



Empowering Villages through Waste Management for Agritourism Success

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ABSTRAK

Masalah yang sangat krusial yang perlu mendapat perhatian serius untuk pengembangan wisata di daerah pedesaan adalah pengelolaan sampah. Sehingga, dalam mengembangkan desa sebagai kawasan agrowisata, diperlukan antisipasi dan solusi terhadap permasalahan yang terjadi, termasuk dampak terhadap lingkungan. Tujuan penelitian ini yaitu untuk mengidentifikasi program-program yang dibutuhkan masyarakat dalam mempromosikan suatu destinasi wisata, mengelola agrowisata, dan mengatasi permasalahan lingkungan. Jenis penelitian ini adalah deskriptif kualitatif dengan pendekatan pengabdian kepada masyarakat. Subjek penelitian meliputi tokoh masyarakat, kelompok perempuan (PKK), pemuda, kelompok tani, serta mitra lokal yang relevan seperti kelompok usaha pariwisata. Wawancara mendalam dengan tokoh masyarakat, perempuan, pemuda dan kelompok tani digunakan untuk mengumpulkan data. Instrumen yang digunakan adalah lembar wawancara. Setelah data dikumpulkan kemudian dianalisis menggunakan metode analisis data deskriptif kualitatif. Hasil yang diperoleh meliputi tiga hal. Pertama, program di bidang pariwisata dan pengelolaan sumber daya manusia menghasilkan sikap positif terhadap terciptanya peta konektivitas daya tarik wisata. Kedua, di sektor pertanian, para petani menunjukkan partisipasi aktifnya yang diwujudkan dengan penataan kebun dengan pemasangan papan nama tanaman berbasis QR code dan pengembangan pertanian organik. Ketiga, di bidang lingkungan hidup, sikap positif masyarakat ditunjukkan dengan pembuatan kompos dari sampah organik yang dibuat oleh kelompok perempuan serta diversifikasi usaha kopi. Penelitian ini diharapkan dapat menciptakan pola pemberdayaan masyarakat untuk daerah agrowisata didukung partisipasi aktif masyarakat desa.

ABSTRACT

A very crucial issue that needs serious attention for tourism development in rural areas is waste management. Thus, anticipation and solutions to problems, including the environmental impact, are needed in developing villages as agritourism areas. The purpose of this research is to identify programs required by the community to promote a tourist destination, manage agritourism, and overcome environmental problems. This type of research is descriptive qualitative with a community service approach. The research subjects included community leaders, women's groups (PKK), youth, farmer groups, and relevant local partners such as tourism business groups. In-depth interviews with community leaders, women, youth, and farmer groups were used to collect data. The instrument used was an interview sheet. After the data was collected, it was analyzed using the descriptive qualitative data analysis method. The results obtained include three things. First, tourism and human resource management programs resulted in a positive attitude toward creating a tourist attraction connectivity map. Second, in the agricultural sector, farmers showed their active participation, which was realized by structuring the garden by installing QR code-based plant signboards and developing organic farming. Third, the community's positive attitude in the environmental sector is shown by making compost from organic waste produced by women's groups and diversifying coffee businesses. This research is expected to create a pattern of community empowerment for agro-tourism areas supported by the active participation of village communities.

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1. INTRODUCTION

Rural tourism has become one of the fastest growing sectors in Indonesia. With their alluring natural beauty and rich culture, many villages in various regions have begun to attract the attention of travelers, those who enjoy being in the nature that is often mixed with culture (Latif, 2018; Muryanti, 2023). These villages offer a unique experience for visitors who want to experience rural life, from farming activities, traditional crafts, to pristine natural beauty. Three aspects needed full attention, i.e economic, social and environmental issues (Adi Saputra, 2023; Nasfi et al., 2023; Utami et al., 2023). The development of rural tourism not only helps improve the local economy, but also preserves the surrounding culture and environment. The success of rural tourism depends a lot on collaboration between the community, the government, and the private sector. To show its role and existence, the government has to provide support in the form of training and infrastructure, while the private sector can be involved to contribute through investment in tourist facilities. It is important for communities to continuously update their knowledge and skills to meet the evolving needs of travellers (Ambarwati et al., 2024; Tjilen et al., 2023). This collaboration will create a sustainable and mutually beneficial ecosystem for all parties, particularly to establish community-based tourism (Gunawijaya et al., 2016; Widayati et al., 2024). A very crucial issue that needs serious attention for tourist development in rural area is waste management. This is essential for the success and sustainability of agritourism, a type of tourism that focuses on rural and agricultural activities. In agritourism villages, waste management must be put into consideration (Abbas et al., 2021; Capiña & Matra, 2023; Junita, 2024). When mismanaged, waste can result in environmental degradation, causing a decline in the natural beauty and agricultural productivity that initially draw tourists to a location that is in contrast with the concept of maintaining ecosystem through tourism activities (Apriliyanti & Randelli, 2020; Nursita, 2020). Proper waste management in agritourism helps in preserving the environment. It also contributes to the well-being of local communities by enhancing cleanliness, boosting public health, and generating economic opportunities. For instance, organic waste can be converted into compost, improving soil fertility for farming, and recyclable materials can be transformed into sellable goods, supporting the local economy. Waste management can promote a circular economy with the involvement of the entire community that needs to be involved. Thus, serious attention to waste management in tourist areas is significantly needed (Abbas et al., 2021; Agung et al., 2024; Gunawijaya et al., 2016). In line with waste management issues that need serious attention in the development of tourism area, including in the rural area, this study is worth conducting to offer model of integrating waste management system involving village members, particularly women who play a crucial role for the house environment cleanliness. The activities designed for community become the novelty that this study offers.

Batungsel traditional village is located in Pupuan Sub-district, Tabanan Regency, approximately 66 km from Denpasar, Bali's capital city, with a travelling time of 1.5 hours. The villagers are mostly Robusta coffee farmers. Besides coffee, the potential of Batungsel village is the natural wealth and interesting places with beautiful scenery as a potential tourist concept all about coffee. The potential for agro-tourism development is superior fruit varieties, as well as cultural customs and religious activities of the community. The founding village programme in Batungsel Village aims to solve problems in the village, including tourism development that is still not optimal, the quality of human resources in Batungsel Village is not yet capable, farmers' knowledge of organic farming is still lacking, and waste originating from the community. This goal is expected to achieve with the effective involvement of activity partners, namely entrepreneurs of Kampung Kopi Camp (KKC), farmers managing Yeh Nu Garden (YNG), youth and PKK. Most of the waste collected from the source is still in a mixed condition, making it difficult to reprocess. Recycling activities that can be composted or sorting waste are still very low. An increase in waste management that is not followed by waste handling efforts will have a negative impact on the waste management system in Batungsel Village. Based on this, it is necessary to conduct training for waste management groups to improve their knowledge and skills in recycling waste, so that the communities can produce products that have useful or even selling value. Recycling waste into products with economic value is one application of the circular economy concept, where waste is reprocessed or recycled into products that can be reused by the community (Karimah et al., 2023; Rizka Putri Ramadani & Imsar, 2023; Wijaya et al., 2021). In handling environmental problems at Batungsel village, community-based waste management is one of the effective strategies. This approach increases community activeness in managing their own waste (Amna Saleem et al., 2021; Yanti et al., 2024). Empowering villagers to actively manage waste can help communities establish a sustainable agritourism model that benefits both visitors and residents. Additionally, implementing sustainable waste management practices improves the tourist experience. Modern travelers are becoming more aware of their environmental footprint, and villages that show a dedication to sustainability are able to appeal to eco-conscious tourists. This highlights the necessity of proper waste management for

environmental preservation and as a key component of marketing the village as a responsible and desirable destination. Well-executed waste management practices are essential for the success, sustainability, and attractiveness of agritourism villages. Community involvement in rural tourism development is crucial to the success of this programme. Local communities act as hosts who offer an authentic experience for travellers. They manage homestays, provide traditional food, and organise a variety of interesting activities, such as learning to make handicrafts, harvesting agricultural products, and participating in traditional ceremonies through learning local values that promoted by telling stories and digital media (Badollahi & Anjarsari, 2023; Mallick, 2023; Sumaia Afren, 2024). Empowering communities through the transfer of knowledge and skills will help them overcome problems independently. Participatory approaches, education and training methods are important to apply. Training programmes tailored to community needs, such as entrepreneurial skills, agricultural technology, or environmental management, can increase local capacity and promote economic independence. With this method, the positive impact of community service programmes can be felt for longer, even after the programme is over (Hantono et al., 2023; Setyaedhi et al., 2024). With regard to the aforementioned background, this study aims at exploring the attitudes of village community toward the potential of Batungsel Village, Pupuan Sub-district, Tabanan Regency, Bali. The results are expected to help the community head and members participate actively in raising their awareness on their village and human resources potential. All programs are dedicated to the community in promoting a tourist destination and managing an agritourism, as well as addressing the environmental problems.

2. METHOD

Rural tourism has become one of the fastest growing sectors in Indonesia. With their alluring natural beauty and rich culture, many villages in various regions have begun to attract the attention of travelers, those who enjoy being in the nature that is often mixed with culture (Latif, 2018; Muryanti, 2023). These villages offer a unique experience for visitors who want to experience rural life, from farming activities, traditional crafts, to pristine natural beauty. Three aspects needed full attention, i.e economic, social and environmental issues (Adi Saputra, 2023; Nasfi et al., 2023; Utami et al., 2023). The development of rural tourism not only helps improve the local economy, but also preserves the surrounding culture and environment. The success of rural tourism depends a lot on collaboration between the community, the government, and the private sector. To show its role and existence, the government has to provide support in the form of training and infrastructure, while the private sector can be involved to contribute through investment in tourist facilities. It is important for communities to continuously update their knowledge and skills to meet the evolving needs of travellers (Ambarwati et al., 2024; Tjilen et al., 2023). This collaboration will create a sustainable and mutually beneficial ecosystem for all parties, particularly to establish community-based tourism (Gunawijaya et al., 2016; Widayati et al., 2024).

A very crucial issue that needs serious attention for tourist development in rural area is waste management. This is essential for the success and sustainability of agritourism, a type of tourism that focuses on rural and agricultural activities. In agritourism villages, waste management must be put into consideration (Abbas et al., 2021; Capiña & Matra, 2023; Junita, 2024). When mismanaged, waste can result in environmental degradation, causing a decline in the natural beauty and agricultural productivity that initially draw tourists to a location that is in contrast with the concept of maintaining ecosystem through tourism activities (Apriliyanti & Randelli, 2020; Nursita, 2020). Proper waste management in agritourism helps in preserving the environment. It also contributes to the well-being of local communities by enhancing cleanliness, boosting public health, and generating economic opportunities. For instance, organic waste can be converted into compost, improving soil fertility for farming, and recyclable materials can be transformed into sellable goods, supporting the local economy. Waste management can promote a circular economy with the involvement of the entire community that needs to be involved. Thus, serious attention to waste management in tourist areas is significantly needed (Abbas et al., 2021; Agung et al., 2024; Gunawijaya et al., 2016). In line with waste management issues that need serious attention in the development of tourism area, including in the rural area, this study is worth conducting to offer model of integrating waste management system involving village members, particularly women who play a crucial role for the house environment cleanliness. The activities designed for community become the novelty that this study offers. Batungsel traditional village is located in Pupuan Sub-district, Tabanan Regency, approximately 66 km from Denpasar, Bali's capital city, with a travelling time of 1.5 hours. The villagers are mostly Robusta coffee farmers. Besides coffee, the potential of Batungsel village is the natural wealth and interesting places with beautiful scenery as a potential tourist concept all about coffee. The potential for agro-tourism development is superior fruit varieties, as well as cultural customs and religious activities of the community. The founding village programme in Batungsel Village aims to solve problems in the village, including tourism

development that is still not optimal, the quality of human resources in Batungsel Village is not yet capable, farmers' knowledge of organic farming is still lacking, and waste originating from the community. This goal is expected to achieve with the effective involvement of activity partners, namely entrepreneurs of Kampung Kopi Camp (KKC), farmers managing Yeh Nu Garden (YNG), youth and PKK. Most of the waste collected from the source is still in a mixed condition, making it difficult to reprocess. Recycling activities that can be composted or sorting waste are still very low. An increase in waste management that is not followed by waste handling efforts will have a negative impact on the waste management system in Batungsel Village. Based on this, it is necessary to conduct training for waste management groups to improve their knowledge and skills in recycling waste, so that the communities can produce products that have useful or even selling value. Recycling waste into products with economic value is one application of the circular economy concept, where waste is reprocessed or recycled into products that can be reused by the community (Karimah et al., 2023; Rizka Putri Ramadani & Imsar, 2023; Wijaya et al., 2021).

In handling environmental problems at Batungsel village, community-based waste management is one of the effective strategies. This approach increases community activeness in managing their own waste (Amna Saleem et al., 2021; Yanti et al., 2024). Empowering villagers to actively manage waste can help communities establish a sustainable agritourism model that benefits both visitors and residents. Additionally, implementing sustainable waste management practices improves the tourist experience. Modern travelers are becoming more aware of their environmental footprint, and villages that show a dedication to sustainability are able to appeal to eco-conscious tourists. This highlights the necessity of proper waste management for environmental preservation and as a key component of marketing the village as a responsible and desirable destination. Well-executed waste management practices are essential for the success, sustainability, and attractiveness of agritourism villages. Community involvement in rural tourism development is crucial to the success of this programme. Local communities act as hosts who offer an authentic experience for travellers. They manage homestays, provide traditional food, and organise a variety of interesting activities, such as learning to make handicrafts, harvesting agricultural products, and participating in traditional ceremonies through learning local values that promoted by telling stories and digital media (Badollahi & Anjarsari, 2023; Mallick, 2023; Sumaia Afren, 2024). Empowering communities through the transfer of knowledge and skills will help them overcome problems independently. Participatory approaches, education and training methods are important to apply. Training programmes tailored to community needs, such as entrepreneurial skills, agricultural technology, or environmental management, can increase local capacity and promote economic independence. With this method, the positive impact of community service programmes can be felt for longer, even after the programme is over (Hantono et al., 2023; Setyaedhi et al., 2024). With regard to the aforementioned background, this study aims at exploring the attitudes of village community toward the potential of Batungsel Village, Pupuan Sub-district, Tabanan Regency, Bali. The results are expected to help the community head and members participate actively in raising their awareness on their village and human resources potential. All programs are dedicated to the community in promoting a tourist destination and managing an agritourism, as well as addressing the environmental problems.

3. RESULT AND DISCUSSION

Result

Of many resources it has, the potential of Batungsel village is natural wealth and interesting places with beautiful scenery that support the potential tourism concept "all about coffee", agro-tourism development with superior fruit varieties, as well as strong customs with many community religious activities. The founding village empowerment in Batungsel village reported in this paper aims to solve problems in the village, including tourism development that is still not optimal, the quality of human resources for tourism in Batungsel village is not yet capable, farmers' knowledge about organic farming has not been improved, and waste from people who do not understand waste management. The results focused on three aspects. In tourism and human resource are, this study resulted in a positive attitude toward the creation of connectivity map of tourist attractions at Batungsel village while in the agriculture, the farmers active participation was shown in the arrangement of organic farming, agritourism with the installation of QR code-based plant signboards and organic farming development. In the environmental sector, the community show their positive attitude in managing organic waste by women's group. First, assistance in tourism and human resource management resulted in a positive attitude toward the need to have a connectivity map of tourist attractions in Batungsel, a 360 virtual tour, as well as the improvement of a bilingual website through copywriting training and activation of group of community-based tourism awareness (pokdarwis). In today's digital era, technology has a very important role in various aspects of life, including in the tourism industry. One effective way to promote tourism is through websites. With a

website, tourist destinations can be recognised more widely, not only within the country, but also around the world. Websites allow tourists to get information quickly and easily. Information about tourist sites, natural beauty, local culture, accommodation, and transport access can be conveyed clearly through photos, videos, and text. This gives potential tourists a clear picture of what they can enjoy when they visit. Websites can also provide interactive features, such as online booking of tickets or tour packages, which facilitates the travel planning process. Thus, travellers can book more conveniently without having to come directly to the location. The representative features in the tourism promotion website are presented in [Figure 1](#).



Figure 1. Representative Features in the Tourism Promotion Website

[Figure 1](#) show show representative features that appear on promotional websites for tourist attractions as representatives of rural tourism areas. More specifically, [Figure 1](#) shows the types of tour packages that appear as promotional media with the label explore pupuan. The meaning of this branding is the promotion of an integrated Pupuan area that makes Batungsel ready to develop its area to be well connected in the area of one sub-district. The promotion includes introducing rural tourism with the focus in agriculture i.e. nature and crops, especially Robusta coffee which characterises Batungsel village. In addition, the website also shows the types of crops and superior fruit that are well explained on the website and equipped with a QR code including the new opening agritourism area, Yeh Nu Garden. Second, the agricultural sector resulted in the arrangement of gardens with the installation of QR Code-based plant signboards, planting seedlings for organic gardens as an educational feature in agro-tourism, Local Microorganism (MoL) products, and POC (Liquid Organic Fertiliser). Organic farming is gaining popularity as a sustainable and environmentally-friendly approach in the agricultural sector. Agritourism with organic farming is promoted. Without the use of synthetic chemicals such as pesticides or artificial fertilisers, organic farming maintains ecosystem balance and improves soil quality. The resulting products are healthier and free from chemical residues, making them more desirable to health-conscious consumers. This makes organic farming not only a solution for sustainable agriculture, but also an attraction for the tourism sector called agritourism. The types of agritourism activities are presented in [Figure 2](#).



Figure 2. Types Of Agritourism Activities

Agritourism is a tourism concept that combines farming activities with tourism experiences. Tourists visiting organic farms can see firsthand the natural farming process, learn about the benefits of organic farming, and engage in activities such as harvesting vegetables or fruits. This provides a unique experience for tourists, especially for those who come from urban areas and rarely interact with nature and agriculture. Signage on organic crops and gardens in agrotourism is very important as it provides educational information to visitors about the types of crops grown, their benefits, as well as the cultivation techniques used. This signage helps tourists to better understand the organic farming process and encourages them to engage more actively in agrotourism activities, such as learning to plant or harvest crops directly. In addition, clear and structured information also adds value to the tourism experience,

creating awareness of the importance of organic farming and maintaining environmental sustainability. Thus, signage serves not only as a pointer, but also as an educational tool that enriches the agritourism experience. Third, the environmental sector produces compost from household organic waste carried out by the PKK, soap made from coffee, mushroom baglogs, as well as discussions on the formation of a waste bank. Making compost from household organic waste is an effective way to manage waste while producing natural fertiliser that is beneficial for plants. The first step in making compost is to collect organic waste, such as food scraps, fruit peels, vegetables, and dried leaves. Make sure that the waste collected does not contain non-organic materials such as plastic or metal, as they can hinder the composting process. The mentoring activities provided to Batungsel villagers, especially PKK members, are presented in [Figure 3](#).



Figure 3. The Mentoring Activities Provided to Batungsel Villagers, Especially PKK Members

[Figure 3](#) demonstrate the mentoring activities provided to Batungsel villagers, especially PKK members who are passionate about managing organic waste that is part of household waste. The composting demonstration was conducted through socialisation of how to make compost and handing over assistance in the form of composter bags and EM4. The meeting was conducted in several stages as a monitoring process and the number of PKK members who were not active was reactivated. Junior high school students who are residents of Batungsel village also participated as a wider reach and give more impact. The formation of a Whatss-app group is also part of the monitoring.

Discussion

All programs that have been carried out in this founding village activity provide positive value in the context of creating agritourism. Good website management, with attractive design and quality content, is essential to attract visitors ([Hatma Indra Jaya et al., 2022](#); [Sumaia Afren, 2024](#)). The government and tourism industry players should work together to ensure that every tourist destination has a website that is informative, user-friendly, and easily accessible through online promotion ([Aw et al., 2024](#)). Through effective tourism promotion on websites, Indonesia's tourism industry can grow more rapidly and reach a wider market. Indonesia's natural and cultural potential can be recognised by the world, which in turn will increase the number of tourists and regional income. Tourist attraction must be identified for agritourism. An effective tourism website for promotion should present complete and interesting information for potential tourists. Home pages usually feature visually appealing banners, accompanied by slogans or taglines that describe the uniqueness of the destination through diction and narrative ([Siregar et al., 2023](#); [Umbas & Jayantini, 2021](#)). The storytelling style can be applied to attract the audience's attention. The style can be told as storynomics tourism as has been applied in many areas in Indonesia ([Badollahi & Anjarsari, 2023](#); [McKee Robert & Gerace Thomas, 2018](#)). Interactive maps, descriptions of the sights, and information on the main attractions are helpful for visitors to understand what they can expect from the destination. High-quality photo and video galleries showcase the natural beauty, culture, and activities that can be done there, so that visitors are more tempted to come in the framework of storynomics ([Machmury, 2023](#); [Rero & Milyardo, 2022](#)) In addition, the website should also provide reviews and testimonials from other travellers to increase the trust and credibility of the destination. By providing informative content and user-friendly design, a travel website can be an effective promotional tool to attract tourists. Rural tourism, agritourism, management and policies organic farming in agritourism can also provide added economic value for local farmers ([Khaeril et al., 2021](#); [Khanal et al., 2020](#); [Roslina et al., 2022](#)). By opening up their farmland for tourism activities, farmers are not only dependent on the harvest, but also earn income from the tourism sector. Restaurants or cafés at the site can serve food derived from organic farm produce, offering a healthy and fresh culinary sensation to visitors. This creates a win-win synergy between farmers and tourists. With the growing interest in healthy and eco-friendly lifestyles, agritourism based on organic farming has great potential to grow. Indonesia, with its incredible natural wealth and biodiversity, has the opportunity to promote agritourism as one of its flagship tourism attractions. Organic farming not only maintains environmental sustainability, but also enriches the traveller experience while improving the

welfare of farmers. For waste management in tourist places, waste management has to be implemented well. Once the waste is collected, the next step is to prepare a place or container for composting. This container can be a hole in the ground or a composter sold in the market. Place the organic waste in layers, starting with a layer of dry material such as leaves or small twigs to help air circulation (Hanafiah & Muhdi, 2022; Islam et al., 2024). Then, adding wet waste such as food waste and mix it regularly to optimise the decomposition process (Irza et al., 2024; Yanti et al., 2024). Maintaining moisture is significantly important by adding a little water if it looks too dry. The composting process usually takes a few weeks to a few months, depending on the amount and type of waste used. Once the compost turns dark brown and has a soil-like texture, it is ready to be used as a natural fertiliser. This compost is excellent for improving soil structure, increasing fertility, and supporting plant growth in a healthier and environmentally friendly manner. This study is expected to provide insights into the previous existing unresolved issues at Batungsel village, specifically to offer community participation-based activities to resolve organic waste problems and the technology needed by the groups farmers as well as the tourism enterprise at Batungsel village. Implications of the findings suggest potential applications and impact, helping both academic and professional communities to apply these insights in practice. However, there are still several problems left unresolved including limitation on the anorganic waste management that still become the problems to be solved. Therefore, continuous programs regarding all aspects that have been explored in this study may become the concern of future researchers or village development programs. All are encouraged to address this study limitations by exploring diverse samples, employing different methodologies, as well as exploring related variables to build a more comprehensive understanding of the topic.

4. CONCLUSION

All programmes that have been implemented have received attention and participation from village officials, partners and the community who work together to achieve the village vision, namely the realisation of an advanced, independent, safe Batungsel Village with a prosperous community to realise infrastructure and human resource development in a fair, equitable, transparent manner, and prioritise the local potential of the village. This vision is in line with the main focus of the Batungsel GDP, namely tourism and green economy, which in the following year will focus on strengthening, diversification and development. Strengthening is carried out on pokdarwis, increasing the skills of certified standard tourism human resources, diversifying economic value products in the form of coffee and processed fruit in attractive packaging, preparing export products, and developing a Waste Bank.

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