PERCEPTION OF COMMUNITIES AROUND BETWEEN AGROWISM
Cas Study in Karangsari Village, Sukorejo Subdistrict, Blitar City

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ABSTRACT

The purpose of this study was to determine the perceptions of the community on the presence of starfruit agro-tourism areas and perceptions of each starfruit agro-tourism variable. This research was conducted in Blitar City, which was located in Karangsari Sub-District, Sukorejo Sub-District, Blitar City in April 2018. Based on the results of the study, the community's response to starfruit agro-tourism with perceptions strongly agreed was 62.5% and those who agreed agreed 37.5% and those with a neutral perception , disagree and strongly disagree. Whereas the responses from each variable for the economic aspects that perceived strongly agree 45.5%, agree 48.25%, neutral 6.25% and those who perceive disagree and strongly disagree does not exist. For environmental aspects, the perception is strongly agree 49.75%, agree 41.75%, neutral 8.5% and those who perceive disagree and strongly disagree does not exist. For the security aspect, those who perceive strongly agree 52%, agree 43.5%, neutral 4.5% and those who perceive disagree and strongly disagree do not exist and for cultural aspects who perceive strongly agree 44.25%, agree 46.75% , neutral 9% and those who perceive disagree and strongly disagree does not exist.

Keywords: Perception, Society, Variables

1. INTRODUTION

The times have made human needs more complex not only covering clothing, food but also having other needs such as education, health and so on. Technological advancements make it easier for everyone to get what they need and this also refers to the development of tourism, especially in Indonesia, both coastal and agricultural tourism, commonly referred to as agro-tourism.

Agro-tourism is an integrated and coordinated system of activities for the development of tourism as well as agriculture, in relation to environmental preservation and improving the welfare of farmers (Sutjipta (2001). East Java is known as one of the provinces with the highest number of tourist attractions in Indonesia. One city that has potential as a tourist visit both at home and abroad is Blitar City. Blitar City is the second

smallest region in East Java Province but has considerable potential in the tourism sector. The basic tourism potential of Blitar City is the abundance of historical heritage, namely the tomb of Bung Karno and PETA colonization, besides that there are several tourist attractions which have resulted in the city being visited by local and foreign tourists among the Star fruit Agro tourism. The tombs of Aryo Blitar, Istana Gebang and others.

One of them is picking agrowisata Karangsari starfruit located in Karangsari Village, Sukorejo Subdistrict, Blitar City. The area of star fruit plantations in agro-tourism is an area of 5 hectares that stands on a land that has been developed since 2008. Karangsari star fruit has special features in terms of size, color and of course taste. Karangsari starfruit has a larger size than ordinary star fruit, with a striking reddish yellow color and a dominant sweet taste. Karangsari Starfruit is always an agenda that will be sought as souvenirs when tourists visit Blitar.

Perception is a process of identifying or identifying something using the five senses (Drever, 2010). perception is the core of communication. Perception has a very important role in the success of communication. That is, accuracy in perceiving sensory stimuli leads to successful communication. Conversely, failure in perceiving a stimulus causes mis-communication (Suranto, 2011).

Research purposes

The objectives of this study are as follows:

1. Knowing the public perception of star fruit agro-tourism in Karangsari Village.
2. Knowing the perceptions of each starfruit agro tourism variable.

2. RESEARCH METHODS

Research sites

The location used in this study is around the Starfruit Agro-tourism area located in the Karangsari Village, Sukorejo District, Blitar City. The study was conducted in April 2018.

Determination of Respondents

Determination of respondents using the *Random Sampling* method *(Simple Random Method) , the* number of people around starfruit agro tourism is approximately 650 people, and the number of population taken as respondents as many as 80 people. use formulas (Fandeli, 2002), namely:

$$n= \frac{N}{1+Ne2}$$

Where :

n = sample size

N = population size

e = critical value (accuracy limit)

Research Design

The research design used in this study is a descriptive descriptive research design. according to azwar (2001) what is meant by percentage descriptive research is research that aims to systematically and accurately describe the facts and characteristics of the population.

Method of collecting data

a. Primary Data

Primary data is data that is directly obtained in the field or directly from the source. This data is obtained by:

1. Observation

Data collection through direct observation to the object of research to obtain a clear picture of the object being studied.

2. Questionnaire

In this study also carried out using questionnaires that have been systematically designed. the use of this questionnaire is aimed at knowing the perceptions of the surrounding community towards starfruit agro tourism.

b. Secondary Data

In this study, secondary data was obtained from the literature study in the form of literature, the results of previous studies and derived from written sources or documents that have relevance to this research.

Measurement Scale

The Likert scale is also called *Summated Ratings Method.* Using *Summated Ratings Method* will find a score on the Likert scale measurement, namely giving the highest or lowest score of each question asked to the respondent.

In this study the highest score will be determined the answer to the questions posed to the community is 5, while for the lowest answer score is 1. While the answers between the two scales are adjusted to the number of answers available. For the scale of question 5, the answer is very agree to be given a value of 5, agree to be given a value of 4, neutral given a value of 3, do not agree to be given a value of 2 and strongly disagree given a value of 1.

To get a rating of community perceptions, 20 questions were submitted with a total maximum value of 5 and minimum 1. Furthermore, the respondent's value was added up and made a ranking with the assessment scale as follows:

For respondents = $\underline{(Xt- Xr)}$

$\qquad \sum Kelas$

$\qquad = (20x5) - (20x1)$
$\qquad \overline{\qquad\qquad\qquad}$

$\qquad\qquad\qquad 5$

$\qquad = \underline{100\text{-}20}$

$\qquad\qquad 5$

$\qquad = 16$

Based on the formula above, it can be seen the value of each as in table 3.

Table 3. Scale of Respondents' Attitudes

Attitude	Score	Category
Strongly Disagree	1	20 - 36
Disagree	2	36.1 - 52
Neutral	3	52.1 - 68
Agree	4	68.1 - 84
Strongly agree	5	84.1 - 100

For Variables $= \underline{(Xt\text{-}Xr)}$
$\qquad\qquad\quad \sum kelas$

$\qquad = \dfrac{(5x80) - (1x80)}{5}$

$\qquad = \underline{400 - 80}$
$\qquad\qquad 5$

$\qquad = 6$

Based on the formula above, it can be seen the value of each of them as in table 4.

Table 4. Variable Attitude Scale

Attitude	Score	Category
Strongly Disagree	1	80 - 144
Disagree	2	144.1 - 208
Neutral	3	208.1 - 272
Agree	4	272.1 - 336
Strongly agree	5	336.1 - 400

3. DISCUSSION

Data description is done to answer the problems that have been resolved. in chapter 1 the problem is formulated how the public perception of star fruit agro tourism and how the perceptions of each starfruit agro tourism variable.

1. Response to the Perception of the Neighborhood Around Towards Starfruit Agro-tourism (Economy, Environment, Security and Culture)

The measurement of community perceptions of starfruit agro-tourism is a community assessment of agro-tourism. community perceptions around agrotourism can be seen from four aspects, namely economic, environmental, security and cultural aspects. Of the four aspects using a Likert scale with the number of items as many as 20 who have the highest score of five and the lowest one. To express the responses of the surrounding community perceptions of starfruit agro-tourism as a whole can be seen using the Likert scale calculation (respondent's attitude scale). So the criteria used are as follows:

Table 5. Results of the Categories of Perception of the Neighborhood Around the Overall Starfruit Agro Tourism (Economy, environment, security and culture)

Score	Perception Category	total Respondents	Percentage (%)
1	Very not Agree	0	0
2	Disagree	0	0
3	Neutral	0	0
4	Agree	30	37.5%
5	Very not Agree	50	62.5%
	total	**80**	**100**

Source: Research Data processed, 2018

Table 5 shows that respondents' perceptions of aspects of economy, environment, security and culture positively welcomed the presence of star fruit agro tourism in Karangsari Village, Sukorejo Sub-District, Blitar City. This can be seen in the table that 50 people or 62.5% of the people stated strongly agree, 30 people or 37.5% agreed and those who had a neutral perception, disagreed and strongly disagreed did not exist.

Based on the table above, it can be seen that the majority of people in Karangsari Village, Sukorejo Subdistrict, Blitar City, choose a very agreeable attitude, this is because the community with starfruit agro tourism in terms of the economy is greatly helped and reduces unemployment. environmental aspects, namely residents feel comfortable with the starfruit agro-tourism, the security aspect is that residents feel comfortable with the tourists who come when entering the holiday season has arrived and cultural aspects namely tourists do not bring a new culture to the community around agrotourism.

2. Perception of the Surrounding Society Against Agro-Tourism Leatherback Aspects of Economics

Based on the results of research on community responses to starfruit agro tourism objects. One of the people's responses regarding economic

aspects is reducing unemployment and increasing employment opportunities, which are known as follows.

Table 6 Categories of Perception of Surrounding Communities Against Agro Tourism Leatherback Aspects

Score	Perception Category	Total Score	Percentage (%)
1	Very not Agree	0	0%
2	Disagree	0	0%
3	Neutral	25	6.25%
4	Agree	193	48.25%
5	Strongly agree	182	45.5%
	total	**400**	**100%**

Source: Research Data processed, 2018

Table 6 shows that the perception of variables on economic benefits, one of which is opening employment and increasing the income of the community in starfruit agro-tourism in the Karangsari Village, Sukorejo Subdistrict, Blitar City, who strongly agree with the score of 5 because the interview results indicate that there are 182 (45.5%) Perceptions strongly agree, respondents who agree with the agreement amount to 193 (48.25%), those with a neutral perception of 25 (6.25%) while those with perceptions do not agree and those who strongly disagree do not exist.

Based on the table above, it can be seen that the majority of people in Karangsari Sub-District, Sukorejo Subdistrict, Blitar City chose to agree because the existence of starfruit agro-tourism in Karangasari Village community economically reduced unemployment, opened employment and increased community income around agrotourism.

3. Perception of the Surrounding Society Against Agro-Tourism Starfruit Environmental Aspects

Based on the results of research on community responses to starfruit agro tourism objects. The public response regarding environmental aspects is known as follows.

Table 7 Categories of Perception of Surrounding Communities Against Agro Tourism Starfish Environmental Aspects

No.	Attitude	Total Score	Percentage (%)
1	Very not Agree	0	0%
2	Disagree	0	0%
3	Neutral	34	8.5%
4	Agree	167	41.75%
5	Strongly agree	199	49.75%
	total	**400**	**100%**

Source: Research Data processed, 2018

Table 7 shows that the perception of the variables on environmental aspects one of which adds to the beauty of the Karangsari Village, which perceives strongly agree with the score of 5 because the interview results show that there are 199 (49.75%) who strongly agree, those who perceive agree are 167 (41.75%), which has a neutral perception of 34 (8.5%) while those with a perception do not agree and strongly disagree does not exist.

Based on the table above, it can be seen that the majority of people in Karangsari Sub-District, Sukorejo Subdistrict, Blitar City choose a very agreeable attitude because the presence of starfruit agro-tourism in Karangasari Village community feels comfortable.

4. Perception of the Surrounding Society Against Agro-Tourism Starfruit Security Aspects

Based on the results of research on community responses to starfruit agro tourism objects. The public response to the security aspects is known as follows.

Table 8 Categories of Perception of Surrounding Communities Against Agro-tourism Leatherback Aspects of Safety

No.	Attitude	Total Score	Percentage (%)
1	Very not Agree (STS)	0	0%
2	Disagree (TS)	0	0%
3	Neutral (N)	18	4.5%
4	Agree (S)	174	43.5%
5	Strongly Agree (SS)	208	52%
	total	**400**	**100%**

Source: Research Data processed, 2018

Table 8 shows that the perception of variables on the security aspects of one of the residents is comfortable with the presence of tourists who come when entering the holiday season has arrived at starfruit agro-tourism who perceive strongly agree with a score of 5 because the interview results show that 208 (52%) agree 174 (43.5%), which has a neutral perception of 18 (4.5%) while those with a perception do not agree and strongly disagree does not exist.

Based on the table above, it can be seen that the majority of people in Karangsari Sub-District, Sukorejo Subdistrict, Blitar City chose a very agreeable attitude because the presence of starfruit agro-tourism in Karangasari Village community felt comfortable and there was no theft when many tourists visited when entering the holiday season.

5. Perception of the Surrounding Society Against Agro-Tourism

Leatherback Aspects

Based on the results of research on community responses to starfruit agro tourism objects. The public's response to the cultural aspects is known as follows.

Table 9 Categories of Perception of Surrounding Communities Against Starfruit Agro-tourism Cultural Aspects

No.	Attitude	Total Score	Percentage (%)
1	Very not Agree (STS)	0	0%
2	Disagree (TS)	0	0%
3	Neutral (N)	36	9%
4	Agree (S)	187	46.75%
5	Strongly Agree (SS)	177	44.25%
	total	400	**100%**

Source: Research Data processed, 2018

Table 9 shows that the perception of variables on cultural aspects one of which does not bring a new culture to the surrounding community who perceive strongly agree with the score of 5 because the interview results show that there are 177 (44.25%) who agree that there are 187 (46.75%), who have a neutral perception of 36 (9%) while those who perceive do not agree and strongly disagree does not exist.

Based on the table above, it can be seen that the majority of people in Karangsari Sub-District, Sukorejo Subdistrict, Blitar City chose to agree because the presence of starfruit agro-tourism in Karangasari Village community regarding cultural aspects did not affect the environment around the starfruit agro-tourism.

4. CONCLUSIONS AND RECOMMENDATIONS

Conclusion

The conclusions that can be drawn from this study are as follows:

1. The perceptions of the surrounding community towards starfruit agro-tourism which gave a very agreeable opinion were 50 respondents (62.5%) and those who argued agreed that 30 respondents (37.5%) of all respondents gave their answers.

2. The perceptions of each variable from the economic aspect that perceives strongly agree 182 (45.5%), agree 193 (48.25%), neutral 25 (6.25%) and those who perceive disagree and strongly disagree no. The environment that perceives strongly agrees 199 (49.75%), agrees 167 (41.75%), neutral 34 (8.5%) and those who perceive disagree and strongly disagree does not exist. Security that perceives strongly agrees 208 (52%), agrees 174 (43.5%), neutral 18 (4.5%) and those who perceive disagree and strongly disagree do not exist and for cultures that perceive strongly disagree 177 (44 , 25%), agree 187 (46.75%), neutral 36 (9%) and those who do not perceive do not agree strongly disagree no.

Suggestion

The suggestions that the author can give from the results of this study are as follows:

1. For Further Researchers

It is expected that further researchers can provide a clearer picture of perceptions and can consider in determining the characteristics of the research population and also by using different sampling techniques so that the results of the research obtained will be in accordance with the background or phenomena that occur in the community.

2. For Agro Tourism Owners

It is expected to be used as material for consideration or recommendation for starfruit agro-tourism areas in making decisions related to the development of agrotourism so that it can be useful in the future.

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