

The Influence Of Community Empowerment In The Development Of Andaliman Agro-Tourism In Taman Eden 100

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Abstract.

This study aims to describe the influence of community empowerment in the development of andaliman agro-tourism in Taman Eden, Tobasa Regency. The empowerment in question is in the form of a concept to give greater responsibility to people about how to do work using andaliman plants as added value for the community. Empowerment will be successful if it is carried out in a structured manner by building a good work culture. The concept of empowerment is related to the notion of community development and community-based development. The method used in this research is the interview method to find out the benefits of empowerment carried out for the community.

Keywords: Andaliman, community empowerment, Taman Eden

I. INTRODUCTION

Toba Regency is one of the regencies in North Sumatra Province with Balige as the capital. Toba Regency is one of the regencies that has a beautiful natural panorama and tourist area in North Sumatra Province. Toba Regency has tourism value that needs to be considered for its potential. Toba Regency which is rich in agricultural crops, it turns out that Toba Regency is also an area that has tourism potential areas based on natural scenery, agricultural tourism. Toba Regency has considerable tourism and economic value. Toba Regency has tourism value and has many functions to increase regional income and improve the welfare of the community around the tourist attraction. One of them is Eden Garden 100, Lumban Julu District (Hutapea, 2019). The existence of potential that is owned cannot be separated from the potential at the regional level which has a smaller scope, namely the Toba Regency sub-district which is divided into sixteen (16) Districts, namely: Balige, Tapahan, Laguboti, Arusaran, Borbor, Nassau, Silaen, Sigupar, Porsea, Pintu Pohan. Meranti, Siantar Namuronda, Parmaksian, Lumban Julu, Uluan, Ajibata, and Bonatua Lunasi.

(BPS Kabupaten Toba, 2018). The Eden 100 tourist location has tourism potential that is quite attractive to tourists and is famous for its natural beauty, tree planting, toba orchids, tarzan houses and the uniqueness of its waterfalls. Some of the potential for these attractions, namely the natural appearance that is still pristine with

the environment that still exists and there are still green trees (forests) around it, besides that the natural scenery is very interesting seen from the distance of the beautiful Toba Lake which attracts the attention of visitors. One of the plant commodities in Taman eden 100 is the andaliman plant which is in the middle of this agro-tourism forest. Andaliman plants located in the Eden Gardens area, Toba Regency, North Sumatra, provide a beautiful, unique panorama and have a cool air. Andaliman plants are still lacking in number and the arrangement is less regular. The combination of Eden Park tourism with the andaliman plants provides a unique attraction for the area. Agrotourism that presents plants provides an aesthetic environmental design and provides benefits for increasing the income of rural communities. Efforts to develop agro-tourism that utilize agricultural potential, and involve village communities can function as community empowerment in line with community-based tourism empowerment (community-based tourism).

Andaliman is a mandatory spice in typical Batak cuisine, currently andaliman is not only favored by the Batak tribal community, but also people outside the province of North Sumatra are also starting to like andaliman because of its distinctive taste and arouse the appetite of culinary connoisseurs. Every year the number of requests for andaliman always increases, this shows the popularity of the andaliman plant as a typical Batak spice is increasing as well. With a high selling price reaching + IDR 200,000 per kg and the number of requests increasing throughout the year. The demand for andaliman in Toba increased by an average of 3-4 kg / day with a selling price of IDR 135,000 / kg and at the end of the year an increase of 5-10 kg / day with a selling price of IDR 200,000 / kg. Taman Eden 100 which is managed by Mr. Marandus Sirait said that andaliman plants that need protection, are not sun resistant and sensitive, andaliman cannot grow anywhere, andaliman plants are only able to live in areas with an altitude of 1100-1500 meters above sea level. Andaliman plants are part of the culinary culture of the Batak people. At Eden Hundred Gardens, nursery, processing, and management of andaliman farmer groups are carried out. There are two ways of cultivating andaliman, first by using ripe seeds, planting this model has a small percentage of success and takes quite a long time. Second, with shoot cuttings that have a fairly high growth percentage, this method is carried out in Agrotourism Taman Eden 100.

The empowerment of the agro-tourism community in question is to involve the community to play a role and be empowered around the garden of Eden agro-tourism by utilizing the potential of natural resources owned by the area. The essence of empowerment activities that aim to bring about change is the realization of an independent learning process to continuously make changes. Empowerment must be designed as a learning process, or in every empowerment effort, there must be learning efforts or training implementation. The training is carried out by the community to gain knowledge to develop product quality and care for andaliman plants. The training is expected to provide maximum results for farmers, communities, and entrepreneurs in

the area. From the description above, the researcher is interested in conducting research on "The impact and influence of community empowerment in the development of andaliman agro-tourism in Eden 100 Gardens, Lumbanrang Village, Lumban Julu District, Toba Regency".

II. METHODS

The data used in this study are primary data and secondary data. Primary data is obtained from direct interviews with the community and the management of Taman eden 100. While secondary data is complementary data sourced from related agencies such as the Tourism Office in related literature. The location of this research is in Taman Eden 100, Lumba.Julu, Toba Regency. The location determination was carried out purposively, meaning that the research area was determined based on certain considerations adapted to the research objectives (Faithudin, 2015), in Taman Eden Agrotourism Hundred which is located in Lumbajulu Village, Toba Regency, North Sumatra Province.

The author's objective considerations are because Eden Hundred Garden Agrotourism is located in Toba Regency, which is one of the districts for tourism development in North Sumatra Province. The Toba Regency area is a central tourist area near Lake Toba, which is the main destination for foreign and domestic tourists. While the author's subjective considerations are because Eden Gardens is a tourist destination because Taman Eden is a tourist destination where the number of visitors is always crowded, especially on weekends. This study uses a descriptive method, which is a research method that uses primary data with interviews.

III. RESULT AND DISCUSSION

Andaliman is a type of spice commonly used for Batak food. Andaliman has the Latin name *Zanthoxylum acanthopodium* DC is a plant that belongs to the family Rutaceae (orange-orange family). This plant grows at an altitude of 1,200 to 1,500 meters above sea level at a temperature level of 15-18 degrees Celsius. Andaliman plant is a shrub, upright, thorny, and has a stem height of 5 meters, andaliman has a unique taste that gives a spicy and bitter taste. The content contained in the Andaliman plant contains antioxidants and antimicrobials so that it can be used as a natural preservative. Cultivation of andaliman plants is relatively easy because people generally use wild seeds and fertilization using manure, there is no spraying so that andaliman plants are suitable for cultivation. This andaliman plant can only grow in certain areas so it must be preserved and maintained.

For this reason, community empowerment can be applied in developing andaliman plant agro-tourism. The empowerment of the agro-tourism community in question is to involve the community to play a role and be empowered around the garden of Eden agro-tourism by utilizing the potential of natural resources owned by the area. The essence of empowerment activities that aim to bring about change is the

realization of an independent learning process to continuously make changes. Empowerment must be designed as a learning process, or in every empowerment effort, there must be learning efforts or training implementation. The training is carried out by the community to gain knowledge to develop product quality and care for andaliman plants. The training is expected to provide maximum results for farmers, communities, and entrepreneurs in the area.

4.1 Positive Impact of Community Empowerment in the Development of Andaliman Plant Agrotourism in Taman Eden 100
The positive impacts of community empowerment in the development of andaliman plant agro-tourism in the Taman Eden 100 are as follows:

1. Seed Assistance for Implementation of Empowerment Programs

The government provides assistance for andaliman seeds. The price of andaliman seeds which is quite expensive certainly makes it difficult for people to start cultivating andaliman plants, the level of the economy which is still below the prosperous category makes people have no money to start cultivating andaliman plants. The existence of assistance from the government and the private sector is very helpful in empowering the community in the development of agro-tourism of andaliman plants in the garden of eden 100, assistance provided by the government and private parties in the form of seed assistance which is the main capital in cultivating andaliman plants.

2. The emergence of SMEs that manage Andaliman into several products

The success of the community empowerment program in the development of andaliman plant agro-tourism to the local community is expected to improve their standard of living, one of which is an increase in income, so that andaliman farmers can meet the needs of their families and capital to continue the andaliman plant cultivation business. The results of the production of the andaliman plant are processed into various products made from the andaliman plant, for example arsik spice, andaliman powder, andaliman potato chips, andaliman sasagun, and many other products produced from the Andalian plant. These products are processed in the production house located in Agrotourism Taman Eden 100. These products encourage SMEs around the agro-tourism area to develop these products which will later be marketed inside and outside the region. With the existence of these SMEs, the income of the surrounding community is expected to increase, so that the standard of living of the community also increases.

4.2 The Negative Impact of Community Empowerment in the Development of Andaliman Plant Agrotourism in Taman Eden 100

The negative impact is the impact that is not expected by the implementers on the target group in the implementation of empowerment, the negative impact of the implementation of community empowerment in the development of andaliman agro-tourism in the Taman Eden 100 is as follows:

1. *Social Jealousy among Andaliman Farmers*

So far, the community in the agro-tourism area of Taman Eden 100 is one of the people who have a high sense of kinship, every problem can be resolved amicably through mediation or deliberation. The implementation of community empowerment brings positive impacts as expected by the local community. However, on the other hand it also brings other impacts such as social jealousy that cannot be separated in social life. The emergence of social jealousy is due to the attitude of some andaliman farmers who want to get help first without waiting for their group's turn, causing jealousy because they want to get help first.

2. *Companion Leveling the Technical Problems of Andaliman Cultivation*

Mentoring is one of the most important parts in the process of empowering andaliman farmers. The facilitator is tasked with assisting farmers during andaliman plant cultivation activities, so far the assistance provided is quite good, including socialization and administrative assistance, but in the implementation of empowerment there are also problems in providing assistance, andaliman plant farmers do not get solutions to the problems experienced, there are differences in patterns thought between the andaliman farmers and the companion team who provided materials to support the increase in andaliman production.

IV. CONCLUSION

Based on the results of research that has been carried out on empowering rural communities in the development of Andaliman agro-tourism in Taman Eden 100, the conclusions from this study are:

1. The process of implementing village community empowerment in the development of andaliman plant agro-tourism in Eden 100 Gardens has been going well, andaliman farmers feel their participation and involvement in the implementation of community empowerment.

2. The implementation of village community empowerment in the development of Andaliman agro-tourism has positive and negative impacts on the existence of Andaliman farmers, as follows:

Positive impact

Increased capital for implementing empowerment programs, Increasing the income of andaliman plant farmer families, The occurrence of harmony andaliman plant farmers.

Negative impact

The assistant generalizes the technical problems of andaliman plant cultivation

V. ACKNOWLEDGMENTS

We would like to express our deep gratitude to Universitas Methodist Indonesia Medan for the grant and facility given for this research. We also acknowledge the assistance of our staff who helps us in technical work of this paper.

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