



Characteristic of Edelweiss Park Agrotourism Visitorsm in the Covid-19 Pandemic Time

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Abstract

Tourists have a vital role in the sustainability of a tourist destination. Edelweiss Park Agrotourism is a nature-based tourist destination managed by the local community, or Community Based Tourism (CBT). During the Covid - 19 pandemic still received visits from tourists. Researchers tried to examine from which areas tourists came to visit Edelweis Park Agrotourism during a pandemic using descriptive qualitative and quantitative analysis with a total sample of 100 which was determined using the accidental sampling method. From the discussion, it can be concluded that the characteristics of visitors based on the area of origin are divided into two, the first, are tourists who come from Bali spread from Denpasar, Bangli, Karangasem, Gianyar, Tabanan, Badung, and Klungkung. While from outside Bali, they are distributed from the areas of Lombok, Banyuwangi, West Java, East Nusa Tenggara (Kupang, Sumba, Flores), Surabaya, Jakarta, Tangerang, and West Kalimantan; The characteristics of visitors based on gender were dominated by female visitors as much as 64%; The characteristics of visitors based on average age are dominated by those aged 18 to 24 years with a total of 49 people (49%). Characteristics of visitors based on occupation, dominated by visitors who work as private employees as many as 53 people (53%); The characteristics of visitors based on the frequency of visits are dominated by first-time visitors (84%); Visitor characteristics based on information sources are dominated by information obtained from social media (71%).

Keywords: Characteristics of visitors, Agrotourism, Pandemic, Covid-19

A. Introduction

Bali occupies the top four positions as the best tourist destination in the world in 2020 according to a TripAdvisor travel website (Kustiani, 2020). This is not surprising because Bali has many tourist destinations consisting of nature, culture, customs, and shopping tours that will spoil tourists while in Bali. Rudita et., al. (2012), said the number of tourist visits is supported by several factors, including service, types of tourism recreation, facilities offered, transportation

facilities to tourist sites, and promotions. Salah destinasi wisata yang sedang banyak diminati oleh wisatawan di Bali dalam beberapa waktu belakang adalah wisata berbasis alam/pertanian yang sering disebut dengan agrowisata. Menurut Utama (2018) agrowisata didefinisikan sebagai suatu rangkaian kegiatan wisata yang memanfaatkan potensi alam, salah satunya sektor pertanian, sebagai suatu objek wisata, hal itu dimulai dari potensi pemandangan alamnya, hingga kekhasan dan keanekaragaman aktivitas produksi dan teknologi pertanian serta budidaya masyarakatnya.

Indonesia was exposed to the Covid-19 Pandemic in March 2020 (Ansori, 2020). Indonesia is one of the countries exposed to the Covid-19 Virus which is included in the Public Health Emergency of International Concern (PHEIC) so that Indonesia and Bali in particular, follow the world health protocol set by WHO to prevent the spread of Covid-19 Virus or what is known as the PSBB (Large-Scale Social Restrictions) and PKM (Restrictions on Community Activities). Inevitably, these conditions force people in Bali, and Indonesia in general to minimize activities outside the home, including in terms of work and education.

As the number of cases of transmission of the Covid-19 Virus in Indonesia has decreased, the government has gradually implemented a new normal system, namely changes in behavior or habits to continue carrying out activities as usual, but while still implementing health protocols (Sukendar, 2021). According to Prihadi (2020), the trend of nature-based tourism/agrotourism will become a trend in the new normal era because it is considered able to refresh the mind and relieve fatigue after several months of not doing activities outside the home, besides breathing fresh air will be able to increase body immunity.

Edelweis Park Agrotourism is an agrotourism object located in the Banjar Dinas Temukus, Besakih Village, Rendang District, Karangasem Regency. Edelweis Park Agrotourism is a growing agrotourism managed by local communities or more commonly known as Community Based Tourism (CBT). The main advantage of this Edelweiss Park Agrotourism is the expanse of edelweiss plants on the slopes of Mount Agung, with such an arrangement that produces beautiful views and a cool atmosphere. This Edelweiss Park agro-tourism attracts many tourists, both local and foreign, to come, enjoy the cool weather of the highlands and capture their activities through photo spots provided by the managers of the Tourism Destination Areas (DTW) which are still based on local wisdom and carry the Tri Hita concept. Karana and Sapta Pesona (Pitana and Sarjana, 2020).

According to Ovitasaki (2019), in a journal entitled Analysis of Factors Influencing Interest in Tourist Visits at Agrotourism Belimbing Ngringinrejo Gardens, Bojonegoro Regency, it is stated that several factors influence a person to visit a tourist attraction. These factors include, (1) a person's income. A person's budget for traveling will greatly affect the chosen tourist location. Agro-tourism tends to be chosen by the community because of its large location, and it also doesn't require too much money if you just come and enjoy the beauty of the scenery; (2) distance to the residence and tourist sites. Distance also tends to be a consideration, for short vacations, of course, a relatively short distance will be a consideration because of the limited time you have; (3) tourist location facilities and infrastructure. More complete facilities and infrastructure at tourist sites will further satisfy the experience of visiting tourists, such as the cleanliness of sanitation facilities, as well as the existence of culinary locations around agro-tourism locations; and (5) accessibility. A location that is difficult to reach will reduce the interest of tourists to visit, no matter how good the potential is.

According to Nabila, et. al. (2022), in a journal entitled Analysis of the Level of Visitor Satisfaction with Edelweis Park Agrotourism in Karangasem Regency, Bali, says there are 4 (four) indicators in a tourist attraction or commonly called 4A, namely attraction, amenities, accessibility, and ancillary (additional services). From the conclusion, the results of the analysis of the Customer Satisfaction Index (CSI) were 71.36% which were at intervals of 61% - 80% so it could be concluded that the level of visitor satisfaction at Edelweis Park Agrotourism was in the "satisfied" category, but what still needs to be considered is the increasing availability

of facilities and infrastructure such as trash cans, bathrooms, parking lots, access roads and directions.

Visitors/tourists have a vital role in the sustainability of tourist sites, especially Edelweis Park Agrotourism which was developed with the concept of Community-Based Tourism (CBT). Tourists are actors in tourism activities (Sari, 2018). Without tourists, tourism activities will never exist, and the tourism sector will not be able to contribute to the region, even to the country. based on Presidential Instruction No. RI. 9 of 1969, it is explained that a tourist is every person who travels from his place of residence to visit another place by enjoying the trip and visit. Meanwhile, according to Smith, in Kusumaningrum (2009), tourists are people who do not work or are on vacation and voluntarily visit other areas. Tourists have an important role in increasing people's income which comes from the costs incurred by tourists. In addition, because the tourism sector is a sector that cannot stand alone, and is supported by many other sectors, automatically many sectors will develop along with the development of the tourism sector itself.

B. Methodology

Qualitative Descriptive Method

According to Sugiyono (2016), the qualitative descriptive method is a research method used to examine natural object conditions (as opposed to experiments), where research is the key instrument for collecting which is carried out in triangulation (combined). Data analysis is inductive/qualitative and the results of qualitative research emphasize meaning rather than generalization. Research that uses descriptive qualitative methods has the aim of describing, describing, explaining, explaining, and answering in detail the problems to be studied by studying in depth an individual, group, or event that is the object of research.

Quantitative Descriptive Method

Quantitative descriptive method is a method that has the aim of making a picture or description of a situation objectively using numbers, starting from the data collection stage, interpreting the data, as well as the appearance and results (Arikunto, 2006). According to Nursalam (2013), this research method is used to see a picture of the phenomenon, where descriptions of activities are made systematically and emphasize factual data rather than conclusions.

Population and Research Sample

The population in this research activity were all tourists who came to visit Edelweis Park Agrotourism during the Covid - 19 pandemic. This made the total population unknown, which made the determination of the sample carried out using the accidental sampling method where tourists who came were used as research samples with a proportion of 30%. tourists from outside Bali and 70% come from Bali. Determining the proportion of the sample in this study was carried out using a disproportionate stratified random sampling technique to determine the number of samples if the population is stratified but less proportional.

C. Findings and Discussion

Characteristics of Respondents by Region of Origin

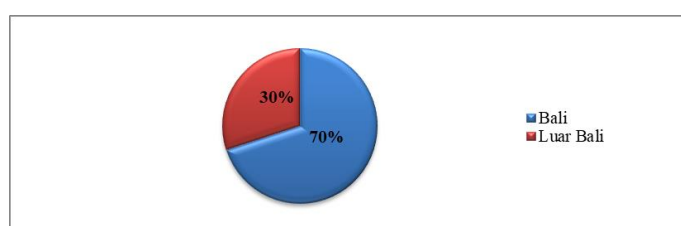


Figure 1. Percentage of Respondents by Region of Origin

Of the 100 samples that were successfully recorded, the number of respondents who visited the Edelweis Park agrotourism was divided into two, namely respondents who came from Bali as many as 70 people (70%), and respondents who came from outside Bali as many as 30 people (30%). Visitors coming from Bali are visitors coming from Bangli, Denpasar, Karangasem, Gianyar, Tabanan, Klungkung, and Badung. As for visitors coming from outside Bali, namely visitors from Lombok, Banyuwangi, West Java, East Nusa Tenggara (Kupang, Sumba, Flores), Surabaya, Jakarta, Tangerang, and West Kalimantan. Characteristics of respondents based on their area of origin are needed to determine the area of origin of visitors visiting the Edelweis Park agrotourism. It is also necessary to know the area of origin of the dominating visitors. During this research, the largest number of visitors visiting the Edelweis Park agro-tourism were visitors from Bali, bearing in mind that at the time of the research, Bali and several areas outside Bali were implementing PSBB (Large-Scale Social Restrictions) and PKM (Restricting Community Activities) activities, therefore visitors who can visit are dominated by visitors who come from Bali. Local visitors who visit Edelweis Park agro-tourism mostly come from the city of Denpasar.

Characteristics of Respondents Based on Gender

The percentage of respondents by gender. Respondents in this study were dominated by women as many as 64 people (64%). The rest are men as many as 36 people (36%). This is because Edelweiss Park agrotourism has several trendy photo spots, so female visitors are more interested in taking selfies and enjoying the beauty of the garden which is dominated by kasna plants and gemitir flowers. Selfie (the art of self-portrait which is usually done alone or with other people using a camera) is a necessity in adolescent girls (Purwati, 2015).

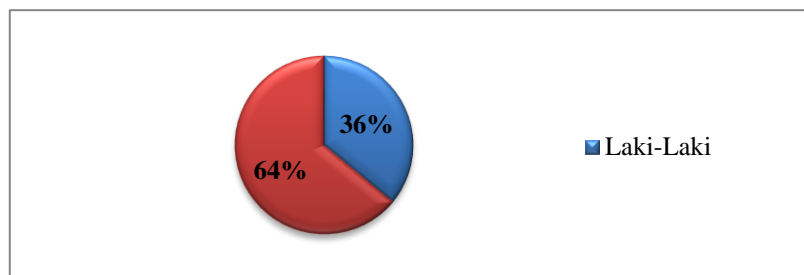


Figure 2. Percentage of Respondents Based on Gender

Characteristics of Respondents Based on Age

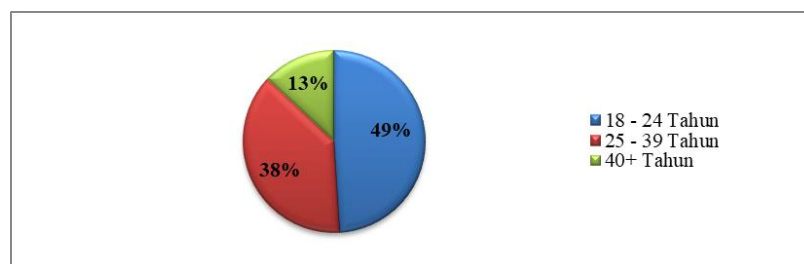


Figure 3. Percentage of Number of Respondents by Age

Based on the results of the questionnaires distributed in the field, visitors to the Edelweis Park agro-tourism were on average 18 to 24 years old with 49 visitors (49%). Then, in the second rank, it was dominated by visitors aged 25 to 39 years, namely 38 people (38%). Meanwhile, visitors aged 40 years and over were in the last position, namely 13 people (13%). Sari, et al. (2018) stated that the type of tourism that is most in demand by young tourists is visiting special interest tourist destinations (outdoor activities). This is in accordance with the results of research showing that visitors to the Edelweis Park agro-tourism are dominated by young people. This agro-tourism is more in demand by young people because it has several trendy photo spots that

can be used for selfies and then uploaded to social media to follow existing trends considering that Edelweis Park agro-tourism is currently popular among the public.

Characteristics of Respondents Based on Occupation

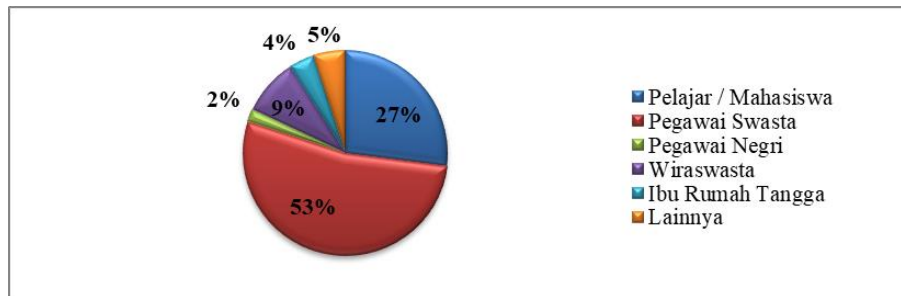


Figure 4. Percentage of Number of Respondents by Occupation

Visitors who visited Taman Edelweis Park Agrotourism were dominated by visitors who worked as private employees as many as 53 people (53%), as students or students as many as 27 people (27%), as entrepreneurs as many as 9 people (9%), as freelancers such as make-up up artists and fashion designers as many as 5 people (5%), as housewives as many as 4 people (4%), and then as civil servants as many as 2 people (2%). The majority of visitors to Taman Edelweis Park Agrotourism are visitors who work as private employees.

Characteristics of Respondents Based on Frequency of Visits

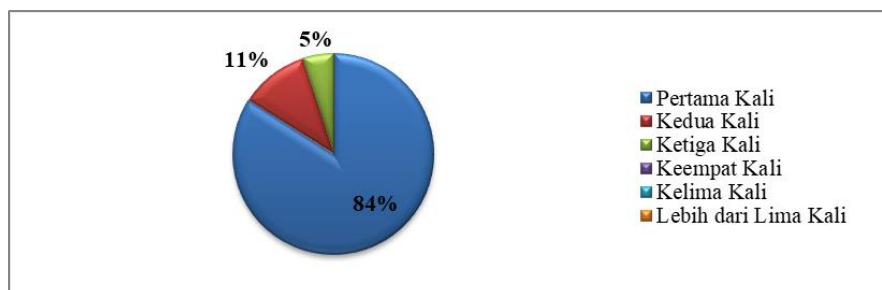


Figure 5. Percentage of Number of Visit Frequency

The frequency or number of visits is an illustration of visitor loyalty, both first-time visitors and repeat visitors (Jannah, 2020). Most of the visitors who were used as respondents in the study were visitors who visited the Edelwei Park agrotourism for the first time, namely as many as 84 people (84%), followed by respondents who visited for the second time, namely as many as 11 people (11%), and there were five people (5%) respondents who have visited three times. The data shows that visitors who visit Edelweis Park agro-tourism are visitors who want to get a new experience and who have never seen the expanse of Kasna plants. Visitors also visited the Edelweis Park agrotourism for the first time because they were curious about the kasna field plants in the Edelweis Park agrotourism. Some visitors return two or three times indicating that visitors do not feel bored because of the beautiful scenery and cool atmosphere.

Characteristics of Respondents Based on Information Sources

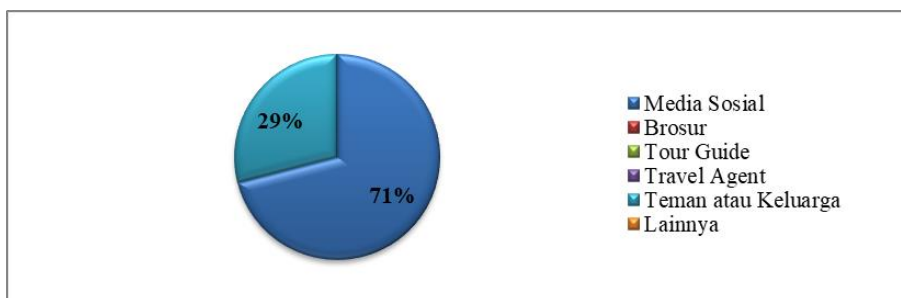


Figure 6. Percentage of Number of Respondents Based on Information Sources

The source of information obtained by respondents regarding Edelweis Park agrotourism is dominated by social media as many as 71 people (71%). Then the second source of information was obtained from friends or family as many as 29 people (29%). This indicates that so far, social media is the most effective promotional method to attract visitors to visit Edelweis Park agrotourism. This is following the results of research by Romadhan and Rusmana (2017), which state that the potential of social media as a means of promoting community participation-based tourism is very large, although it is still allowed to run without anyone managing community participation, it still shows that its impact on the development of tourism objects is very large. big. Visitors find out information about Edelweis Park Agrotourism, especially from social media Instagram, Facebook, and Tik - Tok. The promotion was carried out during the pandemic on the Instagram account belonging to Edelweis Park agrotourism (2020) which stated that at the time of the new normal to keep your distance and apply health protocols while traveling to Edelweis Park agrotourism. The promotion carried out by Edelweis Park agro-tourism is in line with the reality on the ground, namely that health protocols have been implemented in Edelweis Park agro-tourism.

Characteristics of Respondents by Arrival

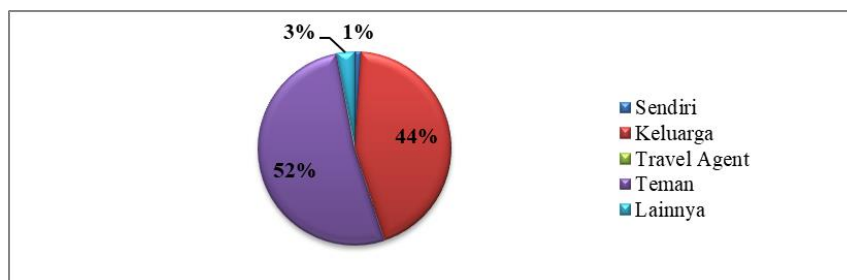


Figure 7. Percentage of Number of Respondents by Arrival

The data obtained in the field showed that most of the visitors who visited Edelweis Park agro-tourism visited with friends, namely 52 people (52%), followed by visits with family as many as 44 people (44%), then other answers indicated that visitors came 3 people visited with a partner or friends (3%), and there were 1 person (1%). Based on the 100 respondents involved, none of the respondents answered that they came to Edelweis Park agro-tourism with a travel agent. This shows that visits to Edelweis Park agro-tourism are dominated by visits with friends. Visitors are more relaxed during the COVID-19 pandemic with friends to visit Edelweis Park agro-tourism, considering that during the pandemic, visitors spend more of their time staying at home.

D. Conclusion

Based on the description of the results and discussion it was found:

1. The characteristics of visitors based on their area of origin are divided into two. First, tourists who come from Bali are scattered from Denpasar, Bangli, Karangasem, Gianyar, Tabanan, Badung, and Klungkung. While from outside Bali, they are spread from the areas

- of Lombok, Banyuwangi, West Java, East Nusa Tenggara (Kupang, Sumba, Flores), Surabaya, Jakarta, Tangerang, and West Kalimantan.
2. The characteristics of visitors based on gender consist of 64% female visitors and 36% male visitors.
 3. Characteristics of visitors based on average age aged 18 to 24 years with a total of 49 visitors (49%). Then, in the second rank, it was dominated by visitors aged 25 to 39 years, namely 38 people (38%). Meanwhile, visitors aged 40 years and over were in the last position, namely 13 people (13%).
 4. The characteristics of visitors based on work, dominated by visitors who work as private employees as many as 53 people (53%), as students or students as many as 27 people (27%), as entrepreneurs as many as 9 people (9%), as freelancers such as make - up artists and fashion designers as many as 5 people (5%), as housewives as 4 people (4%), and then as civil servants as many as 2 people (2%).
 5. The characteristics of visitors based on the frequency of visits are dominated by first-time visitors (84%), followed by two-time visitors (11%) and three-time visitors (5%).
 6. The characteristics of visitors based on information sources are dominated by information obtained from social media (71%), followed by information obtained from friends or family (29%).
 7. The characteristics of respondents based on arrival were dominated by visiting with friends (52%), family (44%), spouse or friends (3%), and coming alone (1%).

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