture bench. So, it can be concluded that the people of Kassi Village are very well known for their social culture.

In addition, several cultures in Kassi Village that can be used for cultural tourism are:

Butta tradition

Kassi Village has tradition, there are customs in the wedding ceremony, namely the Butta tradition. According to information obtained from the Head of Bonto

Maccini Hamlet, Kassi Village, he said that: Butta custom is a custom that comes from Kassi Village which if the groom comes from outside Kassi Village and wants to marry Kassi Village people, he must give something, namely a kind of salary to be paid to the government

Handicrafts

Kassi Village has handicrafts such as loading bamboo lanterns, and tourists are invited directly to see the making of glutinous rice dodol, typical cuisine of Kassi Village.

Historical tourism

Kassi village has famous historical tourism. The is the Tomb of Buleng Ulu, the warlord of Kassi Village. Buleng means white, and it is said that Buleng Ulu's blood is white, so it was named the Buleng Ulu Tomb, according to the belief of the people in Kassi Village. The Buleng Ulu Tomb was formed by itself without the touch of human hands.

Accessibility

Accessibility is good enough for road infrastructure. The existing pavement in Kassi Village is asphalt roads. Kassi Village is also one of the connecting roads to Bantaeng Regency. Kassi village can be accessed by using two-wheeled and four-wheeled vehicles. The distance to Kassi Village from the city of Jeneponto Regency is 35 km. However, there is no public transportation available to get to Kassi Village from the city of Jeneponto Regency.

Amenities

Kassi Village does not yet have many standard facilities to support tourism activities. Facilities already available in Kassi Village are places of worship in mosques, and public toilets are located at several points in each hamlet. Currently, only restaurants are small and only able to fulfill the surrounding community's needs. So it is not ready if it receives the arrival of large numbers of tourists for places to eat tourists and there are no also hotels for resting places, only one homestay is available, and it cannot meet the needs of tourists if those come in groups.

Ancillary Service

Not many public facilities and infrastructure are available in Kassi Village to support community welfare, such as hospitals, banks or post offices. To get supporting facilities, you have to go to the city of Jeneponto Regency with a distance of about 35 km.

Infrastructure

In Kassi Village, there is a stable telephone signal available to communicate, and there is already a power source for lighting and the need for electronics. Kassi Village also has adequate water sources from springs in the middle of the forest of Dusun Garege and water from rivers that can meet the community's needs.

The rich descriptive data from Kassi Village reveals a significant alignment with the fundamental characteristics of potential agro-tourism destinations. The village's highland topography, fertile agricultural land producing diverse crops, and abundant natural water resources directly correspond with the 'attractions'

component identified by Vengesai et al. (2009) and Cooper et al. (1998). Specifically, the existing agricultural landscape, coupled with unique natural features like the Garuntung Waterfall and the historical Buleng Ulu Tomb, provides a multi-faceted attraction base that can cater to diverse tourist interests within the agro-tourism framework (Wall, 2000). Furthermore, the strong social and cultural capital of Kassi Village, characterized by the 'karaeng' greeting culture and the 'gotong royong' spirit of cooperation, as well as traditions like the 'Butta' custom and local handicrafts, represent valuable cultural attractions that can enhance the overall tourism experience, aligning with the socio-cultural considerations emphasized within the Sustainable Rural Tourism (SRT) framework (Lane, 1994b).

However, while Kassi Village exhibits promising attractions, the current state of 'accessibility' and 'amenities' presents notable challenges for its development as a fully realized tourism village. Although road infrastructure is adequate for private vehicles, the absence of public transportation directly impedes accessibility for a broader range of potential tourists. Similarly, the limited availability of standard tourism facilities, such as sufficient restaurants and accommodation options beyond a single homestay, falls short of the necessary infrastructure to support a significant influx of visitors (Cooper et al., 1998). Addressing these infrastructural deficits is crucial for aligning with the principles of destination development, as highlighted by Buditiawan and Harmono (2020), which emphasize the importance of adequate facilities in enhancing visitor experience and economic impact.

The significant role of the local community in Kassi Village, evident in their strong social cohesion and traditional practices, aligns directly with the principles of sustainable rural tourism and the call for community participation (Firdaus et al., 2021). The 'gotong royong' tradition, exemplified by communal house moving and mosque construction, demonstrates a pre-existing capacity for collective action that can be leveraged for tourism development initiatives. Empowering the local community to actively participate in the planning, management, and benefit-sharing of agro-tourism ventures is essential not only for the socio-cultural sustainability of the development but also for ensuring its long-term success and acceptance (Lane, 1994b; Kizos & Iosifides, 2007).

Drawing upon the SRT framework, the development strategy for Kassi Village must prioritize a balanced approach that leverages its agro-tourism potential while mitigating potential negative impacts. This involves strategically developing the identified attractions in a sustainable manner, ensuring environmental preservation and cultural sensitivity. Simultaneously, addressing the shortcomings in accessibility and amenities is crucial for enhancing the village's appeal and capacity to host tourists. This development should be guided by a participatory approach, actively involving the local community in decision-making processes to ensure that tourism development aligns with their values and contributes directly to their socio-economic well-being (Firdaus et al., 2021).

In conclusion, the case of Kassi Village presents a compelling opportunity for agro-tourism-based tourism village development. The existing natural, agricultural, and socio-cultural assets provide a strong foundation for attracting tourists. However, realizing this potential requires a strategic and integrated approach that addresses the current limitations in accessibility and amenities, while actively engaging and empowering the local community. By adhering to the principles of

sustainable rural tourism and employing targeted development strategies, Kassi Village can leverage its unique agro-tourism potential to achieve economic growth, environmental sustainability, and socio-cultural preservation, contributing a valuable model for rural tourism development in Indonesia.

Kassi Village SWOT Analysis

A SWOT analysis is needed to find out the right development strategy to create the potential of Kassi Village. The following are the results of the Kassi Village SWOT Analysis in the Table 1 below:

Table 1. Kassi Village SWOT Analysis

Strengths	Weaknesses
<ol style="list-style-type: none"> 1. Have fertile soil, cool weather, strategic location in the highlands and bordering Bantaeng Regency 2. Good road access and have a beautiful panorama and beautiful rice fields 3. Agricultural irrigation methods use sprinkler irrigation systems (water spraying systems such as natural rainfall) 4. Have abundant water resources, springs, and rushing rivers in Garege Hamlet 5. Have many tracking paths to surrounding rice fields, and plantations 6. The traditional life of the Kassi Village community is still strong and maintained (friendly, mutual cooperation, please help, still uphold religious values) 7. The youth of Kassi Village are aware of education up to the lecture bench 8. Have many types of plants, vegetables, and fruits, namely rice, corn, cassava, sweet potatoes, green beans, large red chilies, tomatoes, green beans, tomatoes, broccoli, mustard green, carrots, onions, eggplant, potatoes, cloves, and avocado 	<ol style="list-style-type: none"> 1. The people of Kassi Village are not yet aware of tourism 2. Lack of quality human resources 3. Lack of promotion regarding Kassi Village 4. The development of the potential of Kassi Village is not yet optimal 5. Lack of supporting facilities such as homestays and parking spaces
Opportunities	Threats
<ol style="list-style-type: none"> 1. The existence of a global tourism trend towards rural tourism is also called agrotourism 2. The Jeneponto Regency government program in the development of tourism villages 3. Kassi Village is included in the pioneered village category 4. Advances in information technology 5. Most of the people of Kassi Village have private agricultural land that can be used as agro-tourism 6. The people of Kassi Village have a high business spirit in trade and agriculture 	<ol style="list-style-type: none"> 1. Competition with other villages that have the same potential 2. The outbreak of the Covid-19 virus disease 3. The felling of trees that occurs due to the community's enthusiasm for opening new land to be used as agricultural land 4. The people of Kassi Village are worried about the entry of investors to take agricultural land experts

(Source: Data Processing, 2024)

Kassi Village Development Strategy

Based on the results gathered from Table 1, we summarized the development strategy on SWOT strategic planning.

SO Strategy (Strengths Opportunities)

Strategies that can be taken to take advantage of the opportunities they have are holding two programs,: (1) to explore and develop tourism in Kassi Village which is included in the category of pioneered tourism villages or villages that are still in the form of tourism village potential. In this program, the community explores and identifies things that have the potential to become tourism products, such as historical heritage, culture, and the potential for agro-tourism and culinary specialties. The tourism products are then realized and packaged uniquely and differently way from tourism products that already exist in other villages. This strategy was made by looking at the analysis of opportunities owned by Kassi Village, which is included in the pioneered village category, so it is very likely to become a tourist village if the community manages the existing potential well, (2) program focuses on tourism activities by using the resources owned by the community in Kassi Village, which has an attraction, especially agro-tourism, high economic value, and which is a characteristic of Kassi Village. The community is directly involved in managing and implementing activities to benefit from these activities. Such as making agro-tourism with educational value in it, such as learning how to grow agricultural products and how to care for and harvest agricultural products with a guide by the people of Kassi Village themselves. This strategy was made by looking at the analysis of opportunities owned by Kassi Village, which is included in the pioneered village category, so it is very likely to become a tourist village if the community manages the existing potential well. This strategy is seen from the analysis of opportunities owned by the people of Kassi Village that have a high business spirit in agriculture and trade. So it is hoped that with this strategy, Kassi Village can be used as a tourist destination to learn about agriculture and increase the income of the Kassi Village community.

ST Strategy (Strength Threat)

Strategies that can be done to reduce existing threats are: (1) as a village that is included in the pioneer tourism village category, the people of Kassi Village need to determine characteristics that are easy to remember by the broader community. So that people can get to know the tourism in Kassi Village, distinguish Kassi Village tourism from other villages that have the same potential, and make tourists want to come to visit, (2) coordinate with the local government, especially the Department of Tourism, to help provide advice, input, and funding assistance for the development and development of Kassi Village, and make a policy that can arouse and encourage tourists to visit Kassi Village.

WO Strategy (Weaknesses Opportunities)

Strategies that can be taken to minimize existing weaknesses by taking advantage of external opportunities are as follows: (1) cooperate with the local village government to carry out socialization to the community in Kassi Village to increase awareness about tourism in Kassi Village such as tourism awareness socialization. In addition, the community in Kassi Village also cooperates with the government to create an appropriate and profitable promotion and sales flow for the community, (2) cooperates with sub-districts to improve and create supporting infrastructure to be helpful for the community and invite tourists to visit Kassi Village comfortably, (3) cooperate with the government to support the education of the Kassi Village community to improve the quality of human resources (HR).

WT Strategy (Weaknesses Threats)

Strategies that can be done in overcoming weaknesses and threats are as follows: (1) improving the quality of human resources, especially in tourism, both formally in schools or colleges, or informally by conducting counselling or socialization about tourism awareness and *Sapta Pesona*. Conduct seminars and discussions on the development of tourist villages, and conduct training in foreign languages and other tourism skills such as on the arrangement of homestays, sanitation in tourist villages and others, (2) conduct agricultural counselling to the community, especially about good and correct plant cultivation according to procedures, and know-how to prevent and deal with pests that are susceptible to crop exposure. In this way, it can minimize the bad things that happen to agriculture if used as a tourist attraction, (3) designing the concept of agro-tourism that is different from other villages with the same potential. Such as doing a neat arrangement of agricultural land, adding interesting photo spots such as the writing of Kassi Village, adding a replica statue of a horse animal on the edge of the farming area, as an icon of Jeneponto Regency.

Practical Implication

The development of Kassi Village into a thriving agro-tourism destination, while holding significant promise, faces notable challenges primarily in the realms of accessibility and tourism infrastructure. The current reliance on private vehicles due to the absence of public transportation restricts the potential tourist base and necessitates strategic interventions from local authorities to improve connectivity. Furthermore, the limited availability of standard amenities such as adequate dining options and accommodation beyond a single homestay presents a critical bottleneck for attracting and comfortably hosting a substantial number of visitors. Addressing these infrastructural deficits through targeted investment and public-private partnerships is paramount for realizing the full economic and social benefits of agro-tourism in Kassi Village. This requires a phased development approach that prioritizes essential infrastructure upgrades in tandem with the promotion of the village's unique attractions.

The practical implications of this research underscore the necessity of a community-centric and sustainable approach to tourism development in Kassi Village. The strong social capital and traditions like '*gotong royong*' offer a solid foundation for community involvement in planning, managing, and benefiting from tourism initiatives. Empowering local residents through training and capacity building in areas such as hospitality, guiding, and entrepreneurship will be crucial for ensuring the long-term success and inclusivity of the tourism venture. Moreover, the identified SWOT strategies provide a practical framework for local stakeholders and policymakers to prioritize actions, leveraging the village's strengths and opportunities while mitigating weaknesses and threats. Implementing these strategies with careful consideration for environmental preservation and cultural sensitivity will be essential to ensure the sustainable and responsible growth of agro-tourism in Kassi Village, serving as a potential model for similar rural communities in Indonesia.

CONCLUSION

Based on the study results conducted regarding the potential for agro-tourism development in Kassi Village, it can be concluded that the tourism potential in Kassi Village is the potential for agro-tourism and natural tourism. The potential for agro-tourism is to have several types of vegetables and fruits grown by the people of Kassi Village, such as cabbage, potatoes, carrots, onions, large red chillies, tomatoes, corn, etc. beans. Apart from vegetables, Kassi Village also produces fruits, especially avocados. Kassi Village has Garuntung Waterfall, which is clear and never dry for natural tourism.

The SWOT analysis results found appropriate strategies to develop Kassi Village into a tourism village based on agro-tourism. SO (Strengths Opportunities) strategy: explore and develop the agro-tourism potential of Kassi Village and focus on agro-tourism activities, such as tours that have educational value in them (learn to plant to harvest agricultural products). ST Strategy (Strength Threat): Determine Kassi Village's characteristics to distinguish it from the agro-tourism potential in other villages and coordinate with the government for advice and funding assistance to develop Kassi Village into a tourist village. WO (Weaknesses Opportunities) strategy: awareness socialization of tourism for the community and government to create the right promotional and sales channels to benefit the community, develop and support facilities and infrastructure for tourist convenience and support the education of the Kassi Village community to improve the quality of human resources. WT (Weaknesses Threats) strategy: improving the quality of human resources through awareness socialization of tourism and Sapta Pesona, discussions on village development, foreign language training and homestay arrangement, holding agricultural counseling to the community, especially about excellent and correct plant cultivation according to procedures, as well as knowledge on how to prevent and deal with pests that are susceptible to exposure to crops. Designing the concept of agro-tourism is different from other villages with the same potential. Such as doing a neat arrangement of agricultural land, adding interesting photo spots such as the writing of Kassi Village, and adding a replica statue of a horse animal on the edge of the farming area, as an icon of Jeneponto Regency.

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