

DEVELOPMENT OF AGRICULTURAL EDUCATIONAL TOURISM (A Case Study at CV Milkindo Berka Abadi in Tegalsari Village, Kepanjen District, Malang Regency)

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Abstract Edu-tourism is one of the most developed kinds of the tourism sector. One of the examples is called Agricultural Educational Tourism of CV Milkindo Berka Abadi in Tegalsari Village, Kepanjen District, Malang Regency, East Java Province. This research aimed to determine the level of conformity between performance and importance level of marketing mix (7P), including product, price, place, promotion, people, process, and physical evidence. The method used in this research was survey. Data collection was carried out by distributing structured questionnaires to 100 participants of the educational tour package. Data were analyzed by using Importance Performance Analysis (IPA) to divide marketing mix attributes into four quadrants and find out how satisfied the consumers are with the company's performance. The results revealed that the level of conformity between performance and importance of marketing mix attributes is very conformable with a conformity level of 87,035% overall, which is 80-100%. It can be concluded that the level of conformity between performance and importance level of 7P marketing mix attributes are very conformable overall. However, the companies must continue improving marketing mix attributes to match tourist expectations in Agricultural Educational Tourism of CV Milkindo Berka Abadi.

Keywords: *Agricultural educational tourism, edu-tourism, importance-performance analysis*

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INTRODUCTION

The development of the tourism industry is an exciting phenomenon. Even tourism is a sector highly susceptible to change, both internal and external, and dramatically affects the number and interest of tourists to visit a country, region, province, and district. This industry directly impacts the economy, society, and culture (Hasan, 2012).

Tourism is an industrial sector with high potential to increase the country's foreign exchange and regional development (Siswantoro, 2012). It benefits the national economy with its

characteristics that provide job opportunities and community empowerment by fostering an entrepreneurial spirit for business development (Rustinono, 2014). Tourism objects in Indonesia have become the leading destination of both domestic and foreign tourists due to their beautiful views. As reported by Besra (2012), in the local autonomy era, the industrial tourism sector plays very important role in supporting local economy because it relates to the acceleration source of local economic growth. Therefore, it required some development of tourism industrial sector in Indonesia. One of interesting innovations for visitors

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is education-based tourism, which offers learning and experience in carrying out or managing the activities in the attraction.

One of the attractive educational tourism objects in Malang Regency is agricultural educational tourism. Agroclimate condition in Malang Regency is very appropriate for tropical commodities development and a part of sub tropical commodities at the altitude from zero to thousands meter above sea level. Agricultural commodities, in wider scopes (including crops, horticulture, agricultural estate, forestry, fishery and animal husbandry) have strong power of attraction as agrotourism with its diversity and uniqueness valuable and reinforced with diverse cultural wealth. As a whole, they are potential support for regional and national economies (Widodo, 2014).

This tourism concept is applied by CV Milkindo Berka Abadi, which provides agricultural education-based tourism package, particularly dairy farming, such as taking care the stall and cattle, milking cattle activities, and processing the milk into various products. Such activities package is one of activities that can be offered to the tourists, which do not only offer recreation and education, but also promotion media of the resulted products, because it automatically will attract the visitors to purchase the dairy products (Widodo, 2014). In addition, this educational tourism strategy is an effort to introduce and expand the products to a wider market.

Therefore, conformity between desire or expectation of the visitors and performance of the company must be improved for the development of agricultural educational tourism in CV Milkindo Berka Abadi. The 7P of marketing mix strategy including product, price, place, promotion, people, process, and physical evidences can be used to find out attributes that can affect desires of the consumers/tourists to visit the Agricultural Educational Tourism of CV Milkindo Berka Abadi. Moreover, these attributes will be analyzed by using Importance Performance Analysis (IPA) to indicate product or service attributes that should be improved or reduced for the agricultural educational tourism development.

The research objective was to find out the conformity level between expectation of the visitor and performance of the 7P of marketing mix attributes in Agricultural Educational Tourism of CV Milkindo Berka Abadi, Kepanjen District, Malang Regency by using Importance Performance Analysis (IPA)

RESEARCH METHODS

This research was conducted at the Agricultural Educational Tourism of CV Milkindo Berka Abadi in Tegalsari Village, Kepanjen District of Malang Regency, from September to October 2018. The research method used was survey. Data were collected by participation observation, direct interview with structured questionnaire, and documentation.

Primary data were derived from directly interview by using questionnaire to peoples who involve in activities at the Agricultural Educational Tourism of CV Milkindo Berka Abadi, such as communities and visitors/tourist as much as 100 respondents. Due to an uncertain number of tourists who visit this place or visitors at Agricultural Educational Tourism of CV Milkindo Berka Abadi, the research sample was determined by convenience sampling around 100 respondents. Besides, this technique was following the research criteria. The researchers asked some questionnaires to respondents who visit the tourism object and the questionnaires related to marketing attributes of agricultural educational tourism object as reference for development.

The analysis method used was Importance Performance Analysis (IPA). This method measures which 7P of marketing mix attributes (including: product, price, place, promotion, people, process, and physical evidence) that must be improved or reduced by the respondents/the tourists/visitors of Agricultural Educational Tourism of CV Milkindo Berka Abadi to develop the agricultural educational tourism. These attributes was useful to determine what marketing attributes affect the tourist's interest to visit the agricultural educational tourism. This method uses Cartesian diagram, which was divided into 4 (four) quadrants based on result of measurement. Quadrant division of Cartesian diagram include "main priority" quadrant, "maintain achievement" quadrant, "low priority" quadrant, and "excessive" quadrant.

RESULTS AND DISCUSSION

Results of the Conformity Level

After the data was gained from questionnaires, then the data was processed using Importance Performance Analysis (IPA) method. The first step is counting the conformity level (*Tki*) between performance and importance of marketing mix attributes by comparing scores between performance and importance as presented in Table 1

that can be calculated using the equation below (Supranto, 2006)

$$Tki = \frac{Ki}{Hi} \times 100\% \dots\dots\dots (1)$$

Notes:

Tki= conformity level

Ki= score for performance assessment

Hi= score for importance/ expectation assessment

Based on results of conformity (*Tki*) calculation, the average value of the whole conformity level of the marketing mix attributes was

87.035% and the gap value between performance and importance levels of marketing attributes was 12.965%. As explained by Sukardi (2006), if the conformity value approaches to 100% and beyond the average, it means that the conformity level of the attribute is excellent. It can be presumed that the calculation result for conformity level of characteristics between performance and importance of marketing attributes on Agricultural Educational Tourism of CV Milkindo Berka Abadi, as a whole, has conformed and excellent.

Table 1. Results of performance and importance conformity test

Attribute	Performance Score (<i>Ki</i>)	Importance Score (<i>Hi</i>)	Conformity Level (%) (<i>Tki</i> = (<i>Ki/Hi</i>)x100%)
Product Variable			
(Activity Concept)	382	435	87.81
Mini Fishery Package	374	422	88.62
Fishery Package	366	415	88.19
Paddy Field Package	369	423	87.23
Poultry Package	369	432	85.41
Dairy Farmer Package	372	437	85.12
Mean	372	427.33	87.06
Price Variable			
Conformity of Regular Ticket Price	361	414	87.19
Conformity of Tourism Package Price	370	417	88.72
Offering Discount/Promo	339	443	76.52
Mean	356.67	424.67	84.14
Place Variable			
(Access)			
Location	361	420	85.95
Vehicle	333	388	85.82
Parking	348	380	91.57
Information (Signage)	337	409	82.39
Media Information	350	420	83.33
Mean	345.8	403.4	85.81
Promotion Variable			
Website	335	404	82.92
Brochure	341	374	91.17
Social Media	348	419	83.05
Mean	341.33	399	85.71
People Variable			
Employee's Competence	382	444	86.03
Employee's Attitude	390	442	88.23
Participant's Comprehension	373	425	87.76
Evaluation Application	366	418	87.55
Mean	377.75	432.25	87.39
Process Variable			
(Activity Quality)			
Feeding and Watering Livestock	386	431	89.55
Milking the Cattle	388	436	88.99
Feeding the Catfish	360	387	93.02
Fishing the Catfish	356	403	88.33
Planting Paddy	350	436	80.27
Making Salted Eggs	348	440	79.09
Mean	364.67	422.17	86.54

Attribute	Performance Score (<i>Ki</i>)	Importance Score (<i>Hi</i>)	Conformity Level (%) ($Tki = (Ki/Hi) \times 100\%$)
Physical Evidence Variable			
(Design)			
Ticket	325	322	100.9
Learning Module	335	386	86.78
Pasteurized Milk Packaging	356	392	90.81
Organic Fertilizer Packaging	339	366	92.62
ID Card	352	406	86.69
Fishing Rod	337	400	84.25
Calf Milk Bottle	351	402	87.31
Mean	342.14	382	89.9
Total			87.035
Gap			12.965

The percentages of conformity level between performance and importance of marketing attributes are presented in Table 2 (Sudaryanto, 2007)

Table 2 Range for conformity level of performance and importance

Conformity Level	Conformity Range (%)
Highly Conformed	80 - 100
Conformed	70 - 79
Quitely Conformed	60 - 69
Less Conformed	50 - 59
Disconformed	40 - 49

Source: Sudaryanto (2007)

After acquiring data from the respondents, the next step is calculating the average of each attribute of performance and importance levels of the marketing mix strategy. The equation to calculate average of each marketing attribute is as follows (Supranto, 2006):

$$\bar{X} = \frac{\sum xi}{n} \bar{Y} = \frac{\sum yi}{n} \dots\dots\dots (2)$$

Notes:

- \bar{X} = average value for performance level of marketing mix attribute
- \bar{Y} = average value for importance level of marketing mix attribute
- n = number of respondents

It is known that total value for performance level of marketing mix strategy ($\sum xi$) is 12149 and total value for importance level of marketing mix strategy ($\sum yi$) is 13988. While the respondents (n) are 100 peoples, so that calculation for total average of each performance attribute and importance of marketing mix strategy are as follow:

$$\sum \bar{X} = \frac{12149}{100} = 121.49$$

$$\sum \bar{Y} = \frac{13988}{100} = 139.88$$

The average value of each performance attribute is used to determine performance level of marketing mix strategy atribut on Agricultural Educational Tourism of CV Milkindo Berka Abadi by comparing average weight of each attribute of marketing performance and number of marketing attributes. As well as average value of each importance attribute, which has been acquired, is used to determine importance level of marketing mix strategy attribute on Agricultural Educational Tourism of CV Milkindo Berka Abadi by comparing average of each marketing importance attribute and number of marketing attribute. The equation is as follows (Supranto, 2006)

$$\bar{\bar{X}} = \frac{\sum \bar{xi}}{k} \bar{\bar{Y}} = \frac{\sum \bar{yi}}{k} \dots\dots\dots (3)$$

Notes:

- $\bar{\bar{X}}$ = average value of the whole performance level attribute of marketing mix
- $\bar{\bar{Y}}$ = average value of the whole importance value attribute of marketing mix
- k = number of marketing attributes

It is known that total average of each performance attribute ($\sum \bar{X}$) is 121.49 and total average of importance attribute ($\sum \bar{Y}$) is 139.88. Results of calculation for average of the whole attributes of performance and marketing levels are as follow:

$$\bar{X} = \frac{121.49}{34} = 3.6$$

$$\bar{Y} = \frac{139.88}{34} = 4.1$$

Description of Cartesian Diagram

After acquiring average of the whole attributes of performance and importance levels, the last step is put the average of each performance attribute and importance level into the Cartesian diagram. The Cartesian Diagram is used to find out position of each marketing mix attribute, so that it will be found out which attribute should be improved, maintained, removed, and reduced (Supranto, 2006).

The cartesian diagram is divided into four parts, which is restricted by average value of the whole stributes of performance and importance of marketing mix that has been acquired, X-axis is 3.6 from average value of the whole performance attributes and Y-axis is 4.1 from average value of the whole importance attributes of marketing mix. It conformed to a description by Mardiana (2017) that Cartesian diagram is divided into four quadrants, in which the first quadrant contains attributes with

While total for number of attributes or items of question (k) were 34.

main priority that should be improved or increased, the second quadrant contains features that should maintain the achievement, then the third quadrant contains points with low priority that should be reviewed, and the last is the fourth quadrant that contains excessive attributes, so that they should be reduced.

Results for average calculation of marketing attributes on performance (X) and importance (Y), which is used to place the comparison points between performance and importance on Cartesian diagram, so that it will indicate the attributes go into “high priority” quadrant (1), “maintain achievement” quadrant (2), “low priority” quadrant (3), and “excessive” quadrant (4). As explained by Suhendra (2016) that the first quadrant contains high expectation attribute but low performance, the second quadrant contains attributes that have high expectation and good performance, the third quadrant contains attributes that have low expectation and low performance, and the fourth quadrant contains attributes that have low expectation with excessive performance, and they were based on the respondent’s opinion. The following are the average results of each marketing mix attribute on Agricultural Educational Tourism of CV Milkindo Berka Abadi, which is divided into four quadrants as presented in Table 3

Table 3. Marketing Mix Attributes on Each Quadrant

Quadrant	Attribute Number	Name of Attribute	Mean K_i (x_i)	Mean H_i (y_i)	Conformity (%) (T_{ki})
1	9	Offering Discount/Promo	3.39	4.43	76.52
	14	Media Information	3.5	4.2	83.33
	17	Social Media	3.48	4.19	83.05
	26	Planting Paddy	3.5	4.36	80.27
	27	Making Salted Eggs	3.48	4.4	79.09
2	1	Calf Package	3.82	4.35	87.81
	2	Mini Fishery Package	3.74	4.22	88.62
	3	Fishery Package	3.66	4.15	88.19
	4	Paddy Field Package	3.69	4.23	87.23
	5	Poultry Package	3.69	4.32	85.41
	6	Dairy Farmer Package	3.72	4.37	85.12
	7	Conformity of Regular Ticket Price	3.61	4.14	87.19
	8	Conformity of Tourism Package Price	3.7	4.17	88.72
	10	Access to Location	3.61	4.2	85.95
	18	Employee’s Competence	3.82	4.44	86.03
	19	Employee’s Attitude	3.9	4.42	88.23
20	Participant’s Comprehension	3.73	4.25	87.76	
21	Evaluation Application	3.66	4.18	87.55	

Quadrant	Attribute Number	Name of Attribute	Mean K_i (x_i)	Mean H_i (y_i)	Conformity (%) (T_{ki})
	22	Feeding and Watering Livestock	3.86	4.31	89.55
	23	Milking the Cattle	3.88	4.36	88.99
3	11	Access to Vehicle	3.33	3.88	85.82
	12	Access to Parking	3.48	3.8	91.57
	13	Information (Signage)	3.37	4.09	82.39
	15	Website	3.35	4.04	82.92
	16	Brochure	3.41	3.74	91.17
	25	Fishing the Catfish	3.56	4.03	88.33
	28	Ticket	3.25	3.22	100.9
	29	Learning Module	3.35	3.86	86.78
	30	Pasteurised Milk Packaging	3.56	3.92	90.81
	31	Organic Fertilizer packaging	3.39	3.66	92.62
	32	ID Card	3.52	4.06	86.69
	33	Fishing Rod	3.37	4	84.25
	34	Calf Milk Bottle	3.51	4.02	87.31
4	24	Feeding the Catfish	3.6	3.87	93.02

The results were acquired after calculating each marketing mix attribute using the previous equation, and then the results in the table will be put into the Cartesian diagram using *Microsoft Excel*

2013. Position of each dot of the marketing mix attribute on each quadrant of Cartesian diagram is presented in Figure 1

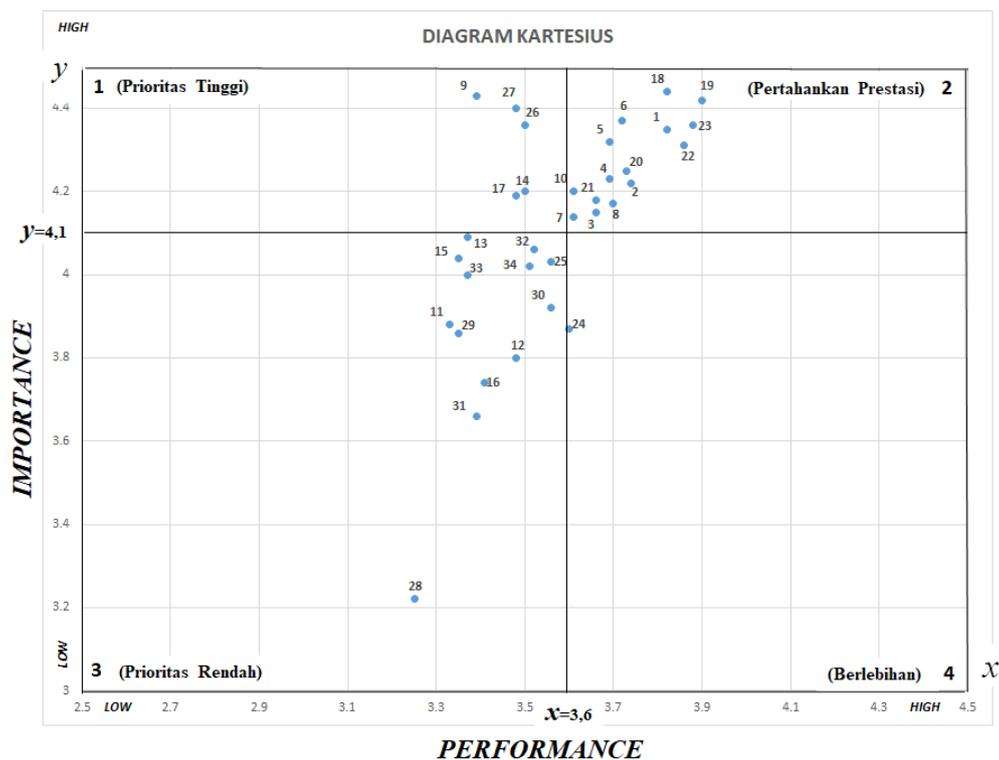


Figure 1. Quadrant Division on Cartesian Diagram

Figure 1 shows position of each marketing mix attribute of Agricultural Educational Tourism of CV Milkindo Berka Abadi, which has been determined. The position is depicted in dots and numbers for each marketing mix attribute, which is divided into 4 quadrants as explained as follows:

1) Quadrant 1 (*Main Priority*)

This region contains important marketing mix attributes or that are expected to have high-quality for consumers, but in fact, they are not conformed and have low performance. Marketing mix attributes

in this region have main priorities for improvement and performance quality to meet the consumer expectation as visitor at the Agricultural Educational Tourism of CV Milkindo Berka Abadi.

Attributes belonging to the first quadrant provide discount/promo with conformity level 76.52%. Therefore, this attribute should be improved to increase consumer satisfaction or visitors of the tourist object. As Dewi (2018) explained, discount variable has the most significant influence on decision to purchase and consumer satisfaction.

Access to information media has a conformity level of 83.33% and should be improved. Social media as electronic media can be accessed widely, and of course, it will facilitate anyone to publication and access information to establish relations (Rustiana, 2018). Therefore, the performance attribute should be improved, and the visitors will be easy to search the information about tourist objects through digital media.

Not only as access to information, social media is also used by the company as means of tourism object promotion to increase the visitors' interest by showing attractive photographs or videos about the related tourism objects. It also conformed to an opinion by Rustiana (2018), who explained that social media is a digital platform that provides division or information exchange facilities, such as ideas, images, videos, and photographs with collaboration among humans through a network. Therefore, attribute of social media means that have conformity level 83.05% should improve its performance.

Quality of planting paddy has conformity level 80.27% and should improve or increase performance because this activity has high expectation for visitors of the tourism object. Attraction of traditional rice farming as educational tourism is top-rated among tourists, so that the visitors can take part in agricultural activities as entertainment and experiences (Handayani, 2016).

As well as activity in making salted eggs with conformity level of 79.09% that should be increased, so that the participants of the educational tourism will acquire knowledge and experience in making excellent salted eggs to increase consumer satisfaction in educational tourism. Novia (2018) explained that there are several ways to make salted eggs, but all of them must be carried out correctly in order to produce excellent salted eggs.

2) Quadrant 2 (*Maintain Achievement*)

This region contains important marketing mix attributes that have the best quality for consumers and good performance. Achievement of the marketing mix attributes in this region must be maintained, so that there is no decrease in customer satisfaction or visitors at the Agricultural Educational Tourism of CV Milkindo Berka Abadi.

Attributes in the second quadrant, in which their achievements must be maintained, include agricultural educational tourism packages with each conformity level that consists of *Calf* package with score 87.81%, *Mini Fishery* package with score 88.62%, *Fishery* package with score 88.19%, *Paddy Field* package with score 87.23%, *Poultry* package with score 85.41%, and *Dairy Farmer* package with score 85.12%. The development of agro-tourism today has established agricultural tourism package by inviting the tourists to plant the seeds, maintain the crop, and harvesting. More tourists attract in activity of educational tourism of farming management as they want to know how to plant (Gurindawangsa, 2017). Attributes that conform to expectation of the visitors must be maintained, so that the tourists would not be bored to visit the tourism object.

The next attributes that belong to the second quadrant are conformity of regular ticket price and tourism package with each score of conformity level, 87.19% and 88.72%, respectively. Ticket price is important attribute to attract visitors to visit the tourism object because ticket price affects on financial ability of the consumers and visitors. Therefore, these excellent attributes must be maintained to attract visitors. It conformed to the opinion of Pambudi (2018) who explained that the unstable product price may decline the consumer's interest and make it difficult for companies to develop.

Access to location with conformity score 85.95% is an important attribute in marketing mix of educational tourism. The visitors expect easier access to the location, so they can visit the tourism destination without any obstacle. Attractive things will attract tourists to visit tourism object, and one of them is easier accessibility to the tourism location (Aprilianti, 2017).

On "people" variable of marketing mix or peoples who interact with educational tourism places, all attributes have worked following expectation of the consumers or visitors at the Agricultural Educational Tourism of CV Milkindo Berka Abadi, so that the achievement should be maintained and consumer satisfaction toward the officer's service to the attendants of the tourism

package will not decline. Scores for conformity level of the attributes that must be maintained are 86.03% for competence of the employees, 88.23% for attitudes of the employees, 87.76% for material comprehension of the participants, and 87.55% implementation of performance evaluation. Competence and attitude of the employees are highly required for human resources development to improve services to consumers and they will be easy to comprehend their activities as explained by the tour guide (Saraswati, 2015). Jobs in any field will eventually go through an evaluation process to measure the employee's attitude, behavior, and achievement, individually or in groups as base to make a decision or plan of human resources development (Wijayanti, 2012).

The last attributes included in the category is already good and must be maintained are feeding and watering livestock with conformity score 89.55% and milking with conformity score 88.99%. As Hasdi (2015) described, good feeding and watering will affect excellent dairy production. It includes the milking process, which must be done cleanly, well, and correctly to maintain good dairy production. If the products are good, consumers will be more interested to consume the products.

3) Quadrant 3 (*Low Priority*)

This region contains attributes of marketing mix which are considered unimportant or should not be provided for consumers and also in fact, they have low performance. Marketing attributes that belong to this region should be reconsidered with their uses and performances to be more efficient in the use of cost, energy, and time for Agricultural Educational Tourism of CV Milkindo Berka Abadi.

Attributes that belong to the quadrant of low priority include access to vehicles, access to parking, and access to street information along with signage in which each has conformity score 85.82%, 91.57%, and 82.39%, respectively. Based on the Cartesian Diagram, these attributes have low expectation and performance in the field, so they need to be re-examined whether visitors need them. However, the signage is important as well as the parking lot because most visitors use private vehicles or tourist buses, so a wider parking space is needed. Meanwhile, the vehicles access refer to access for local public transportation that is not privately owned, so this attribute is not too important because, as stated before, almost all of the visitors at Agricultural Educational Tourism of CV Milkindo Berka Abadi use private vehicles or rent cars. As described by Aprilianti (2017), access to tourism

location such as the street condition, signage, access to transportation, condition of the tourism land, and quality of the views (scenery) at the tourism location may affect desires of the tourists to visit the tourism object.

The tourism objects are promoted through website and brochures, each with a conformity score of 82.89% and 91.17%, respectively, and according to the visitors, they are not too important in the field as having low performance, so that the company should re-examine its use. In this aspect, they are not required due to promotion means in the field mostly use social media which is more interesting and widely used nowadays. So, brochure is no longer attractive as it will be thrown away and added more trash. It conformed to Rustiana (2018) who explained that social media is an attractive information means along with photograph, video, and audio so that it will attract more tourists to visit.

The attribute of fishing the catfish with an importance score of 88.33% belongs to low priority according to participants of the educational tourism due to fishing can also be done by buying a fishing ticket at the counter so that it should not be included in the educational tourism package. Then, attributes that include the physical evidence variable belong to the low priority category. Conformity scores of each attribute are 100.9% for ticket design, 86.78% for learning module, 90.81% for pasteurized milk packaging, 92.62% for organic fertilizer packaging design, 86.69% for ID card design, 84.25% for fishing rod design, and 87.31% for calf pacifier design. However, attractive designs are required for the attributes to attract more visitors, such as learning module design, dairy packaging design, and ID card design as well as the fishing rod, also calf pacifier must be made attractively so that the visitors will document their tourism activities to be more interesting.

It is comparable with the explanation by Mufreni (2016), package always involves attractive design or appearance so that message of the product can be conveyed to the consumers. Package is not only to protect the product, but also as the right marketing media. As well as the ID card design that makes the user looks stylish, ID card can be made as attractive as possible to attract more tourist to visit the agro-tourism of animal husbandry.

However, all attributes return to the given Cartesian diagram, so that on this third quadrant, influence of these attributes are considered less important by the respondents, and in fact, the performance is not too special. Improvement of these attributes in this quadrant can be reconsidered

because they have less benefit for the respondents (Supranto, 2006).

4) Quadrant 4 (*Excessive*)

This region contains marketing mix attributes, which are considered unimportant or have low performance expectation by consumers, but in fact, they have good performance in the field. Marketing mix attributes in this region are considered to have excessive performance due to they are less important for consumers or visitors at Agricultural Educational Tourism of CV Milkindo Berka Abadi

The only marketing mix attribute in the fourth quadrant is feeding the catfish with a conformity score of 93.02%, which is considered excessive performance for the tourists. Therefore, this activity should be reduced to increase consumer satisfaction. As described by Supranto (2005), attributes that are considered less important by respondents and felt too excessive in the fourth quadrant can be reduced.

CONCLUSION

The scores for conformity level of marketing mix attributes showed that all of the variables belong to criteria "very conformed" by the value of 87.03%. However, there are some marketing attributes must be improved as follows:

1. Attributes of providing discount/promotion (76.52%), access to information (83.33%), social media (83.05%), cultivating paddy (80.27%), and making salted eggs (79.09%) that belong to quadrant 1 with high priority for improvement or increase the performance.
2. Activity attribute of feeding catfish (93.02%) as the only marketing attribute in quadrant 4 with excessive performance, so the performance must be decreased or removed.
3. While for marketing attribute that belongs to quadrant 2 have 15 items must be maintained its performance because it has conformed to the tourist expectations. And the rest, the marketing attribute that belongs to quadrant 3 with low priority and has 13 items

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