

STRATEGY FOR DEVELOPING DUYU BANGBIT VINE GARDEN AGROTOURISM IN DUYU VILLAGE, TATANGA DISTRICT, PALU CITY

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Submit: 26 September 2024, Revised: 22 May 2025, Accepted: June 2025

DOI : <https://doi.org/10.22487/agroland.v12i1.2342>

ABSTRACT

Central Sulawesi, especially Palu City, is one of the areas with potential for grape development. One of the grape growing areas that is currently being used as an agrotourism destination is in Duyu Village, Tatanga District, Palu City, called Kebun Anggur Duyu Bangkit. Kebun Anggur Duyu Bangkit is one of the agrotourism areas in Palu City, but the availability of grapes is still limited, and the area of land is an obstacle in the development of agrotourism, so it does not support the provision of agrotourism, resulting in agrotourism management not being optimal. This study aims to determine the potential and formulate a strategy for developing Kebun Anggur Duyu Bangkit Agrotourism. The analysis used is SWOT analysis. The results of the IFAS and EFAS matrix analysis are the strength factor value (1.87), weakness factor (2.60), opportunity factor (2.41) and threat factor (1.52) so that the position of the development strategy using the SWOT diagram is in quadrant III, namely supporting the Turn Around (WO) strategy to minimize weaknesses to take advantage of existing opportunities, so that the strategy formulation is obtained including; (1) increasing production, improving visitor facilities by cooperating with related banks and SKPKD so that tourist locations have legality; (2) creating SOPs for visitors through social media so that visitors know all procedures while on vacation; (3) increasing capital so that the location of the tourist location has an agrotourism nuance for the comfort of visitors who like a lifestyle back to nature so that the opportunity for marketing grapes is high and creates jobs for the surrounding community.

Keywords: Development Strategy, Agrotourism, Grape, SWOT.

INTRODUCTION

Agrotourism is one type of tourism that has the potential to be developed in Indonesia because of its natural resources. The lifestyle trend of people who want to return to nature (back to nature) is a special attraction for agrotourism tourists,

this is a concern for agrotourism managers and the government in the growth of the tourism sector in the future.

Agrotourism can be an alternative for the community in developing and reviving agriculture in Indonesia so that it can drive large investments in this sector (Wulandari, 2018).

Yuwono (2011) stated that in order to develop agriculture, Indonesia must regain its status as a strong agricultural country, rich in resources and have quality agricultural products in the eyes of the international community so that Indonesia's image and sovereignty in the agricultural sector can be achieved.

Central Sulawesi is one of the areas that has the potential for agrotourism, one of which is the development of grape cultivation as an agrotourism destination, this is because Central Sulawesi is one of the areas that also produces quite high grapes on the island of Sulawesi. One of the areas that contributes the most grape production is Palu City and is one of the highest grape production centers in Indonesia, this is because the geographical location of Palu City as the capital of Central Sulawesi Province is very suitable for cultivating grape plants that like tropical areas because the growth of grape plants will slow down if there is too much water around it. One of the areas that cultivates grapes makes agrotourism facilities, namely the Duyu Bangkit Grape Garden Agrotourism Park located in Duyu Village, Tatanga District, Palu City. The Duyu Bangkit Grape Garden Agrotourism was established in 2018 after the tsunami disaster on September 28, 2018 with the aim of raising the spirits of Duyu Village residents to rise after the disaster by carrying out positive activities and being able to generate profits to help the household economy at that time. The grape production results are only sold on site because the grape production is not enough to be distributed to minimarkets because many visitors prefer to buy at agrotourism sites.

Looking at the advantages of the Duyu Bangkit Agrotourism Park tourist destination, one of the attractions for tourists that has its own uniqueness is providing access to grape picking tourism and consuming it directly on the tree. Conditions like this are expected to increase farmers' income while preserving

the available land resources. Observing the natural potential available if its natural resources are managed with an agrotourism nuance, Palu City will not just be a transit city for tourists, but will become a tourist destination, for local residents and residents of other cities. The development of agrotourism destinations must formulate alternative strategies for their development process, including formulating new visions, new programs in tourism development (Alyusi, 2016). Based on the description, the problem can be formulated, namely How is the potential and development strategy of the Duyu Bangkit Vineyard Agrotourism Park. This study aims to identify and analyze the potential for the development of the Duyu Bangkit Vineyard Agrotourism Park so that it can formulate its development strategy.

RESEARCH METHODS

This research was conducted at the Duyu Bangkit Vineyard Agrotourism Park located in Duyu Village, Tatanga District, Palu City, Central Sulawesi Province. The research was conducted from August to December 2023.

The types of data and data sources used as analysis materials in this study are primary data obtained through observation, interviews, FGDs, questionnaires and secondary data. The respondents who were sampled in this study amounted to 35 people, including 15 farmers who were the managers of the Agrotourism Park, 10 visitors and 10 people from the surrounding community. The determination of farmer respondents was carried out by census and the determination of the community and visitors was carried out by purposive sampling.

The data analysis technique used in this study is using the SWOT analysis technique. The collected data and information are processed and analyzed qualitatively and quantitatively to obtain alternative strategies for developing the Duyu Bangkit Vineyard

Agrotourism Park by maximizing strengths (Strengths) and opportunities (Weaknesses), but can minimize weaknesses (Opportunities) and opportunities (Threats).

RESULTS AND DISCUSSION

Geographical Location

The Duyu area relatively gets the most sunlight each year. The temperature in Duyu Village ranges from 23° C to 36.5° C. This area has the highest average daily temperature. income of farmers or communities around tourist locations.

Population Conditions

The population of Duyu Village in 2020 based on village monograph data was 9,637 people, consisting of 4,899 men and 4,738 women. The number of heads of families in Duyu Village is 2,835 families with an average number of family members of 4 people/family.

Respondent Characteristics

Respondent characteristics include agerespondents in the respondents farmers, community and tourists have a productive age category., The level of education of respondents both in farmers, visitors and the community is at the high school / vocational school level. Experience is quite experienced in managing agrotourism areas with grape cultivation, the number of dependents of family members of the farmer group is classified as small dependents.

Production

The area of the grape plot studied is 50 meters x 18 meters with a planting distance of 1.2 meters x 3 meters, the number of grape plants is 180 trees/plot, there are grape varieties, namely local Probolinggo varieties and imported varieties including Arra 15, Dixon, Akademik, and Sangsekerta. The price of grapes set at the Duyu Bangkit Vineyard Agrotourism Park, for imported varieties is 80,000/kg and local varieties are 60,000/kg.

The first harvest grape production was 730 kg with a selling value of 63,000,000.00 rupiah with an average sales volume of 182.5 kg for 4 days. In the second harvest, grape production was 530 kg with a selling value of 45,000,000.00 rupiah with an average sales volume of 132.5 kg for 4 days. The decrease in production from the first and second harvests was due to the potential for changing weather, pests and diseases on grape plants.

SWOT Analysis in the Development of Duyu Bangkit Vineyard Agrotourism Identification of Internal and External Factors

Based on the results of observations, literature/document studies, interviews, and surveys, strategic factors were identified as internal factors (strengths and weaknesses) and external factors (opportunities and threats) in the development of the Duyu Bangkit Vineyard Agrotourism in Tables 1 and 2.

Based on the results of the Internal Factor Analysis Summary (IFAS) analysis, the main strength factors of the Duyu Vineyard Agrotourism are the concept of picking fruit and selling on the spot with a score of 0.50, farmer groups who are already skilled in developing grape cultivation and agroclimate suitability with the same score of 0.33. The main weakness factors of the Duyu Vineyard Agrotourism are that production is still low with a score of 0.49, visitor facilities are inadequate, and the location is in a residential area with the same score of 0.47.

The strength score for Duyu Bangkit Vineyard Agrotourism is 1.87 and the total score for its weaknesses is 2.60. The total IFE matrix of 4.47 indicates that the internal environmental conditions of the business that affect the management of Duyu Bangkit Vineyard Agrotourism are in a weak condition, because the weakness score is higher when compared to the strength score.

A total weight score below 2.5 characterizes an internally weak organization, while a score significantly above 2.5 indicates a strong internal position. This indicates

that in the development of Duyu Bangkit Vineyard Agrotourism, it can utilize its strengths to minimize existing weaknesses (Suryawan et al., 2018).

No	Internal Factors	Weight	Rating	Weight x Rating
A. Strength				
1	Various types of grapes	0.08	4	0.32
2	Pesticide free	0.07	4	0.29
3	The concept of picking fruit and selling on the spot	0.10	5	0.50
4	Becoming a means of education	0.07	4	0.30
5	Farmer groups who are skilled in developing grape cultivation	0.08	4	0.33
6	Agroclimatic suitability	0.08	4	0.33
Sub-Total		0.45		1.87
B. Weaknesses				
1	Low production	0.10	5	0.49
2	Visitor facilities are inadequate	0.09	5	0.47
3	Location in residential area	0.09	5	0.47
4	The nuances of agrotourism are still weak	0.09	5	0.47
5	There is no standard operating procedure (SOP)	0.09	4	0.35
6	Limited capital	0.09	4	0.35
Sub-Total		0.55		2.60
Total IFAS		1.00		4.47

Table 2. SWOT Analysis of the EFAS Matrix Determining the Agrotourism Development Strategy for Kebung Wine Duyu Bangkit in Kel Duyu, Tatanga District, Palu City

No	External Factors	Weight	Rating	Weight x Rating
A. Opportunities				
1	Easy access to the bank	0.11	4	0.32
2	Support from related SKPKD	0.11	4	0.29
3	High market opportunity	0.10	3	0.50
4	People's lifestyle	0.10	4	0.30
5	Utilization of social media for promotion	0.10	4	0.33
6	Opening up employment opportunities	0.10	4	0.33
Sub-Total		0.63		2.41
B. Threats				
1	Land use	0.11	5	0.56
2	Pest and disease attacks on grape plants	0.09	4	0.36
3	Being in the red zone	0.09	4	0.35
4	Other agrotourism competition	0.08	3	0.25
Sub-Total		0.37		1.52
Total IFAS		1.00		3.93

Source: Primary Data After Processing, 2023

Based on the results of the External Factor Analysis Evaluation Summary (EFAS) analysis in Table 2, it shows that the ability of Agrowista Kebun Anggur Duyu Bangkit is classified as moderate in utilizing existing opportunities. It can be seen that the main opportunity factors utilized for the development of Agrotourism Kebun Anggur Duyu Bangkit are access to the Bank with a score of 0.45 and community lifestyle with a score of 0.43. External factors that are the main threats to Agrotourism Kebun Anggur Duyu Bangkit are Land allocation of 0.57 pest and disease attacks with a score of 0.38 the use of land is due to the location of the agrotourism not having the legality of the location which is used as agrotourism. This is a major threat to the agrotourism because it is located in a residential area of the population so that the greatest risk of the location will be converted into a residential area. The intensity of pest and disease attacks is still a threat to farmers. This factor is influenced by climate change, which reduces grape production. Based on the EFAS matrix data, it is known that the total opportunity score for Agrotourism Kebun Anggur Duyu Bangkit is 2.37 while the total threat score is 1.57. This shows that the company is responding well to the opportunities and threats that

exist in its industry.

Determination of the Strategic Position of the Duyu Bangkit Grape Garden Agrotourism Development in Duyu Village, Tatanga District

The results of quantitative analysis of internal and external factors at the Duyu Bangkit Vineyard Agrotourism in Duyu Village, Tatanga District are formulated into a SWOT diagram to determine the location of the strategic points for developing the Vineyard Agrotourism.

Duyu Bangkit. The point can be used as a guideline in formulating alternative strategies that are in accordance with the quadrant where the point is located. Strength Factor: 1.87 Weaknesses Factor: 2.60 Opportunity Factor: 2.41 Threat Factor: 1.52. The calculation results of the IFAS (Internal Factor Analysis Summary) and EFAS (External Factor Analysis Evaluation Summary) matrices that produce the X-axis value are the result of subtracting the strength factor (1.87) and the weakness factor (2.60) from the internal environment, which is -0.73 and the Y-axis value which is the result of subtracting the opportunity factor (2.37) and the threat factor (1.57) from the external environment, which is 0.8 so that the following SWOT diagram can be described.

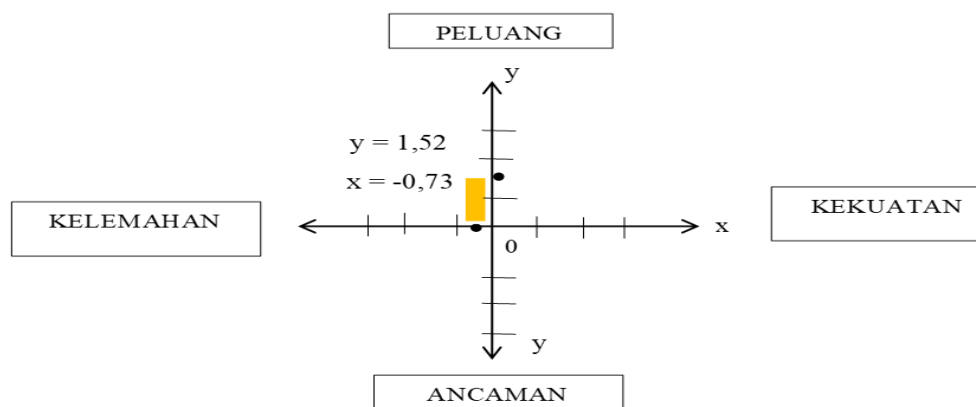


Figure 1. Position of Development Strategy for Duyu Bangkit Grape Farm Agourism Development Strategy, Duyu Village, Tatanga District.

The SWOT diagram in Figure 1 shows that the position of the Duyu Bangkit Vineyard Agrotourism development strategy in Duyu Village, Tatanga District in the strategic environmental analysis arrangement (internal and external environment) is in the third quadrant or in a position to support the Turn Around strategy, namely the WO strategy (Ardana, 2018). This is a situation that minimizes weaknesses to take advantage of existing opportunities. Based on the strategic position obtained, namely in quadrant III, the strategy focused on Weaknesse-Opportunity (WO) by minimizing weaknesses to take advantage of opportunities to carry out potential development activities for the Duyu Bangkit Vineyard Agrotourism. According to the IFAS and EFAS SWOT matrices above, the strategy formulation that is used as a strategy for developing the Duyu Bangkit Vineyard Agrotourism in Duyu Village, Tatanga District, Palu City can be determined as follows:

1. Increase production, improve visitor facilities by cooperating with the Bank and related SKPKD so that the tourist location has legality (W1, W2, W3-O1, O2).
2. Create SOPs for visitors via social media so that visitors know all the procedures while traveling (W5-O5).
3. Increase capital so that the location of the tourist attraction has an agrotourism nuance for the comfort of visitors who like the back to nature lifestyle so that the opportunity for marketing wine is high and creates jobs for the surrounding community (W6, W4-O3, O4).

The results of the SWOT analysis show that the Duyu Bangkit Vineyard Agrotourism has the potential to develop. The availability of human resources and the cooperation of regional agencies and other institutions, has an interesting concept, high market potential, high visitor enthusiasm makes it strong to be developed. Based on the results of interviews with the management, the direction of the Duyu Bangkit Vineyard Agrotourism developer in the future focuses on increasing the amount of

grape production even greater by adding the latest agrotourism location blocks and adding types of grapes with the latest varieties, adding various rides and supporting facilities such as gazebos and places to sell grape products.

The right strategy to implement is to cultivate grapes more effectively and productively and attract visitors to come. The implementation is based on the consideration that there is a part of the Duyu Bangkit Vineyard Agrotourism that may be less popular so that it can be replaced, or the management can focus on expanding the area by adding new land first.

The development of Duyu Bangkit Vineyard Agrotourism can be maintained in a sustainable and directed manner, then the management can formulate a long-term development plan in writing so that it is not only in the form of thoughts in the head but can be realized in the formulation of a written vision and mission, management of various types of permits related to the business, making SOPs both in the implementation of various developments, services, controls, employees and others. This is done so that the quality and quantity of grape plants produced can be superior and can be enjoyed by consumers so that later the grape plants can become the basis of agrotourism in Duyu Bangkit Vineyard. Agrotourism can be an alternative for the community in building and reviving agriculture in Indonesia so that it can drive large investments in this field (Supranto, 2006). The development of agrotourism through alternative strategies is utilized to improve the national economy by combining agronomy and tourism activities which will later be developed into an agrotourism concept so that it can create jobs for farmers and also as one of the unique characteristics of a region (Yuwono, 2011).

CONCLUSION AND SUGGESTIONS

Conclusion

Based on the results of research on the Development Strategy for Duyu Bangkit Grape Garden Agrotourism in Duyu Village, Tatanga District, Palu City, the following conclusions can be drawn:

1. Duyu Bangkit Vineyard Agritourism has great potential for development of tourist attractions with environmentally based agrotourism attractions.
2. The strategy obtained from the SWOT analysis of IFAS and EFAS is obtained in quadrant III, so the strategy is focused on Weaknesse-Opportunity (WO) by minimizing weaknesses to take advantage of opportunities to carry out potential development activities of Duyu Bangki Vineyard Agrotourism. The strategy formulation above can be determined as follows:
 - a. Increase production, improve visitor facilities by collaborating with related banks and SKPKD so that tourist locations have legality (W1, W2, W3-O1, O2).
 - b. Create SOPs for visitors via social media so that visitors know all the procedures while traveling (W5-O5).
 - c. Increase capital so that the location of the tourist attraction has an agrotourism nuance for the comfort of visitors who like the back to nature lifestyle so that the opportunity for marketing wine is high and creates jobs for the surrounding community (W6, W4-O3, O4).

Suggestion

Based on the research results, it is suggested in the analysis and development strategy of Duyu Bangkit Grape Garden Agrotourism, Duyu Village, Tatanga District, Palu City as follows:

1. There needs to be an active role from the Tourism Office and the regional Agriculture Office to explore the potential of tourist attractions in Palu City.
2. Duyu Bangkit Vineyard Agrotourism needs to be developed by adding facilities and other tourist attractions such as planting other commodities and making gazebos for visitors and selling processed grape products so that the agrotourism location becomes even more attractive.
3. Road access to the location needs to be repaired considering the condition of the road to the location which is damaged and narrow so that some transportation has

difficulty passing through it.

4. Having a visit scheduling rule is very important for visitors because the high enthusiasm of visitors results in visitors crowding the agrotourism location before the harvest, resulting in the grapes not ripening properly before the specified harvest time.

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