

Development of Agrotourism Potential Salak Pondoh in Sleman Regency based on Geographical Indication Rights: Case Study of Geographical Indication Protection Community at Salak Pondoh Sleman Jogja (KPIG-SPS) Sleman Regency

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Abstract: Agrotourism based on Geographical Indication of Salak Pondoh Sleman Jogja is a product of exclusive natural wealth, a subsystem of special interest tourism that is very relevant in an effort to increase farmers' economic sources while protecting land with potential Geographical Indications (GI) as national economic assets and can be a factor in maximizing the empowerment of natural and human resources that have the potential to create new employment opportunities. With the existence of the Geographical Indication Right (GIR) on the product of "Salak Pondoh Sleman Jogja" the reputation of the region will naturally be lifted. On the other hand, the supporting factors in the form of natural beauty, traditional knowledge of the community and biological resources will have a positive impact on the development of agrotourism. To support the development of agro-tourism based on Geographical Indications of Salak Pondoh Sleman Jogja, standardization and quality assurance of agro-tourism management for tourist destination objects are required through FS-GAP and FS-IPM training to obtain register certificates and advanced training to obtain further certificates (organic certificates). Furthermore, SOP-GAP is an implementation standard that is implemented and used as the main benchmark uniformly and enviably for all farmer groups incorporated in the 'Prima Sembada' association members who are members of the Salak Pondoh Sleman Geographical Protection Community (KPIG-SPS) to provide guarantees towards the quality of salak cultivation, production and marketing processes that are integratedly an instrument that supports the development of agro-tourism based on Geographical Indications. The research methodology used in this study is descriptive analysis method to explore the preferences of consumers and producers. This research is aimed at increasing added value and power for the use of Geographical Indication Rights (GIR) on the product of "Salak Pondoh Sleman Jogja". The results of this study indicate that the tendency towards organic products "Salak Pondoh Sleman Jogja" attracts the enthusiasm of farmers in Geographical Indication Rights (HIG) based agrotourism development.

1 INTRODUCTION

Agro-based geographic indications are special tourism activities to areas or agricultural locations whose products are well known for their superior quality and characteristics. The reputation of product excellence is strongly influenced by natural conditions, land quality, and human culture. The development of agro-tourism based on Geographical Indications is very relevant in an effort to increase the source of economic income of farmers while protecting the land with the potential of Geographical Indications as national economic assets. Because the central point of the visit area of agro-tourism is the original location of the product. Farming methods

that will be demonstrated using traditional concepts that have socio-cultural dimensions - ancestral religion which are passed down from generation to generation which then crystallize into local kearif ensure the continuity of product traceability. The selection of superior seeds refers to the decisions of local peasant institutions, planting methods, pre- and post-harvest techniques are unique daily behaviors that are only found in people's lives in the area of certain Geographical Indications. The series of tour packages with agro-tourism packaging indirectly represents the implementation of the obligations of the owner of the Geographical Indication Rights to maintain the existence of Geographical Indication factors. Communicative Indication Rights require

farmers, producers, consumers, and the government to work together to create a code of agricultural practice in accordance with the agreement of local farmer institutions so that agricultural sustainability and product quality are maintained (Ramli., 2017). Geographical Indication based agrotourism concepts become knowledge for consumers about the process and guarantee of reputation, as well as product quality that will give birth to consumer loyalty. Increasing the scale of production will have an impact on the economic welfare of farmers (FAUZA MAYANA SH, 2018).

From the Geographical Indication-based agrotourism context, Salak Pondoh Sleman Jogja is a product of exclusive natural wealth, has received protection marks from origin or Geographical Indications with IG certificate No.ID G 000 000 020 (YOLANDA, 2017), which is given to the Indication Protection Community Geographical-Salak Pondoh Sleman (KPIG-SPS) by the Minister of Law and Human Rights based on Law Number 51 Year 2001 concerning the brand jo. Government Regulation Number 51 of 2017 concerning geographical indications on 27 August 2013 with the name of the geographical indication "Salak Pondoh Sleman Jogja ", which is salak with the type of pondoh produced in the Sleman regency of Yogyakarta Special Province (Winarno, 2018). From the substance aspect of the product protection "Salak Pondoh Sleman Jogja" through the registration system of Geographical Indications not only related to the concept of protection of Intellectual Property Rights (IPR), especially Brand protection, but also related to the concept of Bio Diversity as a genetic source (Djaja, 2013). Geographical indication (GI) as one of the protective labeling forms used to indicate the origin of products can act as an indirect means of rural development which explains a dominant relationship between GI and sustainable rural development that can generate economic and social benefits for rural areas. Where that GI is useful for implementation as a tool for rural development (Williams et al., 2009). Geographical indication protection can provide benefits for the protection of typical traditional products from developing countries such as Indonesia as an instrument that is useful in the efforts of rural development (Petit and Ilbert, 2015).

2 RESEARCH METHODS

The method used in this research is descriptive research which aims to make a systematic, factual and accurate description of the facts, and the characteristics of a particular regional population. Descrip-

tive research is not intended to test certain hypotheses, but only describes variables and conditions as they are. Sampling in this study was carried out randomly at Salak Pondoh Sleman Farmers who were gathered in the Community of Geographical Protection of Salak Sleman Pondoh (KPIG-SPS) consisting of sub-districts (Pakem, Turi, Tempel) in Sleman Regency. The data used in this study are primary data and secondary data. The primary data used in this study was obtained directly through field research including structured observation and interview activities (May 2019). Secondary data used in this study is data obtained through library studies.

3 RESULTS AND DISCUSSIONS

The ownership of the Geographical Indication Rights (GIR) certificate obtained by KPIG-SPS Sleman Regency has a substantial effect to encourage agrotourism development. The birth of initiation for the development of agrotourism resulted in the marketing of 'Salak Pondoh Sleman Jogja' products both in the domestic and foreign markets, which in turn gave birth to the desire of the community to travel with special interests, namely to be able to tour and see the process cultivation land management, production and marketing processes. This then led to the desire of members of the Salak Pondoh Sleman (SPS) farmer association to develop agro-tourism hamlets and villages which began in 2015 by utilizing member gardens as tourist destinations so that tourists can directly participate in salak picking, studying the management process of cultivation land, production and marketing processes. Because there are still many obstacles in agro-tourism management, then in 2019 the district tourism office sleman conducts a review of the development of hamlets and agro-tourism villages which then produces:

1. Guidance on Trumpon agro-village management established since 2015 and managed by the Merdikorejo village government by utilizing member gardens incorporated in the salak pondoh sleman jogja association under the association of KPIG-SPS sleman as a tourist destination by utilizing Merapi viewing post as a tourist attraction icon.
2. Guidance of hamlets and agro-tourism villages formed in 2019 include: ledok nongko tourism hamlets managed by sicutik farmer groups managed by the bangunkerto village government, plosokuning tourism village, pule wulung pulesari tourism village, and Wonosari tourist village

all of which are available in the district of turi sleman regency.

To develop hamlet and agro-tourism villages as tourist destinations, community gardens must have a registration certificate (certificate register) that is incorporated in the Salak Pondoh Sleman Jogja Association under the guidance of KPIG-SPS. Requirements for community gardens to be incorporated into sleman KPIG-SPS association members, namely:

1. Community gardens must be incorporated into farmer groups.
2. participating in Field Schools (FS) in two stages, namely:
 - (a) Participated in the FS-GAP (Good Agriculture Proce) training for training in the cultivation of salak pondoh correctly from the sleman district agriculture office as much as 8-10 meetings. Training procedures starting from the submission to the training process and the end of the overall training are carried out by each farmer group.
 - (b) Following the training of FS-IPM (Integrated Pest Management) as many as 8-10 meetings from the department of agriculture and BPTP DIY province. Training procedures starting from the submission to the training process and the end of the overall training are carried out by each farmer group.
- c. After following the training process, the farmer groups are given the opportunity to conduct garden management for 3-4 months following the procedures contained in the SOP-GAP that have been mutually agreed upon between the farmer groups and the district agriculture service, the provincial agriculture office and BPTP.
- d. After the management of the garden ends for a period of 3-4 months then an inspection by the DIY provincial agricultural office is carried out following the provisions contained in the SOP-GAP. The purpose of this inspection is to evaluate and evaluate community gardens whether they fulfill the requirements stated in the SOP or not. If the garden management meets the provisions contained in the SOP, it will get a register certificate, and if it is not in accordance with the SOP-GAP, then the plantation manager will be given the opportunity to improve management in accordance with the SOP-GAP.
- e. For the management of gardens that have been in accordance with the SOP-GAP, they will obtain a register certificate issued by the DIY provincial agricultural service.

- f. After obtaining register certification, community gardens under the guidance of farmer groups can join the Salak Pondoh Sleman Jogja Association which is fostered by KPIG-SPS sleman by submitting requirements, namely: Copy of farmer group administrators, Copy of register certificates submitted to the Salak Pondoh Sleman Jogja Association (KPIG-SPS) sleman
- g. After joining and becoming a member of the garden management association that is part of the management in each farmer group, it is mandatory to attend a routine meeting held by the Sleman Pondoh Pondoh Salak Association once a month.

To get an advanced certificate such as an organic certificate, the management of the farmer group can attend further training. Since the Geographical Indication Certificate (GIC) was obtained by the Pondoh Sleman Jogja Salak Association from 2013-2019, there are already farmer groups that have international organic certificates under the Swiss-based IMO license. Registry certification is basically used to guarantee the quality of cultivation land management standards, production processes and marketing processes. Whereas further certificates such as (international organic certificate) to guarantee the quality standards of cultivation land management, production processes and marketing management specifically for European communities (England, Germany, France, the Netherlands) and America.

3.1 SOP-GAP Cultivation Land Management, Production and Marketing Processes at the KPIG-SPS Prima Sembada Sleman Association

3.1.1 Management of Cultivation Land

Quality requirements for partners:

1. Groups that can deposit products are farmer groups that have previously been registered by the association.
2. Farmer groups have been registered in associations in cultivation and have implemented SOP-GAP.
3. Having records of all agricultural cultivation activities.
4. Want to implement quality standards that have been set by the association.

3.1.2 Production Process

1. Administrative process
Weighing salak pondoh obtained from the harvest from the association members' gardens.
2. Drying process
The drying process is only valid for salak in wet conditions with a maximum drying process of 1 hour. While for salak in dry conditions, the cleaning phase is immediately carried out.
3. Cleaning process
The process of cleaning salak is done for all salak in dry conditions.
4. Sorting process
Conducting selection / classification of salak based on weight size.

Table 1: Sorting Process.

No	Size	Weight of fruit (Grade) / Kg
1	Big	≥61
2	Small	33-60
3	Medium	≤32

Source: Prima Sembada KPIG-SPS Association Sleman (2019)

5. Packaging and weighing process
The packaging and weighing process is carried out according to the marketing objectives following the following conditions:

Table 2: Packaging and weighing processes.

No	Fruit classification (Grade)	Marketing objectives	Netto
1	A	Supermarket	≤13
2	B	Export	14-16
3	C	Processed products	17

Source: Prima Sembada KPIG-SPS Association Sleman (2019)

- (a) Fruit of salak with classification of fruit (grade) A for marketing purposes to supermarkets intended for domestic (domestic) consumers.
- (b) Salak fruit with a classification of fruit (grade) B for export purposes abroad such as China, Europe (England, Germany, France, Netherlands) and America.
 - i. Especially for product packaging (packaging) for the purpose of exporting to China, the net fruit weight (packaging) per package is an average of 9 kg.
 - ii. For export to Europe and America the minimum amount is 2-3 quintals per week (England, France, Netherlands). The purpose of this export is not for consumption but for

the purpose of socialization and promotion, namely to introduce salak pondoh to Europe and America.

- iii. Labels of packaging of salak intended for export are labeled (GAP number / farmer register). The purpose of this GAP labeling / number is to anticipate complaints from buyers if it is found that salak fruit does not match the quality.
- (c) Salak fruit with classification (grade) C is used as processed product ingredients such as dodol, doplak, wajik, drinks, and probiotic products.

The importance of the packaging and weighing process because in consumer purchasing decisions are faced with preferences, namely an attitude of like or dislike of objects that move in stages. Preference itself has the nature of completeness, transitivity and continuity, so that ordinary individuals determine their decisions based on a particular focus (point of interest) in purchasing salak by mentioning the selection rank of salak from (1) large form, (2) bright skin color, (3) the favored taste, (4) the type of superior / organic variety, and (5) the price factor as follows:

Table 3: Ranking Focusing Considerations for Purchasing Salak Pondoh.

Ranking Selector	Big	Skin color	Taste	Organic types / varieties	Price
1	28	15	56	79	40
2	34	12	89	33	59
3	72	27	42	19	60
4	57	63	19	39	41
5	29	103	14	50	20
Weighted weight	635	433	814	712	718

Source: Primary data 2018, data taken from 220 respondents (Isnugroho and Winarno, 2019).

3.1.3 Marketing Process

1. Terms of order
 - (a) The association will order the group the day before the picking process to the farmer is at maximum 18.00 PM.
 - (b) Farmers will pick up the morning at least at 08.00 AM in the morning.
 - (c) If there is a cancel before 08.00 AM, the loss will be borne by the farmer.
 - (d) If cancelation is carried out by the association before 08.00 AM, all losses are borne by the association.

- (e) Orders paid to the association must be carried out at least at 14.00 PM.
 - (f) If a cancellation occurs before 14.00 PM, all forms of loss will be borne by the buyer.
 - (g) Salak picked by farmers in accordance with the standards of the association follows the following conditions:
 - i. 70-80% maturity (before picking).
 - ii. Salak grade is 1 kg content of 14-16 seeds.
 - iii. Not disabled like: Irregular shape, Skin does not peel off, Rotten, Scratched, Hollow, Tembong, Skin condition is not fresh.
 - (h) The purchase price from the buyer to the association is to follow the price in the warehouse.
 - (i) The price of purchases from associations to farmers is the price of good items received in the warehouse.
2. Purchase and sale of international organic salak pondoh
- (a) Associations get orders from buyers with provisions on the type of salak, grade, volume and purchase price, packaging time.
 - (b) Associations make orders to farmer groups through the procurement of goods with provisions on the type of salak, grade, volume and purchase price of picking time.
 - (c) The group orders the farmers with terms of salak, grade, volume and purchase price, picking time from the association.
 - (d) Farmers do picking in the garden according to the provisions of the type of salak, grade, volume and purchase price, picking time from the farmer group.
 - (e) Farmers collect products to farmer groups.
 - i. The association takes the produce of farmers in farmer groups along with the documents prepared by the farmer groups.
 - ii. The association brings salak products from farmers to packing houses to do cleaning, sorting and packaging.
 - iii. Buyers / buyers take salak from the association in a state that has been hit, witnessed by Quality Control (QC) from buyers / buyers.
3. Packaging of zalacca for export shipments
- In shipping exports abroad, the association cooperates with exporters. The shipment process can be done through several cities including (Solo, Jogja, Semarang, Jakarta).
- In conjunction with agro-tourism development, register certificates and advanced certificates are instruments that are very important in supporting

agro-tourism development and management, because in their activities in tourist destinations in addition to recreation to enjoy the natural atmosphere, tourists can also get education by visiting and seeing first hand the mechanisms management of cultivated land, production processes and marketing. Thus, register certificates and advanced certificates are absolutely necessary as a requirement that objects that become tourist destinations including standards for cultivation land management, production and marketing processes can be categorized in agro-tourism groups based on Geographical Indications (GI).

4 CONCLUSIONS

From the discussion in this study, conclusions can be drawn: The willingness of people from inside and outside the country to take a tour to the salak pondoh sleman jogja plantation area, the development of geographical indication based agrotourism can be useful for means of socialization, promotion and education to the community at large. Although salak pondoh sleman's uptake is 80% dominated by domestic consumption, the socialization and promotion aspects in the value are not yet maximized. Besides that, the development of agrotourism is also expected to be able to introduce salak pondoh to foreign tourists directly. Considering that currently the ability to export abroad is only 20% or around 2-3 quintals per week, especially to the European and American markets, for the purposes of socialization and promotion, it is hoped that through the development of agro tourism it can attract foreign tourists to visit in large numbers, because salak Pondoh in foreign markets has a good market opportunity, such as in Europe and America can penetrate the price of Rp. 300,000 per kg. Ifsalak pondoh can be exported on a large scale to the European and American markets, farmers' welfare will automatically increase, on the other hand cash inflows from outside the country will also increase significantly. In terms of developing agrotourism, it is necessary for government participation such as the agricultural service, tourism agency, local government, village government, private elements, farming communities and other related elements, so that ultimately salak pondoh sleman jogja through the role of agro-based Geographical Indications can be known globally.

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