

## PERCEPTION OF ECOTOURISM DEVELOPMENT IN THE EARLY STAGE IN SUKOREJO COFFEE PLANTATION, CENTRAL JAVA

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### **Abstract**

*This research uses quantitative methods through field surveys of a sample size of 200 respondents taken from a population of 400 residents in the villages of Kalibogor and Purwosari, District of Sukorejo, Kendal, Central Java. This sample size uses the Slovin Formula by setting a standard error of 5 percent. Next, the researcher used the statistical method of conjoint analysis to determine the magnitude of the direction and the significance level of the research variables. This is done by setting pre and post ecotourism as dependent variables and indicators of respondents' profiles, economic perceptions, socio-cultural, environmental, and quality of life as independent variables. Conclusion of the research are There are significant differences between respondents' profiles on village clusters without (before) ecotourism and with (after) ecotourism in terms of education, employment, and monthly income of respondents. However, there were no differences in terms of gender, marital status, age, length of stay. There are significant differences between respondents' perceptions of village clusters without (before) ecotourism and with (after) ecotourism in terms of sustainability of economic factors, namely increased employment, number of shops, tax acceptance, business development, investment. There are significant differences between respondents' perceptions of village clusters without (before) ecotourism and with (after) ecotourism in terms of socio-cultural factor sustainability, namely in the perception of increasing participation, development, nature conservation, and increasing regional identity. There are significant differences between respondents' perceptions of village clusters without (before) ecotourism and with (after) ecotourism in terms of sustainability of environmental factors, namely increasing animal and animal life, improving quality of life, work productivity, and social awareness.*

**Keywords:** *Perception Of Ecotourism; Development In The Early Stage; Sukorejo Coffee Plantation, Central Java*

### **Introduction**

In Indonesia, the economic transformation from agriculture to the manufacturing sector faces serious problems, namely the lack of capital, skills and entrepreneurship to process agricultural products. As a result, the agricultural sector accounts for 34 percent of the national workforce, while the economy is still below 14 percent. The population of rural areas is still high, which is around 135 million people or 47 percent of the total population of CBS (Central Bureau of Statistics, 2016). The suggested solution is the

process of economic transformation that has shifted from agriculture to the service sector. Farmers gradually develop special environmental and cultural services in their respective regions.

Traditional cultural, cultural and environmental activities can be packaged as rural tourism products that can attract visitors from outside the region. The concept of tourism development based on culture or environment in the village, will work together with agricultural development and provide opportunities for farmers to get welfare. The tourism business has been shown to show higher economic viability than agriculture. This concept has become a flagship program in a number of countries, such as Malaysia [Liu, A. 2006] and Thailand (Saraithong & Chancharoenchai, 2011).

Ecotourism is a tourism-based economic sector that contains elements of education. Ecotourism is carried out in professional and trained management that considers the cultural heritage, participation, and welfare of the local community. Thus, ecotourism becomes an important economic activity in the framework of cultural conservation, natural resources and the environment.

The International Ecotourism Society (TIES, The International Ecotourism Society. 2016) provides a definition of ecotourism as a trip that is responsible to natural areas that preserve the environment, maintain the welfare of the local community and involve interpretation and education. Ecotourism services are believed to be one of the economic approaches, which explore the benefits of natural resources and the environment in conservation values. He manages environmental and cultural services into the real economic sector to generate benefits for many stakeholders to support sustainable development.

Opportunities to develop tourism in the village, or rural tourism development are still open. According to Parks T, H., Parks, T. A. and Allen, C. (2009), a group of middle class economic communities have high demand for travel and tourism. At the same time, infrastructure growth, especially transportation, allows access to various tourist destinations. The economic benefits of tourism and its support services are enormous. The potential of domestic tourists in Indonesia in 2013 reached 250 million trips, with a total expenditure of 13.6 billion dollars (Ministry of Tourism. 2014).

Meanwhile, total foreign tourist arrivals in 2015 reached 9.73 million visits, resulting in 11.1 billion dollars [1]. The number of tourists from Asean countries reached 40 percent of total foreign tourists, with Malaysia and Singapore contributing 1.49 and 1.74 million, respectively. Tourism is an extension of political relations where citizens visit each other for business, leisure and social reasons (Zengeni, N. and Zengeni, D. M. F. 2012). Regarding this economic potential, rural areas need to seize this opportunity. Especially with the approval of the implementation of the Asean Economic Community (MEA), the tourism sector is a priority to be integrated and developed (Asean. 2012).

In the 2012-2015 Asean Tourism Marketing Strategy (ATMS), directives for developing tourist destinations in Indonesia include (i) Borobudur cultural heritage sites, Prambanan and Sangiran temples, early humans, (ii) Rinjani National Park,

Komodo National Park, and Mount Batur, (iii) cultural tourism of Pentingsari village, Laweyan and Kampung Naga villages, and (iv) coastal marine tourism covering the ports of Benoa, Tanjung Mas and Tanjung Priok (Asean. 2012).

### Research Methods

This research uses quantitative methods through field surveys of a sample size of 200 respondents taken from a population of 400 residents in the villages of Kalibogor and Purwosari, District of Sukorejo, Kendal, Central Java. This sample size uses the Slovin Formula by setting a standard error of 5 percent.

Next, the researcher used the statistical method of conjoint analysis to determine the magnitude of the direction and the significance level of the research variables. This is done by setting pre and post ecotourism as dependent variables and indicators of respondents' profiles, economic perceptions, socio-cultural, environmental, and quality of life as independent variables.

### Results and Discussions

#### A. Hypothesis 1 Test Results:

This study shows that there are significant differences between the profile of respondents in village clusters without (before) ecotourism and with (after) ecotourism in terms of gender, medical status, age, education, employment, overall length of stay with a significance level of 1 percent. This is indicated by the coefficient of determination of 0.309 and F count of 10.665.

Meanwhile this study shows that there is a significant difference at the 5 percent significance level of respondents' perceptions in the two research areas in terms of education, employment, monthly income, and family size. This significant difference shows that the Kalibogor village respondents as post-ecotourism villages have a higher or higher level of education, employment, retirement income, and family size than respondents from Purwosari village who were declared as pre-ecotourism villages in this study.

However, this study showed no significant difference at the 5 percent significance level between sex, marital status, age, and length of stay. This is due to the fact that this population attribute is inherent randomly to all residents in all places. The conclusion of the results of the study on the differences in the profile of respondents in the two villages can be seen in the table below.

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**Tabel Model Summary of Respondent**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.556 <sup>a</sup>	.309	.280	.42538

a. Predictors: (Constant), familysize, marital, residence, education, gender, age, occupation, monthlyincome

**Table Anova of Respondent Profile**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15.439	8	1.930	10.665	.000 <sup>b</sup>
	Residual	34.561	191	.181		
	Total	50.000	199			

a. Dependent Variable: cluster

b. Predictors: (Constant), familysize, marital, residence, education, gender, age, occupation, monthlyincome

**Tabel Coefficients Responden Pra and Post Ecoturism**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.888	.231		3.850	.000
	gender	.016	.067	.015	.233	.816
	marital	-.011	.066	-.011	-.167	.867
	age	.005	.043	.008	.114	.909
	education	.121	.059	.128	2.042	.043
	occupation	-.169	.051	-.247	-3.330	.001
	residence	.022	.069	.020	.314	.754
	monthlyincome	.266	.049	.434	5.467	.000
	familysize	.118	.060	.148	1.956	.052

a. Dependent Variable: cluster Responden Pra and Post Ecoturism

**B. Hypothesis 2 Test Results:**

There are significant differences between respondents' perceptions of village clusters without (before) ecotourism and with (after) ecotourism in terms of perceptions of the sustainability of economic factors which consist of different perceptions of the attributes below:

1. There is a positive and significant perception that ecotourism in the research area will be able to improve the work of the local population.
2. There is a positive and significant perception that ecotourism in the research area will be able to increase the number of shops or stalls that are carried out by local residents.

3. here is a positive and significant perception that ecotourism in the research area will be able to increase tax revenues from local residents.
4. here is a positive and significant perception that ecotourism in the research area will be able to increase business ventures carried out by local residents.
5. There is a positive and significant perception that ecotourism in the research area will be able to increase the investment of stakeholders from the local population.

The results of the study of the impact of ecotourism on the economic sustainability of local residents can be seen in the table below.

**Table Coefficients Respondent Perception on Economic Sustainability**

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.	
	B	Std. Error	Beta	T		
1	(Constant)	-.309	.089		-3.476	.001
	Job	.096	.021	.203	4.533	.000
	Shop	.083	.025	.160	3.337	.001
	Tax	.057	.021	.118	2.766	.006
	Business	.168	.023	.358	7.331	.000
	Investment	.149	.023	.297	6.345	.000

a. Dependent Variable: cluster Responden

### C. Hypothesis 3 Test Results:

There is a significant difference at the 1 percent significance level between respondents' perceptions of village clusters without (before) ecotourism and villages with (after) ecotourism in terms of perceptions of the sustainability of the following socio-cultural factors:

1. Respondents of this study have a real perception that ecotourism will be able to increase labor force participation in the ecotourism industry.
2. That ecotourism at this initial level will be able to develop this area in a sustainable manner into a world-class ecotourism village.
3. This rural ecotourism is perceived to be able to better social and cultural life.
4. Ecotourism is also perceived to be able to develop a local socio-cultural identity in the international arena, but there are no concrete results in terms of cultural exchange.

The results of the research on respondents' perceptions can be seen in the table below.

**Table Coefficients Respondent Perception on Sosial and Culture**

Model		Unstandardized		Standardized		
		Coefficients		Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant )	-.389	.110		-3.548	.000
	Participate	.206	.022	.447	9.274	.000
	Develop	.133	.025	.245	5.360	.000
	Preserve	.095	.020	.209	4.721	.000
	Exchange	.031	.020	.067	1.555	.122
	Identity	.118	.023	.227	5.164	.000

a. Dependent Variable: cluster

#### D. Hypothesis Test Results 4:

There are significant differences between respondents' profiles on village clusters without (before) ecotourism and with (after) ecotourism in terms of perceptions of sustainability of environmental factors, where the perception includes the following elements:

1. Ecotourism is perceived to be able to increase the growth of animal life in the local forest.
2. Ecotourism is also believed to be able to improve the quality of nature and the local environment.
3. Plant productivity and the prepared environment will increase sustainably.
4. Awareness of preserving the environment is also perceived to be increasing in ecotourism development.

The results of the research on respondents' perceptions of sustainable environment in the coffee plantation ecotourism area in Kendal Regency can be seen in the following table.

**Table Coefficients Respondent on Environmental Sustainability**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant )	-.438	.108		-4.073	.000
	Wildlife	.086	.021	.177	4.013	.000
	Quality	.177	.023	.376	7.570	.000
	Productivity	.138	.026	.247	5.337	.000
	Awareness	.148	.023	.320	6.524	.000

a. Dependent Variable: cluster

#### E. Hypothesis Test Results 5:

This study found that there were significant differences between respondents of village clusters without (before) ecotourism and with (after) ecotourism in terms of the sustainability of life satisfaction factors. This includes the following perceptions of several research elements:

1. Health will increase in line with the growth of sustainable ecotourism
2. Life security is perceived as increasing in line with the development of ecotourism.
3. The household life will be better with the existence of eco-development.
4. Free time will be more enjoyed by the existence of sustainable ecotourism development.
5. Spiritual and social life will develop better with the development of sustainable ecotourism.
6. Overall housing will increase growth and comfort through sustainable eco-development.

**Table Coefficients Variable of Life Safety Sustainability**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant )	-.739	.089		-8.284	.000
	Health	.057	.015	.116	3.853	.000

**Table Coefficients Variable of Life Safety Sustainability**

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
Savety	.085	.020	.175	4.331	.000
Family	.070	.019	.141	3.696	.000
Leiaure	.053	.020	.098	2.633	.009
Spiritual	.101	.021	.218	4.867	.000
Cultural	.021	.017	.041	1.246	.214
Social	.043	.016	.099	2.645	.009
Housing	.079	.019	.153	4.218	.000
Standard	.025	.016	.052	1.520	.130
Excellent	.035	.015	.076	2.329	.021
Overall	.103	.017	.230	6.225	.000

a. Dependent Variable: cluster

### Conclusion

1. There are significant differences between respondents' profiles on village clusters without (before) ecotourism and with (after) ecotourism in terms of education, employment, and monthly income of respondents. However, there were no differences in terms of gender, marital status, age, length of stay.
2. There are significant differences between respondents' perceptions of village clusters without (before) ecotourism and with (after) ecotourism in terms of sustainability of economic factors, namely increased employment, number of shops, tax acceptance, business development, investment.
3. There are significant differences between respondents' perceptions of village clusters without (before) ecotourism and with (after) ecotourism in terms of socio-cultural factor sustainability, namely in the perception of increasing participation, development, nature conservation, and increasing regional identity.
4. There are significant differences between respondents' perceptions of village clusters without (before) ecotourism and with (after) ecotourism in terms of sustainability of environmental factors, namely increasing animal and animal life, improving quality of life, work productivity, and social awareness.
5. There are significant differences between respondents' perceptions of village clusters without (before) ecotourism and with (after) ecotourism in terms of sustainability of life satisfaction factors, which include health growth, better security, family life, leisure, spiritual, housing, and overall comfort



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