

ABSTRACT

AGRICULTURAL TOURISM-BASED ON AGRO TOURISM THROUGH STRENGTHENING The ROLE Of WOMEN FARMERS' GROUP

(The Study Of The Sungai Langka Village In Gedong Pesawaran Regency)

By

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Agricultural-tourism development is one of alternatives that can encourage economic potential. Utilization potential of natural resources often not performed optimally. Development of agriculture-tourism in the Sungai Langka Village will done by prioritizing the empowerment of women by forming a group of women farmers as one of the strategic activities in realizing the participatory development as well as join in creating the condition of women that defenseless. This research aims to analyze the agro tourism-based development of tourism through strengthening the role of the farmer women's group in the village of Sungai Langka. The type of research is qualitative based on gender perspective. Data collection had done by interviews, documentations, and observations. Based on the research that had been done can be concluded that the development of agroculture-tourism in Sungai Langka including Community Based Tourism and the implementation has already been optimal. In the development of agro-tourism, there are some factors like age, gender, education, occupation, and length of stay, but not education can't besupporting factor. As consideration, Department of Agriculture and Department of Tourism in Pesawaran Regency provide training to process agricultural products to farmer women's group and communities, subdistrictand full fil facilities and infrastructure as well as the promotion aspect and women farmers in Sungai Langka Village dare to use funds from the Government in developing the agricultural-tourism.

Keywords: *development, agrocultural-tourism, groups of women farmers, community based tourism*

ABSTRAK

PENGEMBANGAN PARIWISATA BERBASIS AGROWISATA MELALUI PENGUATAN PERAN KELOMPOK WANITA TANI

**(Studi Di Desa Sungai Langka Kecamatan Gedong Tataan
Kabupaten Pesawaran)**

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Pengembangan agrowisata merupakan salah satu alternatif yang dapat mendorong potensi ekonomi. Pemanfaatan potensi sumber daya alam sering kali tidak dilakukan secara optimal. Pengembangan Agrowisata di Desa Sungai Langka dilakukan dengan memprioritaskan pemberdayaan perempuan dengan membentuk kelompok wanita tani sebagai salah satu kegiatan strategis dalam mewujudkan pembangunan yang partisipatif serta turut menciptakan kondisi perempuan yang berdaya. Penelitian ini bertujuan untuk menganalisis pengembangan pariwisata berbasis agrowisata melalui penguatan peran kelompok wanita tani di Desa Sungai Langka. Tipe Penelitian yang digunakan adalah kualitatif berspektif gender. Pengumpulan data dilakukan dengan wawancara, dokumentasi, dan observasi. Berdasarkan penelitian yang telah dilakukan dapat disimpulkan bahwa pengembangan agrowisata di Desa Sungai Langka termasuk *Community Based Tourism* dan pelaksanaannya sudah optimal. Dalam pengembangan agrowisata terdapat beberapa faktor-faktor antara lain usia, jenis kelamin, pendidikan, pekerjaan, dan lamanya tinggal, namun faktor pendidikan tidak menjadi faktor pendukung. Sebaiknya Dinas Pertanian dan Dinas Pariwisata Kabupaten Pesawaran memberikan pelatihan pengolahan hasil pertanian kepada kelompok wanita tani dan masyarakat, pemerintah desa segera memenuhi sarana dan prasarana serta aspek promosi dan kelompok wanita tani di Desa Sungai Langka harus berani memanfaatkan dana dari pemerintah dalam mengembangkan agrowisata.

Kata kunci: pengembangan, agrowisata, kelompok wanita tani, *community based tourism*