



<https://ejournal.pps.ung.ac.id/index.php/PPJ/index>

## Governance Of The Development Of Asmara Garden Agrotourism In East Bulotalangi Village East Bulango District Bone Bolango Regency

Sitti Nadia Bilatula<sup>1</sup>, Irawaty Igrisa<sup>2</sup>, Udin Hamim<sup>3</sup>,

<sup>1</sup> Faculty of Social, Gorontalo State University, Indonesia. E-mail: [nadiabilatula@gmail.com](mailto:nadiabilatula@gmail.com)

<sup>2</sup> Faculty of Social, Gorontalo State University, Indonesia. E-mail: [irawatyigrisa17@ung.ac.id](mailto:irawatyigrisa17@ung.ac.id)

<sup>3</sup> Faculty of Social, Gorontalo State University, Indonesia. E-mail: [udinhamim@ung.ac.id](mailto:udinhamim@ung.ac.id)

### Article Information

### Abstract

#### Article history:

Accepted 20-05-2025

Fixed 25-05-2025

Approved 29-05-2025

**Keywords:** *Governance, Development, Agrotourism,*

**Abstract:** This study aims to determine (1) the Governance of the Development of Asmara Garden Agrotourism in Bulotalangi Timur Village, Bulango Timur District, Bone Bolango Regency, which is reviewed from the planning, implementation and evaluation. (2) Factors that determine the development of Asmara Garden Agrotourism Development in Bulotalangi Timur Village, Bulango Timur District, Bone Bolango Regency, which is seen from the attractions, accessibility and amenities. This study uses a qualitative approach method with a qualitative descriptive research type, and uses data collection techniques with observation, interviews and documentation. Based on the results of the research conducted, (1) Governance in the development of Asmara Garden agrotourism which includes planning, implementation, and evaluation has been running optimally. However, it has not been running fully, such as the lack of community participation and involvement in managing Asmara Garden at this time. (2) The factors that determine the development of Asmara Garden agrotourism, namely attractions, accessibility and amenities, are quite adequate. However, there are still some that have not been fulfilled, such as attractions that have begun to decrease and amenities that are damaged and the lack of other supporting facilities.

### Introduction

The tourism sector has quite promising potential and opportunities to be developed optimally by utilizing existing potential. Tourism development plays an important role in the development of a region. With tourism activities in a region, regions that have tourism potential will be easier to develop and advance. In addition, regions that have tourism potential tend to develop their regional potential to attract many visitors. If tourism development is combined with the potential of a region, both natural tourism and artificial tourism, then the goal of tourism development will achieve optimal results (Desrika, 2020). According to (Tirta et al., 2023), several stages are needed to develop tourism optimally: 1). Planning stage: Regulations on tourism are an important stage that must be planned and implemented by the government with the aim of increasing and maintaining tourism as an important part of economic development, 2). Implementation stage: This is the process of carrying out various actions or activities to achieve the goals that have been approved in the

regulations, 3). Evaluation stage: This is the stage carried out to assess how well an implementation achieves the stated goals.

Tourism in Bone Bolango is one of the indicators that is the focus of the government, because tourism is also one of the eight focuses of Bone Bolango policies in the 2021-2026 RPJMD. Bone Bolango tourism is oriented towards regional development, and is empowering several components, including marketing, science and technology, inter-sectoral collaboration, empowerment of small businesses, as well as responsibility for the utilization of natural and cultural resources. The tourist attractions of Bone Bolango Regency show the potential for significant tourism products to develop and strengthen the economic structure of a region. Several types of tourism that can be visited in this area include air/marine tourism, cultural tourism, nature tourism and others.

One of the natural tourist attractions that has the potential to be developed is agrotourism. Agrotourism is a collection of activities that use the potential of agricultural areas as tourist destinations, including the natural potential of agricultural areas, product diversity, agricultural technology, and farmer culture. The purpose of agrotourism is to improve understanding, expertise and business relationships related to horticultural, food and plantation crops. If agrotourism develops in one area, it will increase regional and government income. In other words, the benefits of tourism can be combined with the benefits of agriculture and rural settlements (Dane, 2023:221). According to (Riana et al., 2022:3-5) there are factors that determine the development of agrotourism, namely: 1). Attractions, are an important part of attracting tourists. The area can be a tourist destination because the conditions support it to be developed. Tourism capital and resources are used to describe the potential that can be utilized to produce tourist attractions, 2) Accessibility, refers to all forms of infrastructure and facilities that can help tourists go from one place to another, both in terms of transportation and ease of access or use 3). Amenities, are defined as a collection of additional facilities designed to assist and facilitate tourism activities.

As research conducted by (Apriliana, 2024), shows, the condition of Kutang Beach tourism still needs to be improved in a number of areas, especially road access and the facilities available are rather limited, such as the lack of comfortable accommodation and minimal facilities; (Igirisa et al., 2023) conclude that the facilities are still underdeveloped, this can be seen from several facilities, most of which have not been utilized and used. (Visa Sandy et al., 2021) shows that the development of the Tawangharjo District Starfruit Garden Agrotourism Area is still not satisfactory. Amenities and supporting facilities are the main problems because physical development requires time and budget.

Based on the results of initial observations, it shows that there are still several shortcomings or problems in Asmara Garden Agrotourism. First, the lack of facilities and infrastructure in Asmara Garden, such as the lack of food/drink stalls and the damage to several facilities such as gazebos. Second, the decreasing appeal/attractions in Asmara Garden, such as agricultural and plantation products that are decreasing every year, in addition there are no more activities or events held in Asmara Garden so that this has resulted in a decrease in interest from tourists to visit. Third, the lack of participation and involvement from the local community in managing Asmara Garden at this time. The aim of this study is to determine the governance of the development of Taman Asmara agrotourism in terms of planning,

implementation and evaluation and to determine the factors determining of the development of Taman Asmara agrotourism, namely attractions, accessibility and amenities.

## **Method**

The type of research used is qualitative descriptive research (description), which is a research that explains what happens when conducting research. In it there are efforts to explain, record, describe and understand conditions to obtain information related to something that is going on. The validity of the data used in this study is the triangulation technique. Triangulation is defined as a data collection technique that combines various data collection techniques and existing data sources. It is done by means of an informant's answer obtained from an interview then checked through observation, checked again with documentation so that the reality/truth can be found in the actual data (Hardani et.al, 2022).

## **Result and Discussion**

### **1. The governance of the development of the Asmara Garden Agrotourism in East Bulotalangi Village, East Bulango District, Bone Bolango Regency, namely:**

#### **a. Planning**

According to the opinion of (Igirisa et al., 2023), planning is the process of using plans in long-term actions intended to achieve the goals or objectives of an organization or in other words, the development that is carried out cannot be done carelessly but must have goals and intentions that are to be achieved from the development. Planning is also interpreted as a process for deciding on program that will be carried out by the organization with an estimate of the resources that will be allocated to each program within several years.

Planning is done by compiling the RKPD (Village Development Activity Plan) first, the plan is planned by several stakeholders involved and carried out in stages, with the aim of making a budget before the implementation process of agrotourism development is carried out. Therefore, the planning stages in the development of Asmara Garden Agrotourism have been planned from the beginning, by first holding socialization to the community through agenda meetings in village deliberations, making plans for activities to be carried out, determining how much budget will be needed, and forming parties who will later be involved in the next stages

#### **b. Implementation**

Dewi (2019) explains that Implementation is not only related to the actions of a group of people who want to run a program and achieve its goals, which can be done or not done at all. There are three important factors in the implementation process, namely: 1) The existence of a program to be run. 2) Predetermined goals. 3) The existence of implementing elements. Furthermore, according to (Kurniati et al., 2015) achieving a level of success in implementation does not entirely depend on the use of the selected means, whether the means are a legitimate action/implementation of a plan that has been established in the implementation of a program. Implementation in the development of agrotourism is carried out after the determination of the Village Budget. Then, at this implementation stage, the budget is determined in the development, how much wages are given to workers and implementing a

planting system that includes planning and cleaning the location, mutual cooperation and provision of facilities and plans for what activities will be carried out. Those who participate in the implementation are from Karang Taruna, Rema Muda, Pokdarwis, and farmer groups (Poktan). However, there are several obstacles currently being faced, such as the lack of involvement or participation of the local community in helping with the implementation, so that all existing activities are no longer managed. This is because the community around Asmara Garden works as farmers and has agricultural land that is managed by themselves and there is no wage given to the community who are currently helping at Asmara Garden.

### c. Evaluation

According to (Kurniati et al., 2015) explained that evaluation consists of several stages, such as determining program objectives, conducting problem analysis, providing descriptions and standardization of activities, conducting measurements carried out at each stage of change, and finding factors that cause change. The purpose of evaluation is to gain an understanding of the objectives of a policy, the methods used to implement it, and what impacts will be obtained. Evaluation in the development of Asmara Garden agrotourism is carried out by external and internal parties. The external party in question is the Inspectorate, by checking the implementation of development activities carried out at the end of the year such as evaluating the budget implementation realization report, measuring whether the budget plan (RAB) implemented is in accordance with the volume of work such as how much the physical has reached and how much the budget used is. In addition, for internal parties, namely the Village Head, Activity Implementation Team and also the BPD who supervise. The evaluation carried out such as re-checking what plants need to be added or what facilities need to be repaired.

## **2. The factors determining of the Development of Asmara Garden agrotourism in Bulotalangi Timur village, Bulango Timur District, Bone Bolango regency, that is:**

### a. Attractions

Attractions are an important component in attracting tourists. In this case, natural capital, cultural attractions, and man-made attractions themselves are the main sources of tourist attraction. This can be developed so that tourists will come back again in the future, with the attractions that are owned will be a reason for tourists to visit the tourist attraction (Studi et al., 2023). There are various attractions in Asmara Garden that can be done by visitors such as planting, picking, harvesting fruits and vegetables and tourists can also see directly how farmers cultivate and process plants. In addition, Asmara Garden has also held activities such as exhibitions and cultural performances. However, over time the attractions in Asmara Garden have begun to decrease due to the Covid virus that hit last year, so the government has stopped using the budget for Asmara Garden.

### b. Accessibility

Accessibility refers to all the conveniences provided, not only for tourists who want to come, but also convenience during travel in the tourist destination. Accessibility is used to reduce the difficulty of a location if passed from another location by transportation. The

measure of affordability or accessibility includes convenience in payment time and in moving from one tourist spot to another (Hasnawati et al., 2021). Accessibility for the route that will be taken by tourists to Asmara Garden is not difficult, because the road conditions are good and smooth because they have previously been repaired by the government, besides that there are also directions to Asmara Garden because they can be accessed or viewed via the Google Maps application. However, currently there is no special transportation provided to take tourists to Taman Asmara and access to the garden is still difficult to pass. Therefore, accessibility like this will greatly help visitors' journey to the Asmara Garden tourist area to be easier and more comfortable.

### c. Amenities

Amenities are the availability of supporting facilities needed by tourists while at a tourist spot. Amenities can also make it easier for tourists to enjoy activities or attractions offered by the manager. In addition to the attractiveness of the location, facilities are also the main factor that attracts tourists to visit tourist attractions. Without facilities and infrastructure, tourists will face difficulties when traveling (Apriliana 2024). There are several facilities available in Asmara Garden such as large and small gazebos, a place to relax, a parking lot, water facilities and also bathrooms. However, most of the conditions are damaged, such as the gazebo facilities that still need to be repaired. In addition, there are no other supporting facilities, such as a place to pray and a place to eat and drink. This is what causes tourists to be less interested in visiting Asmara Garden again. Therefore, the current condition of the facilities must be updated to facilitate all activities, especially to meet the needs of visitors while at the tourist attraction.

## **Research Discussion**

### **1. Governance of agrotourism development**

The focus of this first study is to determine the governance of Asmara Garden Agrotourism Development which is reviewed from the planning, implementation and evaluation. Which can be explained as follows:

#### a. Planning

Planning is done to identify supporting elements that are in accordance with the principles of rational implementation, effective fund management, and have a way to achieve goals efficiently and effectively. In this planning, the aspirations and desires of the local population can be considered, so that a mutually reinforcing and supportive cooperation process can be realized (Suseno, 2021). In developing Asmara Garden agrotourism, planning was carried out in 2019 to 2020 by compiling the RKPD (Village Development Activity Plan) in advance for planning for the next one year involving several parties such as the BPD, Village Government, and also Community Leaders. The planning carried out was in the form of holding socialization to the community by holding meetings, forming an Activity Implementation Team (TPK), compiling a budget plan for the implementation and development of agrotourism which would then be ratified in the APBDes (Village Revenue and Expenditure Budget).

This is in accordance with the opinion Satrio & Arviana Belia, (2023) That planning in tourism is done through deliberation between the community and the village government first. Establishing tourism awareness groups (Pokdarwis), and also making decisions about the development of tourism infrastructure. By conducting these deliberations, it is the best step to develop tourism destinations.

#### b. Implementation

If implementation is to be achieved, then the resources involved must not only understand what is to be done, but must also have the skills needed to carry it out. Therefore, there must be teamwork among all those involved in carrying out the activity (Igirisa, 2022). Based on the description, the implementation carried out in the development of Asmara Garden agrotourism is the cooperation and participation of the community such as mutual cooperation in cleaning the location, building facilities, discussing the form and techniques of construction, and what will be built, then what activity plans or what will be implemented. However, at this time the process of implementing the activities carried out does not have participation or involvement from the local community. Because the community around Asmara Garden works as farmers and has agricultural land that is managed by themselves. So that all activities in Asmara Garden such as planting, watering plants and cleaning the location are carried out by the government itself.

This is in accordance with the opinion expressed by (Ramdani & Karyani, 2020) success in carrying out the implementation is due to the form of community involvement in carrying out the existing activity plan. The form of community involvement in the implementation carried out is that they participate in the implementation of activities, thoughts, time, and materials with the aim of improving the quality of resources. So that it can help in the process of developing tourism.

#### c. Evaluation

According to (Dewi, 2019) evaluation is a review of program implementation that will be used to guide, monitor, and support program implementation from time to time to improve. Evaluation results are interpreted as feedback on planning that will be carried out in the future period. Based on the results of the study, the evaluation in the development of Asmara Garden agrotourism has been carried out well, such as the external evaluation carried out at the end of the year by the APIP (Government Internal Audit Apparatus), namely the inspectorate by examining all processes of implementing development activities. In addition, there is an internal evaluation from the Village Government and BPD during activities in Asmara Garden which are carried out every week or every activity.

This is reinforced by the opinion expressed by Pratiwi Yakobu et al., (2024) that the evaluation process in tourism development is very important to do. This evaluation is needed to gain a comprehensive understanding of all the problems that arise after the implementation of tourism development and is carried out every 6 months by the Community, Village Government, Base Managers and Tourism Awareness Groups. By conducting an evaluation,

related parties can find weaknesses, obstacles, and opportunities to improve the quality and attractiveness of tourist attractions.

## **2. Agrotourism development factors**

The second focus of this study is to find out the factors of developing Asmara Garden agrotourism, namely attractions, accessibility and amenities. Which will be explained below:

### **1. Attractions**

Based on the Republic of Indonesia Law Number 10 of 2009, Attractions are a type of attraction that is primarily based on the characteristics of a region, culture or man-made things, such as events or things that are special in nature, and everything that has characteristics, beauty and unique things that become a means of achieving tourist visits. There are attractions that can be enjoyed and done by tourists. However, over time, the attractions in Asmara Garden have decreased, such as the absence of additional plants and the absence of garden party activities or food exhibitions. Due to the Covid virus that hit last year, the government stopped using the budget to provide attractions in Asmara Garden. Therefore, stakeholders including the community and managers must collaborate in making improvements, updates and redevelopment of tourist attractions in Asmara Garden. Because this attraction is the main component that is needed in creating a tourist attraction, in order to attract interest from tourists.

is in accordance with the opinion Hasnawati et al., (2021) that Attractions are related to things that can be enjoyed and done by visitors when they are at a tourist spot. The attractions in this case are the expanse of gardens or also called agricultural land, natural beauty, park beauty, farmer culture, and everything related to agricultural activities. To attract tourists or visitors to a particular area or location, the tourist attraction must have an attraction that is a characteristic or uniqueness, it can be in the form of facilities or beauty that is owned. It will be a challenge to develop tourism in an area or location without any tourist attraction objects.

### **b. Accessibility**

Based on Government Regulation of the Republic of Indonesia Number 50 of 2011, Tourism Accessibility refers to all forms of transportation and services that facilitate tourist travel from one area to another, as well as travel within the destination area in relation to tourist motivation. Accessibility in the form of the main highway to Asmara Garden is quite good and suitable for tourists to pass using two-wheeled vehicles (motorcycles) and four-wheeled vehicles (cars). However, access to agricultural land (gardens) is still an unpaved road (hardened soil) so that during the rainy season, the road becomes muddy and difficult to pass. This will cause discomfort for tourists. Therefore, it is necessary for the management to pay attention to re-planning because the accessibility in Asmara Garden has not been implemented and managed properly.

This is in accordance with the opinion expressed by (Shofi'unnafi, 2022) that with adequate road access is one of the main reasons someone chooses to visit a tourist spot, this

indicates that they are willing to comply with the access provisions that will be provided. The better the accessibility of a tourist spot, the higher the interest of tourists to come. However, the concept of tourist spot managers regarding the ease of reaching a location is not only in road construction, but road signs will also greatly help visitors find tourist destinations.

### c. Amenities

Based on Government Regulation of the Republic of Indonesia Number 50 of 2011, tourism amenities are all types of facilities and infrastructure that are specifically designed to support convenience, comfort and safety for tourists in visiting tourist attractions and carrying out tourism activities. The current condition of amenities in Asmara Garden still needs to be developed and improved, especially the facilities and infrastructure needed for all tourism activities such as places to sell food and drinks. In addition, the lack of maintenance of facilities and infrastructure in the location, such as some gazebos that are damaged, such as rotten gazebo wood, and a place to relax that has holes. As a result, if the facilities and infrastructure are inadequate at the tourist location, it is likely to result in a lack of interest from tourists to visit again.

This is in accordance with the opinion Hasnawati et al., (2021) which explains the amenities or facilities in tourism development are also very important, because with the facilities in the place, visitors feel comfortable and calm because many facilities are available. In addition, to meet tourist demand, every job engaged in tourism requires various adequate facilities. Therefore, the development of facilities in the tourist destination area is very necessary, to improve visitor comfort and tourism management as a tourist destination based on the environment, culture and natural resources.

### Conclusion

Based on the research results and discussions that have been outlined in the previous chapter, which is a discussion of data obtained in the field, the following conclusions can be drawn:

Governance in the development of Asmara Garden agrotourism in Bulotalangi Timur Village, Bulango Timur District, Bone Bolango Regency has been running optimally. It can be seen from First, the planning carried out by holding socialization, forming an Activity Implementation Team, preparing a budget plan and developing agrotourism. Second, the implementation in the development of Asmara Garden agrotourism is discussing the form and techniques of its development, what will be built, and the activity plans that will be implemented. However, at this time the process of implementing the activities carried out does not have any participation or involvement from the local community. Third, the evaluation of the development of Asmara Garden agrotourism has been carried out well, such as the evaluation carried out at the end of the year by the inspectorate. In addition, there is an evaluation from the Village Government and BPD which is carried out every week or every activity.

The determining factors in the Development of Asmara Garden Agrotourism in Bulotalangi Timur Village, Bulango Timur District, Bone Bolango Regency are quite adequate. Judging from the Attraction factor, there are attractions that can be enjoyed and done by

tourists. However, over time, the appeal of Asmara Garden has decreased. Furthermore, the accessibility factor, this can be seen from the road access to Asmara Garden which is quite good and feasible to pass. The last is the amenity factor, the condition of the amenities in Asmara Garden currently still needs to be developed and improved again.

## Reference

- Apriliana, E. P., & Mijiarto, J. (2024). Analisis Pariwisata di Pantai Kutang Kabupaten Lamongan Melalui Pendekatan 4a (Atraksi, Aksesibilitas, Amenitas, Ansilari). *Jurnal Ilmu Wahana Pendidikan*, 20(4), 318-323.
- Dane, N. (2023). *BAKTI ( SUBAK ACTIVITY ) SEBAGAI MODEL PENGEMBANGAN AGROWISATA*. 4(2).
- Desrika, T. (2020). Pengembangan Agrowisata Kebun Jeruk Ampera Wonosari di Kabupaten Boalemo Provinsi Gorontalo. *TULIP: Tulisan Ilmiah Pariwisata*, 3(1), 35–41.
- Dewi, D. S. K. (2022). Buku Ajar Kebijakan Publik; Proses, Implementasi dan Evaluasi. *Penerbit Samudra Biru*, 188.
- Hardani, Nur Hikmatul Auliya, Helmina Andriani, Roushandy Asri Fardani, Jumari Ustiawaty, Evi Fatmi Utami, Dhika Juliana Sukmana, R. R. I. (2022). Buku Metode Penelitian Kualitatif & Kuantitatif. In *LP2M UST Jogja* (Issue March).
- Hasnawati<sup>1</sup>, Ansari<sup>2</sup>, I., & Tahir<sup>3</sup>, M. (2021). Kebijakan Pengembangan Pariwisata Di Kawasan Malino Kabupaten Gowa. *Kimap Unismuh*, 2(6), 1964–1976.
- Igirisa, A. G., Hamim, U., & Rachman, E. (2023). Manajemen Strategi Pengembangan Objek Wisata Air terjun Botuliodu Oleh Dinas Pariwisata Kabupaten Bolaang Mongondow Selatan. *Journal Of Social Science Research*, 3(5), 10962–10978.
- Igirisa, Irawaty. 2022. *KEBIJAKAN PUBLIK Suatu Tinjauan Teoritis dan Empiris*. Yogyakarta: Tanah Air Beta
- Kurniati, I. D., Setiawan, R., Rohmani, A., Lahdji, A., Tajally, A., Ratnaningrum, K., Basuki, R., Reviewer, S., & Wahab, Z. (2015). *Buku Ajar*.
- Pratiwi Yakobu, F. P., Aneta, Y., & Noho Nani, Y. (2024). Implementasi Kebijakan Pengembangan Pariwisata Bone Bolango (Studi Kasus Pada Wisata Hiu Paus Botubarani). *Jurnal Penelitian Ilmu-Ilmu Sosial*, 1(11), 327–335. <https://doi.org/10.5281/zenodo.11664027>
- Ramdani, Z., & Karyani, T. (2020). Partisipasi Masyarakat Dalam Pengembangan Agrowisata Dan Dampaknya Terhadap Sosial Ekonomi Masyarakat. *Jurnal Pemikiran Masyarakat Ilmiah Berwawasan Agribisnis*, 6(2), 675–689.
- Riana, Y. R., Yuniarti, E., Fitriani, M. I., Pontianak, U. T., Teknik, F., & Pontianak, U. T. (2022). Taman Senentang Agrowisata Jaya Kecamatan Sintang. *Jurnal Universitas Tadulako*, 8, 1–8.
- Satrio Wibowo, M., & Arviana Belia, L. (2023). Partisipasi Masyarakat dalam Pengembangan Pariwisata Berkelanjutan. *Jurnal Manajemen Perhotelan Dan Pariwisata*, 6(1), 25–32.
- Shofi'unnafi. (2022). Analisis Deskriptif Desa Wisata Religi Mlangi Berbasis Komponen 3A ( Atraksi , Aksesibilitas , Amenitas ) Pariwisata. *Jurnal Pengembangan Masyarakat Islam*, 13(1), 70–85.
- Studi, P., Masyarakat, P., Dakwah, F., Islam, U., & Salatiga, N. (2023). *OLEH KELOMPOK SADAR WISATA DAN UPAYA PEMULIHANNYA PASCA PANDEMI COVID-19 DI DESA POLOBOGO KECAMATAN GETASAN*.

- Suseno, A. B. J. (2021). *Strategi Pengembangan Objek Wisata Mojo Kembang Sore Park (MKP) Dalam Meningkatkan Perekonomian Masyarakat (Studi : Desa Petak, Kecamatan Pacet, Kabupaten Mojokerto)*.
- Tirta, N. K. P. W., Sulila, I., & Isa, R. (2023). Implementasi Kebijakan Pengembangan Kepariwisata Di Desa Olele Kabupaten Bone Bolango. *Publik: Jurnal Manajemen Sumber Daya Manusia, Administrasi Dan Pelayanan Publik*, 10(4), 1267–1280. <https://doi.org/10.37606/publik.v10i4.781>
- Visa Sandy, R. P., Hamid, H., & Fadhilah, H. A. (2021). Pengembangan Kawasan Agrowisata Kebun Belimbing Di Kecamatan Tawangharjo, Kabupaten Grobogan, Provinsi Jawa Tengah. *J-3P (Jurnal Pembangunan Pemberdayaan Pemerintahan)*, 6, 75–90. <https://doi.org/10.33701/j-3p.v6i1.1567>