FACTORS THAT INFLUENCE ON THE DEVELOPMENT OF PAID AGRO-TOURISM IN THE MARKET TRANSMISSION VILLAGE

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ARTICLEINFO	ABSTRACT
Keywords: Agrotourism, attraction, management, community participation	Pasar Melintang Village has a stretch of rice fields that have not been widely developed into an agro-tourism destination in North Sumatra. The purpose of this study was to examine what factors influence the development of agro-tourism in Pasar Melintang Village in Deli Serdang. The respondents of this study amounted to sixty-three people who live in Lubuk Pakam District and have visited the location, the sampling technique used is a combination of purposive and accidental sampling with the following criteria: 1) minimum age 17 years, 2) minimum high school education, 3) have visited rice field tourism sites. The analysis technique uses Confirmatory Factor Analysis with eleven-factor variables. Of the eleven variables, three factors were formed: attractiveness, management, and community participation
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1.   INTRODUCTION

Tourism development has not become a priority for the Deli Serdang Regency Government. With an area of 2,497.72 km2 (BPS, 2021), it has much natural potential that has not been maximally managed. This can be seen from the many nature-based tourism areas in Deli Serdang Regency that are not widely exposed. Pasar Melintang Village is one of the villages in the Lubuk Pakam sub-district, Deli Serdang Regency, North Sumatra Province. Most of the population's livelihood is farming or agriculture (agro) with a simple land management system. The Melintang Market has excellent potential to develop agro-tourism because of its available natural conditions. This condition is expected to increase farmers' income while conserving available land resources. Based on BPS data from the Lubuk Pakam sub-district alone, the farmers' rice fields can produce 11,483.73 tons in 2020, so this condition can describe the fertile conditions of the rice fields and the economic potential that can be developed apart from rice production.

Pasar Melintang Village is one of the villages located in the Deli Serdang Regency, precisely in the Lubuk Pakam sub-district, North Sumatra Province. Geographically, Deli Medium Regency is close to Medan City, so the area has become one of the economically strategic areas. Reporting from data from Deliserdangkab.bps.go.id (2021), Pasar Melintang Village has an area of 5.59 km2 with a population of 6772 people. Most of the population earns a living as farmers, which is 11.64% of the total population. This can be seen from the data reported by the BPS Lubuk Pakam District in 2021: the area of rice fields planted with rice and corn reaches 3286.7 hectares. Therefore, the village area, which is mainly planted with rice and corn, has an attractiveness as agro-tourism that can be developed further. The vast and beautiful expanse of rice fields makes this village one of the destinations for agro-tourism villages in the Deli Serdang Regency area. According to Yusnita (2019), there are several criteria that an area can develop agro-tourism, namely: a) The area has potential areas in the fields of horticulture, fisheries, and animal husbandry, b) Community activities in the area are dominated by agricultural activities, and there is a high dependence on agriculture. The sector, c) There is interaction in the community that supports agro-tourism activities. From these references, Pasar Melintang Village can develop the potential of rice fields as agro-tourism to be widely known.

With village agrotourism, local farmers have the opportunity to increase their income and deepen

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their knowledge of agricultural technology. Based on a reference from Simanungkalit (2016), Pasar Melintang Village is included in the category of embryo tourism village where Pasar Melintang village has a stretch of rice fields as agrotourism, and there is already a community movement to participate in managing tourist attractions. However, the village's potential has not been maximized for various reasons. The public does not widely know about the fertile rice fields in the village. The beauty of agrotourism in Pasar Melintang Village is only enjoyed by local people in the Lubuk Pakam District area. So that the existing potential cannot be maximized and felt directly by farmers. Many factors influence the development of agro-tourism in an area, which needs to be studied carefully to find the best solution to solve problems in the area. Based on the explanation above, this study examines what factors influence the development of agrotourism in Pasar Melintang Village in Deli Serdang Regency.

2. METHOD

This type of research is descriptive and quantitative. According to descriptive research, the study of phenomena by analyzing the problems, procedures, situations that apply, and other things such as relationships, views, activities, attitudes, and processes currently taking place in society (Yuwono et al., 2007). Confirmatory Factor Analysis using SPSS is an analytical tool in this study. According to Ghazali (2011), the purpose of using factor analysis is to identify the dimensions of the structure so that researchers find it easier to know the extent to which these dimensions can explain variables.

Eleven variables are analyzed as the factors that influence agro-tourism development in Pasar Melintang Village. The number of variables is related to the minimum number of respondents required; according to Solimun et al. (2018), the number of samples in factor analysis is a minimum of five times the number of variables. Concerning these references, a minimum of fifty-five respondents is required in this study. Respondents in this study were people in the Lubuk Pakam sub-district, the sampling technique used was a combination of purposive and accidental sampling with the following criteria: 1) Minimum high school education equivalent, 2) Minimum age 17 years, 3) Have visited the location rice field agrotourism in Pasar Melintang Village. Collecting primary data using a questionnaire with a Likert scale with options strongly disagree to agree strongly. The researcher managed to collect sixty-three respondents from the target of fifty-five respondents who met the criteria.

3. RELUST AND DISCUSSION

3.1 Respondent Profile

Based on education, 95.23% of respondents have high school education and the equivalent, while the rest are diploma graduates. The age of the majority of respondents is in the range of 44 – 52 years, reaching 57.14%. While from the aspect of work, 47.61% are farmers, and 42.85% are homemakers. The respondents of this study were the people of the Lubuk Pakam sub-district who met the criteria to be respondents.

3.2 Descriptive statistics

This study uses descriptive statistics, with the measuring instrument used being the mean and standard deviation. The purpose of using the mean is to get the average score of the respondents' answers, both variables, as well as each dimension and indicator of these variables (Yuwono et al., 2007).

Table 1. Descriptive statistics

	Tested Variables	Mean	Standard Deviation
1.	Socialization of good agro-tourism locations by the government	2.00	1.704
2.	Community groups play an essential role in the development of agro-tourism	3.71	1.591
3.	Community training to be able to drive agro-tourism has an important role	3.95	1.408
4.	Government and private support	3.67	1.656
5.	Good management with AD ART to manage tourism	2.81	1.933
6.	Good partnerships from outside, such as NGOs, and travel agencies, play an essential role in driving agro-tourism	4.38	1.099
7.	The cohesiveness of tourism actors and community leaders	4.24	1.316
8.	Transparency of tourism village management	4.38	1.142
9.	Uniqueness and attractiveness	3.81	1.575

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10. Agricultural activities can be an attraction	3.81	1.664
11. There needs to be events/activities to attract tourists	2.00	1.704

Source: primary data processed, 2022

Based on the results of the descriptive statistical tests above, the six and eight-factor variables, namely the factor "Good partnerships from outside such as NGOs, travel agencies, play an important role in driving agro-tourism" and "Transparency in the management of tourist villages" have the most considerable mean value of 4.38, which it means that respondents perceive these two factors to be the most felt to affect the development of the Pasar Melintang Village rice field. While the lowest mean value is in factor variables one and eleven, namely "Good socialization of agro-tourism locations from the government" and "There needs to be events/activities to attract tourists," which means that respondents perceive these two factors as having less role in the development of rice field agro-tourism in Pasar Village. Transverse.

While the standard deviation score on the five-factor variable, namely "Good management with AD ART to manage tourism," is perceived differently by respondents in influencing the development of village rice field agrotourism. While the variables of good partnership factors from outside, such as NGOs, and travel agencies, have the lowest standard deviation scores, respondents perceive that these factors affect the development of rural rice field agro-tourism.

3.3 Confirmatory Analysis Test

a. Kaiser Mayer Olkin Uji test

In the results of this study, the KMO test was 0.502. According to Ghazali (2011), to perform factor analysis, the KMO value is more than 0.50 so that the factor analysis in this study can be continued.

b. Communality

According to Yuwono et al. (2007), communalities are several variances originating from a variable, which the existing factors can initially explain. To see the closeness of the factors formed, can be seen in the extraction values as follows:

Table 2. Descriptive statistics

Tested Variables	Extraction
1. Socialization of good agro-tourism locations by the government	0.798
2. Community groups play an essential role in the development of agro-tourism	0.693
3. Community training to be able to drive agro-tourism has an important role	0.575
4. Government and private support	0.879
5. Good management with AD ART to manage tourism	0.752
6. Good partnerships from outside, such as NGOs, and travel agencies, play an essential role in driving agro-tourism	0.687
7. The cohesiveness of tourism actors and community leaders	0.911
8. Transparency of tourism village management	0.930
9. Uniqueness and attractiveness	0.799
10. Agricultural activities can be an attraction	0.898
11. There needs to be events/activities to attract tourists	0.401

Source: primary data processed, 2022

From the data table above, the eight-factor variable has the most considerable extraction value, which is 0.930, which means that 93% of the variation in the variable magnitude of the transparency factor in the management of tourist villages can be explained by the factors that have been formed. At the same time, the lowest extraction score is the eleventh-factor variable, with a score of 0.401. This means that the formed factors explain 40.1% of the variation in factor variables, the need for events/activities to attract tourists.

c. Eigenvalue

The total variance explained from the data processing results is needed to see how many factors are formed. For example, from table four below, it can be seen that there are three factors formed because, in the fourth factor, the real Eigenvalue is already below one. Then based on the score of percent of the variance, it can be seen that from a total of three factors formed, it can explain 75.6% of the variability of the original eleven variables.

Table 3. Eigenvalue

Total Variance Explained			
Component	Initial Eigenvalues	Extraction Sums of Squared Loadings	Rotation Sums of Squared Loadings

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	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.462	31.477	31.477	3.462	31.477	31.477	2.977	27.061	27.061
2	2.720	24.726	56.203	2.720	24.726	56.203	2.919	26.540	53.601
3	2.140	19.458	75.661	2.140	19.458	75.661	2.427	22.060	75.661
4	.945	8.591	84.253						
5	.730	6.635	90.888						
6	.429	3.902	94.790						
7	.240	2.181	96.970						
8	.176	1.596	98.566						
9	.091	.830	99.396						
10	.044	.402	99.799						
11	.022	.201	100.000						

Extraction Method: Principal Component Analysis.

Source: primary data processed, 2022

d. Factor Loading

The factor loading stage is one of the core activities in factor analysis. In this process, each variable is identified into three factors. Categorizing factor variables into three formed factors is the most significant loading score. This can be seen in the following table below:

Table 4. Factor Loading

Variables	Component		
	1	2	3
1. Socialization of good agro-tourism locations by the government	0.342	0.175	0.806
2. Community groups play an essential role in the development of agro-tourism	-0.512	0.368	0.543
3. Community training to be able to drive agro-tourism has an important role	0.132	0.656	0.357
4. Government and private support	0.857	0.149	0.350
5. Good management with AD ART to manage tourism	0.260	-0.124	0.818
6. Good partnerships from outside, such as NGOs, and travel agencies, play an essential role in driving agro-tourism	-0.222	0.775	0.192
7. The cohesiveness of tourism actors and community leaders	0.222	0.869	-0.326
8. Transparency of tourism village management	0.098	0.959	0.013
9. Uniqueness and attractiveness	0.873	0.066	-0.183
10. Agricultural activities can be an attraction	0.933	0.030	0.164
11. There needs to be events/activities to attract tourists	0.197	-0.063	-0.599

Source: primary data processed, 2022

Based on the table above, the explanation of the factor loading process is as follows:

a. The socialization factor variable on an excellent agro-tourism location from the government was identified as factor 3 because the most significant loading factor was in factor 3 (0.806).

b. The community group factor variable that plays an essential role in the development of agro-tourism is identified as factor 3 because the most significant loading factor is in factor 3 (0.543)

c. The community training factor variable to drive agro-tourism has a critical role identified as factor 2 because the most significant loading factor is in factor 2 (0.656).

d. The government and private support factor variables were identified as factor 1 because the most significant loading factor was in factor 1 (0.857).

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e. The variable of good management factors with AD ART to manage tourism was identified as factor 3 because the most significant loading factor was in factor 3 (0.818).
f. Good partnership factors from outside, such as NGOs, and travel agencies, which play an essential role in driving agro-tourism, are identified as factor 2 because the most significant loading factor is in factor 2 (0.775).
g. The variable factor of the cohesiveness of tourism actors and community leaders is identified as factor 2 because the most significant loading factor is in factor 2 (0.869)
h. The variable factor of transparency in the management of tourist villages is identified as factor 2 because the most significant loading factor is in factor 2 (0.959)
i. The uniqueness and attractiveness factors were identified as factor 1 because the most significant loading factor was in factor 1 (0.873).
j. The agricultural activity variable that can be an attraction is identified as factor 1 because the most significant loading factor is in factor 1 (0.933).
k. The variable that needs an event/activity to attract tourists is identified as factor 1 because the most significant loading factor is in factor 1 (0.197)

Based on the identification above, the categories of factors are as follows:

a. Factor 1 consists of 1) Government and private support, 2) Uniqueness and attractiveness, 3) Agricultural activities can be an attraction, and 4) the Need for events/activities to attract tourists. These three factors are consistent with research conducted by Sumantri (2019), Utomo & Satriawan (2017), and Arbainah et al. (2020) that activities in tourism objects are a relevant part of advancing agro-tourism. Henceforth, factor one is named tourist attraction
b. Factor 2 consists of 1) Community training so that they can drive agro-tourism has an important role, 2) Good partnerships from outside such as NGOs, and travel agencies, play an essential role in driving agro-tourism, 3) Cohesiveness of tourism actors and community leaders, 4) Transparency in the management of tourist villages. This is in line with various studies that have been conducted by Oka et al. (2019); Petric & Pivcevic (2020); Yuliati & Suwandono (2016); Yusnita (2019) that these factors shape the development of tourism objects through the cooperation of various elements of society. Henceforth, factor two is referred to as community participation
c. Factor 3 consists of 1) Socialization of good agro-tourism locations from the Government, 2) Community groups play an essential role in the development of agro-tourism, and 3) Good management with AD ART to manage tourism. The elements in factor 3 align with research conducted by (Irfan & Suryani, 2017; Sumantri, 2019) that in tourism development, good management is needed to develop agro-tourism locations. Henceforth, the third factor is named management management

In the confirmatory factor analysis test, it can be seen that all the variables formed are positively correlated. This means that the better the implementation of the above variables, the better the development of rice field agrotourism in Pasar Transverse Village. In practice, the development of rice field agro-tourism in Pasar Melintang Village is hampered by the lack of optimal management of the tourist attraction aspect, namely that farmers are not maximally involved in managing rice fields into agro-tourism so that agricultural activities that should be highlighted well have not been able to develop. By involving farmers' activities, the development of agro-tourism can improve the ability of rural rice farmers, especially in agricultural technology. In community participation factors, broad community involvement has not been maximized, marked by the absence of tourism-aware community groups. The uncoordinated elements of the Government, community leaders, and community groups in advancing village rice field tourism are one of the factors that cause this location to have not developed and cannot prosper the community. Moreover, from the management factor, although many local people have enjoyed rice tourism in Pasar Melintang Village, no organization oversees the management of tourist sites.

4. CONLUSION

Based on descriptive statistical tests, respondents have the same perception that good partnership factors from outside, such as NGOs and travel agencies, play an essential role in the development of Sawah agrotourism in Pasar Melintang Village. The partnership is one of the essential things to be able to develop the potential of village rice field agrotourism; with a partnership with tourism stakeholders, the potential of Pasar Melintang rice fields can be more widely exposed so that it is expected to be able to become one of the tourist destinations in North Sumatra. Three factors influence agro-tourism development in Pasar Melintang village: attractiveness, community participation, and management. There needs to be an integrated organization in managing village rice field agro-tourism. With an organized institution, the agro-tourism development strategy can be more focused and not always dependent on government assistance alone.

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