

PUBLIC OPINION ON AGROTOURISM OF *NGLINGGO* TEA GARDENS IN PAGERHARJO VILLAGE, KULON PROGO

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ABSTRACT

Agrotourism is a way of combination between agriculture and tourism package, in the purpose to attract more visitors. An agrotourism needs opinions from the public tourists regarding the perception of conditions, facilities and services. It is an important aspect to put as a consideration in taking the policy for future agrotourism development. This research was carried out in the agrotourism of the *Nglinggo* Tea Gardens in Pagerharjo Village, Samigaluh Subdistrict, Kulon Progo Regency. The aims of this research are (1) to identify public opinion about the agritourism of *Nglinggo* Tea Gardens and (2) to analyze the factors influencing the public opinion. The method uses a quantitative method with a descriptive approach. The samples of this research apply systematic random sampling, while the number of samples is 60 respondents. The results show that public opinion on agritourism of *Nglinggo* Tea Gardens is 73.56%, meaning the public opinion about *Nglinggo* was good. Then, public opinion is significantly influenced by the level of education of the visitors, the place of origin of the visitors, and social media.

Keywords: agrotourism, public opinion, *Ngilinggo* tea gardens

INTRODUCTION

The tourism industry has experienced rapid growth from time to time. This is because changes in the pattern of needs of someone who initially traveled were tertiary needs (luxury needs), nowadays it tends to be a basic need for someone, which means that everyone will carry out tourism activities at a certain time. The current trend of society (tourists) tends to return to nature, widening opportunities for areas with tourism potential to develop their potential. One example of natural tourism which is currently active to be developed in various regions is agro-tourism.

Agro-tourism is diversification of tourism products from combining the agricultural sector with the tourism sector in the form of agricultural tourism (Pamulardi, 2006). *Nglinggo* Tea Gardens is an example of agro-tourism which is located in *Nglinggo* Hamlet, Pagerharjo Village, Samigaluh District, Kulon Progo Regency, Yogyakarta. Agrowisata *Nglinggo* Tea Gardens (NTG) offers natural attractions around the gardens, as well as educational tours of the process of making tea in the garden plucking tea to be ready to drink.

Agro-tourism of NTG has the potential for beautiful views and interesting landscapes to visit, namely the natural view of the expanse of tea gardens from the top of Menoreh hill. However, during the last four years, the number of tourist visits, both local and foreign tourists, has decreased, this is related to the satisfaction of

tourists with the services provided by the agrotourism.

Knowing the opinions of tourists about services and facilities in agrotourism is needed as an improvement material in the development of agrotourism. Opinions are evaluations expressed verbally about an object, person, or event. According to Rachmadi (1992), public opinion is the average opinion of a particular group about something important.

Public opinion about NTG agro-tourism can be interpreted as the result of an evaluation of everything that tourists see, hear and experience while in NTG agro-tourism. Tourists with various backgrounds tend to have diverse opinions about NTG agro-tourism in the form of good and bad opinions. Public opinion that is formed is influenced by various factors, both internal and external factors. Based on the explanation above, based on the formulation of the problem, this study aims to:

1. Know the public opinion towards agro NTG.
2. Know the factors that influence public opinion on agro-tourism of NTG.

METHOD

The basic method used in this research is the descriptive analysis method. This research was conducted in NTG agro-tourism. The sampling method using a systematic random sampling method. The sampling of NTG agro-

tourism tourists was carried out by systematic random sampling, namely by taking a sample of tourists every 15 minutes for every single respondent. The number of respondents taken was as many as 60 people. Respondents interviewed were tourists who had finished enjoying the NTG agro-tourism.

Data collected through questionnaires, observations, interviews, and literature study. The data obtained are primary data and secondary data. The scope of the research only includes opinions on the agro-tourism of NTG which is measured by indicators of Sapta Pesona which consist of aspects of security, orderliness, cleanliness, coolness, beauty, hospitality, and memorials. Factors that are thought to influence opinion formation include age, level of education, number of visits, region of origin, the distance of residence, and quality of social media.

Data were analyzed using proportion test and multiple linear regression analysis, which are described in detail as follows:

1. Hypothesis Proportion Test

The first hypothesis was tested by using a test of proportions. The proportion test carried out is as follows:

Hypothesis test

Ho: $P \leq 50\%$

Ha: $P > 50\%$

Where,

Ho: a small proportion ($\leq 50\%$) of the public have a good opinion of the Nglinggo Tea Gardens agro-tourism

Ha: Most of the public ($> 50\%$) have a good opinion of the Nglinggo Tea Gardens agro-tourism.

Equation:

$$Z_{value} = \frac{\frac{x}{n} - P_0}{\sqrt{\frac{P_0(1-P_0)}{n}}}$$

Where:

x: many public who have a good opinion about the Nglinggo Tea Gardens agro-tourism

n: the total number of samples

Po: 50 %

level of significance 0,05 (5%)

Criteria of testing

Z value > Z Table: Ho rejected, Ha accepted

Z value \leq Z Table: Ho accepted, Ha rejected

2. Multiple Linear Regression Analysis

In testing the second hypothesis tested using multiple linear regression analysis.

Hypothesis:

Ho: there is no influence between age, education level, number of visits, region of origin, the distance of residence, and quality of social media on public opinion on agro-tourism of Nglinggo Tea Gardens.

Ha: there is an influence between age, education level, number of visits, region of origin, the distance of residence, and quality of social media on public opinion on agro-tourism of Nglinggo Tea Gardens

RESULTS AND DISCUSSION

Public opinions about NTG Agrotourism in Pagerharjo village Samigaluh subdistrict, Kulon Progo regency

Public opinion toward agro-tourism NTG is the result of an evaluation of everything seen, heard, and experienced by tourists while in agro NTG. The opinion formed from each of these tourists then accumulate into a consensus (agreement) and crystallize into public opinion. In this study, tourists gave their opinion on NTG agro-tourism based on Sapta Pesona. Public opinion on the NTG agro-tourism can be divided into five categories, namely very bad, not good, neutral, good, and very good. Public opinion on agro-tourism of NTG can be seen in Table 1.

Table 1. Public Opinion Towards NTG Agrotourism Based on Sapta Pesona

Indicator	Level of Opinion (%)	Categories
Safety	76.30	Good
Orderliness	67.40	Good
Cleanliness	78.25	Good
Coolness	81.26	Very Good
Beauty	73.37	Good
Hospitality	68.53	Good
Memorials	69.77	Good
Total	156.58	
Average	73.56	Good

Source: Primary Data Analysis, 2019

Based on Table 1, it can be seen that the average level of public opinion is 73.56%. The figure shows that overall public opinion towards agro NTG quite good. Of the seven aspects of Sapta Pesona tested, almost all aspects are in a good category. 85,74% of indicator in good categories and 14,28% of indicator is very good categories.

Based on Table 1 it can be seen that the public opinion on the NTG agro-tourism in all aspects is included in the good category, but it does not rule out the possibility that there are tourists who have other opinions. The following is the distribution of public opinion on the NTG agro-tourism.

Table 2. The Distribution of Tourist Opinions

Categories (Score)	Total (Psyche)	Percentage (%)
Very Bad (0-42)	0	0.00
Not Good (43-84)	0	0.00
Neutral (85-127)	5	8.34
Good (128-169)	43	71.66
Very Good (170-212)	12	20.00
Total	60	100.00

Source: Primary Data Analysis, 2019

Based on Table 2. It is known that there are tourists who have a neutral rating means that these tourists are hesitant in assessing whether they are in the good or bad category. This shows that there are still tourists who are not satisfied with the services and facilities contained in the NTG agro-tourism. However, most tourists give a good opinion, which means that the NTG agro-tourism has succeeded in realizing *Sapta Pesona*.

The hypothesis in this study is that most (> 50%) of the public have a good opinion on NTG agro-tourism, to test the first hypothesis, a proportion test is carried out with the following equation:

$$Z_{value} = \frac{\frac{x}{n} - p_0}{\sqrt{p_0(1-p_0)}}$$

$$Z_{value} = \frac{60}{60} - 0.5}{\sqrt{0.5(1-0.5)}}$$

Table 3. Results of Multiple Linear Regression Analysis On Factors Influencing Public Opinion Against Agro-tourism of Nglingsgo Tea Gardens

Variable	Regression Coefficient (B)	T value	Sig.	Inf.
Age (X ₁)	0,491	1,601	0,115	NS
Education (X ₂)	-1,926	-2,049	0,045	*
Number of visits (X ₃)	0,600	1,187	0,241	NS
Residence distance (X ₄)	0,011	0,372	0,711	NS
Social Media Quality (X ₅)	2,904	5,313	0,000	*
Region of Origin (X ₆)	9,987	2,068	0,044	*
Constant	87,292			
<i>R Square</i>	0,436			
<i>Adjusted R Square</i>	0,372			
F Count	6,823			

Description: *significant at 5% level, NS: Non-Significant

Source: Primary Data Analysis, 2019

Based on table 3, it is known that the factors that influence public opinion on NTG agro-tourism include education, quality of social media, and area of origin, while factors that do not affect include age, number of mountains, and distance of the place to the agro-tourism location. An explanation of the results of the analysis of each factor in the table is as follows:

1. Age

Z value = 6.5
 Z table = 1.96
 Z count > Z table, then H₀ is rejected, while H_a is accepted

Based on the results of the calculation of the proportion test, the calculated Z value is 6.5. The calculated Z value obtained shows that the calculated Z value is greater than the Z table, namely 1.96 which shows that H₀ is rejected and H_a is accepted, meaning that most (> 50%) of the public have a good opinion on the NTG agro-tourism. These results indicate that the alternative hypothesis is accepted.

Factors Influencing Public Opinion Against Agro-tourism of NTG, Pagerharjo Village, Samigaluh, Kulon Progo

The public is giving their opinion on the Nglingsgo Tea Plantation agro-tourism is influenced by various factors. Both internal and external factors. Internal factors which are supposed to influence were age, education, and number of visits as well as external factors that are supposed to influence the distance of residence to agrotourism, and the quality of social media. Internal and external factors that are thought to influence public opinion on the NTG agro-tourism were tested with multiple linear analyses using SPSS 25.0 software.

Age is the difference between the year of the research implementation and the year of birth of the NTG agro-tourism tourist which is calculated in units of years. Based on the results of multiple linear analysis, shows that the significance of the age variable is 0.115 which means it is greater than α (0.05), it can be said that the age variable does not have a significant effect on public opinion on NTG agro-tourism. This is

because the age of the NTG agro-tourism tourists is dominated by adolescents so that it is less varied.

2. Education

Education is a formal level of education that has been taken by tourists. In this study, the level of education was categorized into four, namely SD, SMP, SMA / SMK, and D3 / S1.

The results of the analysis show that the significance of the education variable is 0.045 which means it is smaller than the value of α (0.05), so it can be said that the education variable has a significant effect on public opinion on the NTG agro-tourism. The education variable has a regression coefficient of -1.926, which means that each increase in one education unit will decrease the level of public opinion on the NTG agro-tourism by 1.926. In other words, the higher the education, the more public opinion on the tea plantation agro-tourism is getting worse. This is because tourists with a higher education level are more critical in assessing and paying attention to all aspects in detail and providing an assessment based on their experience considerations.

3. Number of Visits

The number of visits is the number of tourist visits to NTG agro-tourism. The results of the analysis show that the significance of the variable number of visits is 0.241 which means it is greater than the value of α (0.05), it can be said that the variable number of visits has no significant effect on public opinion on the NTG agro-tourism. This is because the number of visits does not change the opinion that has been formed since the beginning of visiting the NTG, so tourists who have experienced several visits to the NTG have an opinion that is not much different from the opinion of tourists who have visited NTG for the first time.

4. Residence distance

Distance residence is a short distance to a location where travelers stay agro-tourism of NTG. The results of the analysis show that the significance of the residence distance variable is 0.711 which means it is greater than the value of α (0.05), it can be said that the residence distance variable does not have a significant effect on public opinion on the NTG agro-tourism. This discrepancy is due to the NTG agro-tourism tourists giving opinions based more on what they saw and felt when visiting NTG, regardless of how far or close the distance from the residence to NTG is.

5. Social Media Quality

Nglinggo Tourism Village utilizes social media, namely Instagram as one of the promotional media to the public regarding the natural tourism offered, one of which is the NTG agro-tourism. Through the official account Instagram @nglinggo.official the promotion of agro is delivered in the form of photographs along with

captions that attract tourists to come to visit. Promotional content delivered through Instagram social media affects public opinion. Indicators that affect the delivery of promotions through Instagram are the completeness of the information submitted and the attractiveness of the uploaded photos. The following are the variables of the quality of social media as a media for promoting agro-tourism of NTG which affect public opinion which can be seen in the following table:

Table 4. Public Opinion Regarding the Quality of Social Media

Indicator	Level of	Categories
	Opinion (%)	
Completeness of information	65.43	Good
Photo's Appeal	80.42	Good
Average	72.92	Good

Source: Primary Data Analysis, 2019

Based on table 4, it is known that public opinion on the quality of social media as promotional media is in a good category. The two indicators, namely the completeness of the information and photo attractiveness, obtained a good level of opinion, so it can be said that the quality of social media used by NTG agro-tourism as a promotional medium is good. Based on table 3, it can be seen that the significance of the social media quality variable is 0.000 which means it is smaller than the α value (0.05), so it can be said that the social media quality variable has a significant effect on public opinion on the NTG agro-tourism. Based on the results of multiple linear regression analysis, the regression coefficient value of the quality variable of social media is 2.904, meaning that every one-unit increase in the quality of social media will increase the level of public opinion on NTG agro-tourism by 2.904. In other words, the more complete and interesting the content on social media is, the better public opinion is on the NTG agro-tourism.

6. Region of Origin

The region of origin in this question is the area where the tourists come from. The region of origin relates to the cultural background of the tourists. The region of origin of tourists in this study is categorized into two, namely those from the Special Region of Yogyakarta and those from outside the Special Region of Yogyakarta. The results of the analysis show that the significance of the regional variable is 0.044 which means it is smaller than the value of α (0.05), so it can be said that the area of origin has a significant effect on public opinion on the NTG agro-tourism. The positive regression coefficient value shows a

positive relationship, meaning that the more tourists with the area from Yogyakarta, the better public opinion on NTG agro-tourism. This is

CONCLUSIONS

Based on the discussion and analysis of the data that has been carried out in this study, the following conclusions are obtained:

1. Public opinion on the NTG agro-tourism is in a good category. Based on the results of the proportion test that has been carried out, it is found that more than 50% of the public have a good opinion on the Agro –tourism of NTG.
2. Factors that influence public opinion on agro-tourism of NTG include education level, region of origin, and quality of social media.
 - a. Education level: the higher the education, the less public opinion on the NTG agro-tourism.
 - b. Place of origin: tourists from Yogyakarta have the same cultural background. Good opinion on the NTG agro-tourism.
 - c. Quality of Social Media: the more complete the information conveyed and the more interesting the photos uploaded, the better public opinion on NTG agro-tourism.
3. Factors that do not affect public opinion toward agro NTG were age, the number of visits, and distance of the residence.
4. The application of Sapta Pesona in the NTG agro-tourism obtains good public opinion on each of its aspects. However, there are still

because tourists with the same regional origins tend to have the same cultural background as well.

some aspects that get neutral public opinion, meaning that tourists are hesitant to say good or bad, these aspects include:

- a. In the aspect of orderliness, namely on the indicator of the firmness of officers in reprimanding and giving sanctions to tourists who are proven to have violated the regulations
 - b. In the aspect of hospitality, namely the indicator of a sincere smile given by officers in serving tourists
 - c. In the memorials aspect, namely the indicator of ease of accessing the location of the NTG agro-tourism
5. The quality of social media as a media for promoting agro-tourism of the NTG as a whole gets good opinions from tourists, but there are still indicators that are considered poor by tourists, namely incomplete information regarding the price of admission to the NTG.

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