

Kampung Durian Pranan Agritourism Initiatives: An Analysis of Actor Dynamics

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ABSTRACT

Developing agritourism is a useful strategy to enhance the value of the local agriculture industry. Agritourism utilises agricultural products and activities to attract tourists to rural areas. As an early stage of agritourism development, land conversion has become a supporter of attempts to create agritourism attractions. The notion of locality exists to distinguish and identify the tourism attraction area. This research focuses on durian agritourism in Padukuhan Pranan, Banjaroya Village, Kalibawang, Kulon Progo Regency, Special Region of Jogjakarta. Special attention is made to the dynamics of the local actors. Data collection was carried out using ethnographic methods through observation and in-depth interviews, for approximately three months (July-September 2023). The informants in this research were several actors involved in the development and management of Kampung Durian Pranan agritourism. The study discovered that converting the property to agritourism benefited Padukuhan Pranan by establishing the Kepranan durian as a symbol of local identity. With its central emphasis on the local populace, the Pranan Durian Village Festival serves as an outstanding instance of the substantial contributions made by community members. The collaborative efforts of local actors to effect positive change are exemplified through the festival's design and execution, which are built upon their roles as initiators, motivators, and educators. However, it is worth noting that the reestablishment of a sustainable family farm as a means to regenerate agritourism's sustainability has yet to transpire due to the continued dearth of interest among the younger generation in agritourism. Hence, agritourism planning needs to be designed by organising activities involving the younger generation and rebuilding family farms to create resilience and sustainability.

Keywords: Actor dynamics; land conversion; fruitourism; agritourism; Kepranan durian

INTRODUCTION

Tourism is currently a new global economic power that contributes positively to the world economy (Sharpley & Telfer, 2016). This encouragement makes tourism one of the leading sectors that can be integrated 'safely' in various regions of the world, including Indonesia. In Indonesia, massive tourism and tourism development plans occur which are often not supported by mature tourism development plans and tend to be exploitative (see Hunter, 1995; Ruban, 2021; Koerner, et al., 2023). Nevertheless, tourism remains a positive option for improving the planned macroeconomy. The hope is that it will be a ticket to national development. The contribution of Indonesian tourism to Indonesia's GDP (Gross Domestic Production) in September 2023 is 3.83%,

up from 3.6% in the previous year. The foreign exchange value of Indonesian tourism will also reach 10.46 billion US dollars in September 2023, according to data from the Ministry of Tourism and Creative Economy (cnbcindonesia.com).

Based on the Law of the Republic of Indonesia Number 10 of 2009, the ideal concept of tourism development includes, among others: increasing economic growth, improving community welfare, eradicating poverty, overcoming unemployment, advancing culture, preserving nature, culture, and the environment, raising the nation's image, and foster love for the country. The concept above shows how tourism can be accepted on all sides, especially for local communities. The notion of sustainable tourism pertains to the creation of distinctive and one-of-a-kind product attributes within the rural tourism sector (Susyanti & Latianingsih, 2014). Tourist villages have become a revitalising factor in the advancement of sustainable tourism in many regions in Indonesia, such as the tourist village in Yogyakarta, Kulonprogo Regency, Banjaroya Village.

Banjaroya Tourism Village engages in several sorts of tourist attractions, including agritourism. Agritourism involves several commodities and agricultural systems, including major plantations, smallholder plantations, fisheries, and livestock, presented as tourist attractions (Marwanti, 2015). Visitors are drawn to this tourist destination due to its distinctive qualities, which extend beyond the provision of agricultural products to encompass experiential opportunities as well (Crespi-Vallbona et al., 2019 in Crespi-Vallbona & Plana-Farranb, 2023). As stated by Hakim (2014), fruit plants are a potential tourist attraction in agritourism. The offerings at Banjaroya Tourism Village centre on fruit plants, specifically the indigenous durian, or king fruit. Agricultural tourism focusing on fruit as the main attraction is commonly known as "Fruitourism" (Crespi-Vallbona & Plana-Farranb, 2023). This concept is viewed as an innovative initiative that emphasises products to enhance the prosperity of a region, which is fundamental in creating tourist attractions. The research shows that the native Kepranan durian has a lengthy history and is deemed indigenous to Padukuhan Pranan.

This agritourism development necessitates land conversion procedures and cannot be established instantly. Land conversion is the reallocation of land resources from one function to another (Ante, et al., 2016). Land conversion is closely related to the demand within the current tourism sector, particularly in rural areas. The extensive integration efforts in the tourism industry have led to land conversion in multiple locations. This is particularly evident when society's need for agriculture expand from supplying a single product to supplying a variety of commodities including food, road access to open spaces, rural surroundings, transportation, and supporting amenities

in the tourism sector (Bosc & Sourisseau, 2019). Land that has changed is now undergoing a broader transformation because of new social and economic demands (Chiswell, 2014).

Despite advancements in agritourism, the correlation between high-quality local products such as fruit and tourism has not been well researched. This prompts inquiries regarding the potential of local products, such as local fruit and agritourism, to attract tourists to rural destinations. This project aims to investigate if the availability of local products such as Durian Kepranan and the growing tourist interest in rural tourism destinations can promote sustainable agritourism development in Banjaroya Village. This research highlights the important contributions of many community members in the Pranan Durian Village Festival by focusing on the local residents as the main actors. The roles of initiators, motivators, and educators form the basis of the festival's design and implementation, demonstrating their joint efforts to have a beneficial impact.

Research Sites

Padukuhan Pranan is a small hamlet in Banjaroya Village, Kalibawang Sub-district, Kulon Progo Regency, Yogyakarta Special Region. Multiple small hamlets encircle this hamlet: Klangon to the north and Patronalan to the west. The Diro and Progo rivers delineate the southern and eastern boundaries. Most of the residents in Banjaroya Village, similar to many rural areas on the island of Java, are primarily farmers. Banjaroya Village is situated on the Menoreh hills, along the Jogjakarta - Borobudur tourism route, 8 km south of Borobudur Temple, and 24 km from Yogyakarta city. The population is predominantly composed of farmers. This region is renowned for its agricultural commodities such as Durian Menoreh, *nira* (Javanese sugar), cocoa (chocolate), coffee, cloves, and cassava. Banjaroya has emerged as the major centre for durian cultivation, boasting a strong heritage in growing the native durian plant.

Banjaroya Village began transforming into a Tourism Village in 2009. It officially became a Tourism Village in 2011 through a Decision Letter issued by the Banjaroya Village Head, following the trend seen in other Indonesian villages over the past two decades. Visitors can engage in a variety of activities such as observing daily life, farming, participating in traditional events, watching local art performances, savouring local cuisine, trekking, hiking in the village, and exploring nearby tourist attractions like Embung (water reservoir) Tonogoro, Ancol Dam, Sendangsono St. Mary's Cave, and Kyai Krapyak Tomb. Lucky tourists may also have the opportunity to attend the Menoreh durian festival in Banjaroya.

The Community Business Development Division of Banjaroya Tourism Village managed the initiative known as Kampung Durian Pranana. Pranana is considered as one of the top durian-producing areas in the Banjaroyo sub-district. There are about 2,000 durian trees, with the majority being decades old. In addition, many community members have created other industries by producing derivative durian products like candies and confections. The celebration at Padukuhan Pranana in early February 2023, themed Kampung Durian Pranana, drew a large number of visitors. The festival took place for a duration of one month, exclusively on Saturdays and Sundays. In January 2024, the second festival was held, attracting people, but not as many as the previous year due to its proximity to the general election.

Theoretical Basis

1. Land Conversion

Land use changes, often known as land conversion, are a reflection of humanity's past and maybe its future. This pertains to economic development, population increase, technological advancements, and environmental changes. Land use change tends to correlate with population growth, but typically declines as economic development advances (Houghton, 1994). Land use change refers to the alteration of a land's purpose, either partially or completely, from its original function to a new one (Lestari, 2009 in Lestari, 2019). This can involve converting agricultural land into non-agricultural land. This process is significant in influencing social land use practices and the local economy (Rustiadi, 2016).

Land conversion has been the subject of numerous debates due to the environmental issues that arise from the clearance of forest land (Dewi & Rudiarto, 2014), the development of densely populated areas, and the construction of tall buildings (Chrisnawati & Husen, 2023). One of the benefits of land conversion is the creation of employment opportunities and economic growth (Mangatas, 2021). Additionally, tourism that results from land conversion offers prospects for enhancing the well-being and income of the local populace in areas frequented by tourists. The issue of land conversion encompasses significant challenges at both the global and regional levels. At a more localised level, it gives rise to three concerns: 1) the depletion and damage of natural resources, 2) the inequitable distribution of justice in resource control, and 3) the inefficiency and distribution of resources from an economic standpoint (Rustiadi, 2016).

Compliance with land use and spatial planning regulations is required when transferring land use to the tourism industry. Concurrently with alterations in land use, objective technical assessments known as recommendations based on land use principles must be executed. When advising on the completion of land rights

applications and authorising land use changes, this recommendation is taken into account (Fauziah, Kurniati, & Imamulhadi, 2018).

2. Actor Dynamics

Contemporary culture has characterised individuals, organisations, states, and institutions as actors (Meyer & Jepperson, 2000). Interest-based actors are individuals that operate purposefully and without any external interference or hurdles in order to achieve their aims (Meyer & Jepperson, 2000). Tourism relies on the involvement of actors who are generally dominated by stakeholders who have an interest in influencing or participating in the programme plans being implemented. Stakeholders involved in this project are categorised into five groups: a) Policy makers responsible for making policy, b) Coordinators responsible for supervising other participants, c) Implementers responsible for carrying out agreed plans, d) Facilitators responsible for providing assistance, and e) Accelerators responsible for accelerating the progress of the programme (Handayani; 2017, Arafat et al; 2022).

Meyer & Jepperson (2000) posits that actors are autonomous agents capable of pursuing their personal objectives, as well as managing societal or national goals and organising structures effectively. Modern actors often encounter profound conflicts between their self-interest and the goals of highly standardised institutions. Individuals want to maximise profits compared to others, whereas agents are responsible for efficiently managing interests in accordance with overarching principles. This configuration generates inconsistencies and strains (Meyer & Jepperson, 2000).

In this sense, every actor in the land conversion and tourism development process has its own "agency" to demonstrate its power, consisting of aim, universality, and power relations. Intention in acting demonstrates an actor's capacity to impact others' behaviour through direct influence or strategic methods, while an actor's universality enables the formation of relationships at both individual and collective levels, affecting various power dynamics. Power relations are established by interactions among individuals with varying levels of influence and interests. In power dynamics, actors typically possess the capacity to influence the actions of other actors. Power relations play an important role in cultural dynamics, where power dynamics in social relations can influence individual behaviour and impact the way activities are carried out (Marbun, 2021).

3. Agritourism as a Form of Sustainable Rural Tourism

Tourism has altered the agricultural composition of a region by promoting the expansion of agricultural products including coffee, fruit, flowers, and nursery items.

This activity takes place on agricultural land specifically designed to appeal to tourists. This type of tourist attraction is referred to as rural tourism, involving direct engagement between visitors and hosts in agricultural regions, allowing tourists to actively take part in agricultural activities (Barbieri & Mshenga, 2008). Agricultural tourism, often known as a vacation farm, is considered an alternative agricultural business that combines an active agricultural setting with tourism elements. Agritourism offers urban residents a direct link to the land and the essential simplicity of life (Crespi-Valbona & Plana-Farran, 2023).

Agritourism involves farmers directly managing their land (Robert & Hall, 2001). This direct interaction requires active involvement in agricultural operations, leading to tourists interacting with agricultural practices (Philip, Hunter, & Blackstock, 2010). This contract delineates three types of relationships between agriculture and tourism: 1) direct involvement in agricultural activities such as harvesting crops, 2) indirect connection through secondary activities like food processing, and 3) passive interaction where agriculture and tourism operate independently but in the same location for activities like outdoor recreation (Philip, Hunter & Blackstock, 2010).

Agritourism explores the connection between tourism and agriculture. It is a complex concept, but agritourism activities are known to be profitable. For instance, farmers can establish markets to sell their products directly to tourists, leading to job opportunities in the tourism industry. Agritourism featuring local fruit as a main attraction highlights the significance of local fruit in sustainable tourism. The argument is that a rise in demand for local fruit from visitors can boost profits for the community or durian farmers. This leads to a growing awareness that tourist destinations globally are in competition to draw in tourists (Sims, 2009). Thus, according to Urry (1995, in Sims, 2009), "tourism reflexivity" is essential for creating a prosperous tourism location. Each destination must develop a unique portfolio of offerings to stand out from competitors and attract a steady stream of guests. One approach is to encourage high-quality dining experiences or distinctive local food products (Hage, 1997; Hashimoto & Telfer, 2006; Ilbery et al., 2003; Woodland & Acott, 2007 in Sims, 2009). Local food is often popular among visitors because it is seen as a symbol that represents the unique characteristics of a specific place (Bessiere, 1998; Urry, 1990 in Sims, 2009).

Agricultural tourism innovation is expanding and enhancing the local economy. Barbieri (2010) emphasised its significance for farmers as it provides extra income, preserves rural lifestyle, and safeguards agricultural land. The benefits extend beyond agriculture to include environmental amenities, recreational options, biodiversity conservation, and cultural and landscape preservation within the community.

Developing agritourism operations in rural areas provides economic revitalization, environmental benefits, and socio-cultural advantages that support sustainable development (Choo, 2012; Barbieri, 2013). A transition from agriculture to agritourism can be identified when tourism revenue surpasses agricultural income, when a farmer implements a tourist business strategy, or when consumers view the operation as agritourism (Busby & Rendle, 1999)

4. "Fruiturisme"

The concept of "Fruiturisme" is recognised in the Aitona area, located in the province of Liedo, Catalonia. This city is renowned for being one of Europe's top stone fruit producers. Fruiturisme, or fruitourism, is a novel tourism idea centred around delicious fruits and all aspects associated with them. Fruiturisme was initially introduced as a unique initiative aimed at promoting the prosperity of a specific region through select exceptional products, which form the central focus of tourism endeavours (Crespi-Vallbona, & Plana-Farran, 2023). Fruiturisme offers a perspective of observing a field of peach tree blossoms. This is the tourist attraction in "Aitona, the sea of colour". Fruiturisme allows tourists to immerse themselves in the fruit fields of Aitona and experience the authentic process of growing peach trees with local farmers (fruiturisme.info, 2024).

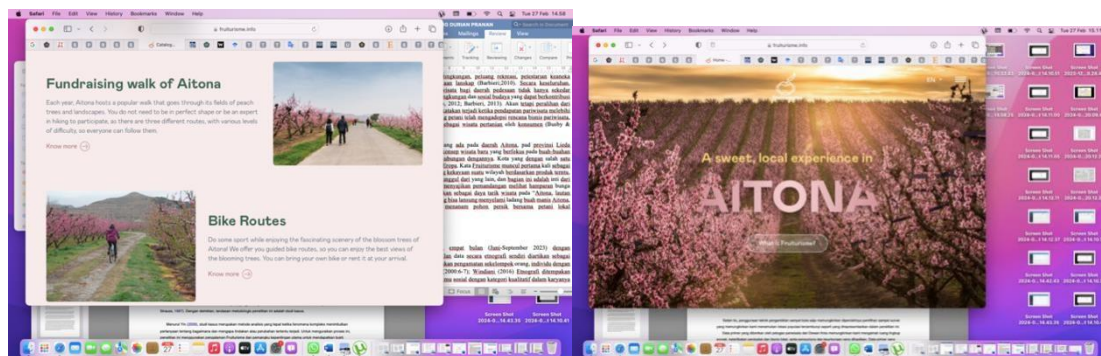


Figure 1. Aitona Fruiturisme
Source: fruiturisme.info, 2024



Figure 2. Pranan Kampung Durian
Source: Authors' Documentation, 2024

Banjaroya Village is developing its tourist site with a concept similar to the Ataina tourist attraction. Pranan Durian Village provides premium Kepranan fruit products, enticing tourists to taste fresh local durian fruit at the site. Fruitourism can be implemented in the tourism activities at the Kampung Durian Pranan tourist location. Fruitourism provides customised tourist activities that align with the seasonal agricultural operations in tourist destinations such as Kampung Durian Pranan. Visitors can see and harvest durian off the trees alongside the farmers during the durian harvest season, which takes place at the turn of the year. Visitors can engage with farmers to discover more about regional fruit after the harvest season.

METHOD

Pada The research was conducted over a three-month period from July to September 2023, utilising ethnographic approaches. Ethnographic data collecting is a research method that involves observing a group of people, individuals, and their environment. Brewer (2000) categorises ethnography as a qualitative research method in the social sciences.

“The study of people in naturally occurring settings or ‘fields’ by means of methods which capture their social meanings and ordinary activities, involving the researcher participating directly in the setting, if not also the activities, in order to collect data in a systematic manner but without meaning being imposed on them externally” (Brewer, 2000: 10).

Social science researchers using the ethnographic technique must be directly involved or able to participate in all activities. This strategy undeniably requires a longer time to gather data in comparison to other methods. Essentially, ethnographic data gathering in this study involved using participatory observation methods and conducting in-depth interviews. Ethnography involves researchers immersing themselves fully in the cultural activities of the society under study.

This research utilised participatory observation methods to collect data on tourism activities, physical transformations to enhance tourism, and community engagement in tourism development. Researchers engaged in participatory observation in the studied area for an extended period, immersing themselves in the daily routines of the community. An in-depth interview method was used to comprehend the perspectives, ideas, and attitudes of the community and farmers engaged in enhancing tourism attractions in Padukuhan Pranan, Banjara. Through the implementation of participatory observation, the researchers were able to engage in extensive discussions and discussions with a diverse array of actors, particularly those

who were involved in the development of agritourism in Padukuhan Pranan. The researchers intentionally selected the key informants who were profoundly involved in the planning and execution of the festival from these encounters with diverse actors. In order to gain a deeper understanding of the tourism development process and the changes in physical and socio-cultural aspects that occurred, in-depth interviews were conducted with key participants of the Kampung Durian Pranan festival. This helped in understanding the community's expectations around tourism. There are seven key informants with diverse backgrounds involved in the study: the Padukuhan government as a regulator, the tourist village team responsible for organising festivals, durian farmers, youth groups, and women's groups who carry out activities at the tourist attraction. The following informants participated in this research:

Table 1. Sources

Group	Positions of informants
Padukuhan Government	P (Head of the hamlet)
Tourism Village Team	Pe and M
Durian Farmer	S
Youth Group	A (Pranan Youth Leader)
Women's Group	Y (Village Consultative Body (BPK), Banjaroya) S (Women's Farmer Group)

Source: authors, February 2024

As shown in the table above, the in-depth interviews involved a total of seven critical informants. The respective roles of each informant are elaborated upon in the following section of this article. Youth and women's organisations, the Padukuhan government, tourism village teams, and durian producers collaborate to promote their respective regional destinations. For instance, women and adolescents from Padukuhan Pranan participate in the development of tourist attractions, such as the production of Micro, Small, and Medium Enterprises (MSME) or *Usaha Mikro, Kecil, dan Menengah* (UMKM) goods in its padukuhan. One constraint of this study regarding key informants was that access was restricted to those informants actively engaged in initiatives to develop tourist attractions, specifically agritourism.

Each informant will be queried on tourism development efforts in Padukuhan Pranan, their involvement, response to current development, and future plans for the area. The questions focused on the key informant's involvement, participation, and influence in regional development.

In addition, a literature review was conducted to gather secondary data on historical information about different agritourism practices in Padukuhan Pranan, focusing on changes in land use and examining governance regulations relevant to tourism development in the Banjaroya Village. The primary and secondary data gathered in

the research will undergo analysis through various stages, including data reduction through repeated reading of research notes, categorising data to develop themes from initial notes, identifying relationships between themes, analysing cases from each informant and participant, and drawing conclusions by identifying patterns among data/information.

FINDINGS AND DISCUSSION

Land Use Change in Padukuhan Pranan

The tourism event known as Kampung Durian Pranan has taken place in both 2023 and 2024. Every household in Padukuhan Pranan owns a durian tree, which is the inspiration behind the establishment of Kampung Durian Pranan. The Padukuhan Pranan community previously engaged in daily activities like farming, commerce, labour work, and other tasks. In early 2023, the Banjaroya Tourism Village team is in talks with the Banjaroya village administration to organise a durian festival in Padukuhan Pranan. The abundance of native durians growing in the Padukuhan Pranan prompted the Banjaroya tourist village team to organise a durian festival with the theme Kampung Durian Pranan. This is the inception of a tourist attraction in the Padukuhan Pranan (interview with P, July 12, 2023).

The Padukuhan Pranan community transformed the yards of many residents' houses into a bazaar area for durian fruit and MSME or UMKM products in preparation for the Pranan Durian Village Festival. The area, once an open yard, was converted into durian bazaar stands by the Padukuhan Pranan community for the Pranan durian festival. Outside the bazaar area, individuals are permitted to sell durian fruit in front of their homes during the festival, which is not in violation of any restrictions. P stated that during the durian festival, individuals had the option to trade at the stands available or sell in front of their residences. Land conversion is happening in Pranan Padukuhan, specifically including the usage of garden land. Land conversion involves transitioning from one function to another, resulting in alterations in social and economic factors. Land conversion typically involves physically altering the environment of a region to accommodate built-up structures like houses, hotels, industries, and public services, especially those in the tourism sector. Land use changes often lead to a decrease in both land area and agricultural productivity as land is transformed into developed regions. Land conversion occurred in the Embung Tonogoro area to create the Embung Durian Agritourism Area in Banjaroya Village, near Kampung Durian Pranan. Land conversion for Kampung Durian Pranan occurred solely during the event. The land's physical form remains constant, only its function changes. This modification does not adversely affect nearby residents, such as by harming the soil. Their agricultural land maintains its productivity despite

alterations in land use. There is no decrease in agricultural output or land area due to this change. The alteration in land usage has had a beneficial impact on the Pranan Padukuhan community. The Pranan village has become well-known for the Kampung Durian Pranan festival due to its preservation of the historical land use.

The alteration in land usage in Pranan village during the Kampung Durian Pranan festival was temporary. Changes in land use do not necessitate physical alterations to the landscape and do not diminish the earning potential of Padukuhan Pranan inhabitants from their durian crops. The Padukuhan Pranan community benefits from increased value of their agricultural products by selling durian fruit, other agricultural products, and MSME products directly to visitors during the Pranan Durian Village event. As stated below:

“Praise God, I am happy to be able to sell sweets and agricultural products at this event. Typically, I sell only within my own residence; however, customers are now expanding to include visitors from outside my village. When I was selling durian sweets and they were always sold out, I managed to sell 5 kilogrammes for a capital of less than IDR 150,000. I still possess supplies with the original flavour at home for the time being. I also offered Javanese sugar for sale. At this time, I have acquired supplementary consumers through a prior event.” (S, interview, 25 August 2023).

The Pranan Durian Village Festival, which originated from a temporary land conversion, has undeniably yielded numerous positive outcomes for local inhabitants, traders, and tourists alike. Changes in land use do not give rise to any significant issues in the immediate future in Padukuhan Pranan. P, the newly appointed chief of the hamlet, concurred that the Kampung Durian Pranan festival should continue to be an annual event in order to familiarise residents with the hamlet’s native fruits and cuisine.

Actors in Pranan Durian Village Festival

The inception of the Pranan Durian Village Festival can be attributed to several key actors. Each performs a unique role. Actors are essential for the organisation of the durian festival in Pranan; without their participation, the festival could not take place. Several positions contributed to the conception and execution of the Kampung Durian Pranan festival:

1. Initiator

An initiator is someone who takes the initiative or initiates something. These initiators introduce new ideas to others with the expectation that the recipients will understand and eventually engage in implementing them (Marbun, 2021). An initiator typically

possesses a stronger instinct compared to others, which is evident in their motivation. For instance, an initiator who proposed the concept of creating a festival to make use of available land in the neighbourhood. Understanding the blueprint for creating a tourist attraction is an example of an initiator's innovation. An initiator's motivations can vary according to the circumstances. Typically, the initiator introduces a new product (Marbun, 2021).

An initiator seeks to persuade a person or group to adopt the ideas proposed, even if without the authority to compel compliance. People or organisations are typically interested in following an initiator due to the success of past programmes and their knowledge. For instance:

"Padukuhan Pranan has around 2,500 local durian stems, and 70% of them can be said to be productive. With this data, the Banjaroya tourist village team took the initiative to form the Pranan Durian Village festival. The Banjaroya Tourism Village Team handed over the concept of this festival to the Karang Taruna Pranan team with the consideration that later the Karang Taruna team would be able to learn and create a festival like the Banjaroya Tourism Village Team did." (interview with Pe, 12 July 2023).

One of the initiatives carried out by the Banjaroya Tourism Village team came from Pe, who has a background as an event organizer. Pe's experience attracted members of Karang Taruna Pranan to participate in and manage the Kampung Durian Pranan festival. The involvement of youths is based on the success of the Banjaroya Tourism Village Team at previous festivals, such as the durian fruit festival in 2017/2018 (field observation, 13 July 2023).

Furthermore, M, chairman of the Banjaroya Tourism Village, said that the Padukuhan Pranan community was pleased with the results of the Kampung Durian Pranan festival in the first week. For example, various processed foods derived from durian include snacks, traditional foods, and other MSME products.

"The residents of Padukuhan Pranan were first unfamiliar with directly selling durian fruit. During the festival, I promptly informed everyone that anything they had could be sold, not necessarily limited to durian. They noticed that whatever they offered was selling successfully." (Interview with M, 2 September, 2023).

The Pranan community is more motivated to participate actively in the festival because of the changes made by the initiator to provide confidence and freedom to sell during the festival. The initiator's success during the first week made the community more confident.

2. Motivator

An individual who encourages others to perform an action is a motivator. Words and actions are the two most prevalent methods of inspiring others. The motivational capacity of an actor's actions is typically attributed to their elocution (Marbun, 2021).

When a motivator provides a lot of information, they can usually encourage people to consider further forms of involvement. This is similar to what happened in Pranan during the durian festival and afterwards, where people were motivated by the amount of information provided by the initiator. This information is usually related to the durian products being sold, their prices, opportunities and profits in the future, as well as how to care for durian fruit so that it produces the best results, which in turn will encourage people to become more prosperous. as shown by A below:

"The Pranan Durian Village event gives inhabitants an incentive to refrain from pawning their durians due to the maintenance required for the fruit. Residents pawn durian plants for up to five harvests or five years in advance due to lack of funds, with a loan sum of two million rupiah. Historically, during each durian harvest, numerous residents sold their durian fruit to the market at a price determined by middlemen. We now provide instructions to residents on how to care for their own durians and prevent them from pawning them again. Well-maintained durian trees can yield much higher profits. The pawn system can be disadvantageous for durian owners. For instance, the arrangement may involve a payment of two million over five years, but sometimes the durian trees are still being cultivated by the pawn holders after the agreed period, contrary to the initial terms. Ultimately, this pawn system turns corrupt, leading to toxic relationships. The inhabitants of Padukuhan Pranan have accepted the call to care for and prevent this durian pawn." (Interview with A, August 20, 2023).

Despite the limited knowledge, the Padukuhan Pranan community faces a difficult situation. One of them is restricted information. The durian pawning system discussed above offers a quick solution, but people must know the consequences. The Padukuhan Pranan community uses information actors provide about the pawn system's disadvantages as a basis for implementing this practice. An actor who is a motivator must see the situation in society so that the discussion can be accepted and the community can apply the solutions provided directly. By providing awareness that others lack, a motivator can encourage change. A motivator is also often referred to as a "character leader". In addition, they can instil confidence in those who trust them to do something (Prasetijo, 2015).

3. Educator

In short, an educator is someone who teaches or provides lessons to other people. As a knowledgeable actor, he must positively change society (Marbun, 2021). Creating changes in which the Padukuhan Pranan community participates is one of them. For example, they are changing sales methods with a guarantee system. Community members who gain new knowledge will share it with other communities after successfully implementing a particular durian sales system. Therefore, the role of community members is essential not only as a source of knowledge but also as an example of changing practice. These people have in-depth knowledge about handling durian from their own experiences and want to share these experiences with others. Usually, people believe more in what they see than what they hear. Y expressed this:

“I sell durian with a guarantee system. The guarantee system is separated into three categories: 1) rotten durian, 2) tasteless durian, and 3) raw durian. If a category exists as described above, then durian can be substituted with another durian. Providing excellent service and being truthful about the quality of the durian, whether it is yellow or bitter, is what will attract customers and generate profit. I developed this technique due to its success in acquiring new consumers. Selling durian in Padukuhan Pranan involves implementing a guarantee system to attract new customers. They observed the success of this reliable technique in attracting new customers for me, allowing the typical Pranan seller to learn and implement the guarantee system by studying it with me.” (Interview with Y on August 21, 2023).

Society can contribute to change by utilising its empirical knowledge. Y successfully sold his durian fruit to community members by utilising a guarantee system and relying on honesty as the primary asset. Y's actions have attracted new customers seeking local durian fruit to Padukuhan Pranan, prompting others to adopt Y's system. Utilising this new understanding of selling promises can yield greater revenues compared to the traditional selling method. Selling durian can provide profit to help people meet their household necessities. In addition, Y is recognised not only as a proficient instructor but also as a skilled orator. His expertise in elucidating durian has established him as a role model in selling durian at Padukuhan Pranan. The job of selling durian is undeniably crucial for the success of the Pranan community.

Durian Kepranan as the Main Attraction in Agritourism

Durian Kepranan serves as the trademark of Padukuhan Pranan. This durian has been around for a long time. The Kepranan durian is a local variety cultivated by previous generations in the village, as mentioned in the interview summary. The durian will

grow even without adequate upkeep. According to a member of the Banjaroya tourist village team:

“Aside from the Kepranan durian, there are several other varieties of local durians available. Following data gathering, approximately 2,500 durian trees were found in Padukuhan Pranan, with 70% of them being fruitful. The Banjaroya tourism village team, in collaboration with the Banjaroya Village Headquarters, advocated for the Kampung Durian Pranan festival to take place in February 2023.” (Interview with Pe, July 12, 2023).

The Kampung Durian Pranan event has significantly increased the popularity of the Kepranan durian. Details about this festival are shared on social media platforms including Facebook, Instagram, and Whatsapp, as well as through the Banjaroya Tourism Village team website. The festival attracts numerous visitors from other areas, increasing the popularity of the Kepranan durian as a local delicacy and a potential memento for tourists. Visitors seek local experiences that offer a unique sensation, whether it be from the distinctive taste of the Kepranan durian or its connection to the history and culture of the Pranan inhabitants. Morris & Buller (2003) define “local” as either pertaining to the area where a product is produced and sold or as referring to “speciality” or “locality” foods that are meant to have increased value in a different country or location. The notion of “fruiturisme” focuses on promoting fruit, particularly durian, while also highlighting the importance of fertile agriculture and using it as a tourism destination. Sampling indigenous fruits or cuisine is a customary practice within a society (Sims, 2009). Each region in Indonesia has unique food and fruit that serve as iconic representations of the area. Visitors gain a better understanding of the local aspects through this symbol or identity (Sims, 2009). Local fruit has become a compelling story that draws visitors and enables destinations to utilise “local” items to establish their regional identity distinct from other areas.

The main attraction of the Kampung Durian Pranan festival, Durian Kepranan, serves as a learning experience for attendees to gain a deeper understanding of regional fruits. This is evident when visitors seek out locally produced goods that are authentic. Local life and culture can be reflected in the emerging local concept. Similarly, the flavour and consistency of the Kepranan durian demonstrate its singularity. Visitors may engage in interactions with local inhabitants and savour Kepranan durian fruit by travelling directly to Pranan Durian Village. By means of this firsthand experience, visitors are able to evaluate the degree to which they appreciated and unearthed the distinctiveness of the Kepranan durian highlight at Padukuhan Pranan, which is characterised by its illustrious ambiance, setting, and cuisine, as well as environmental

circumstances. According to Yeoman et al. (2006) and Sims (2009), in order to discover the “authentic”, an individual must have a personal desire to participate in the search for the uniqueness or authenticity of a cuisine or an iconic product that represents the identity of a region. Important for a tourism attraction’s long-term viability are the ways in which visitors discover and acquire the region’s essence, distinctiveness, and authenticity. Tourist destinations or attractions that effectively integrate the value of genuine local products into the overall visitor experience have the capacity to sustain themselves due to the perpetual demand from visitors (Zhang et al., 2019).

Agritourism: Sustaining Family Farm

Agritourism can enhance the resilience of farmers in a region. Furthermore, the present control held by farmers has successfully adjusted to all prevailing changes. Farmers are no longer considered a traditional group, as media has successfully reached different parts of rural areas (Bosca & Sourisseaub, 2019). In Padukuhan Pranan, the development of agritourism and regular Kampung Durian Pranan festivals allow farmers to benefit from the new environmental situation without making physical changes to the land. They can also adeptly adjust to environmental, social, and economic changes. Padukuhan Pranan and its community exemplify agritourism as a profitable alternative for farmers and the local community. The community's cohesiveness in organising each festival successfully demonstrates its ability to adjust to new circumstances.

Enhancing the sustainability of Padukuhan Pranan agritourism can be achieved through the carrying out of young farmers’ regeneration. Young individuals may feel inferior if they work as farmers due to the belief that farming is considered undesirable. P stated

“Only a few young people in Padukuhan Pranan assist their parents in agricultural activities, but they often opt for employment as labourers or in other occupations. This preference is based on their notion that farming provides them with insufficient revenue”. (Interview with P, February 10, 2024).

The Pranan youth generation remains hesitant to engage in agriculture. Furthermore, education aimed at becoming a millennial farmer has not been widely embraced by the youth in Pranan. The Pranan Durian Village festivals serve as a motivation for Pranan youth to safeguard, nurture, and conserve the Kepranan durian as a premium native fruit.

The already present agritourism in Padukuhan Pranan can serve as a bridge between farmers and the younger generation in order to develop additional distinctive attractions that appeal to visitors. This is in line with Sutjipta's (2001) assertion that

agritourism is a collection of interconnected initiatives designed to foster the growth of agricultural and tourism enterprises while preserving the environment and enhancing the standard of living in farming communities. Family farming possesses the capacity to offer viable solutions to present-day global challenges, encompassing aspects such as sustainable tourism management and socioeconomic concerns.

CONCLUSION

As a novel form of transformation in the dynamics of tourism, agritourism has had a beneficial effect on both tourism players and tourists. New prospects for the Padukuhan Pranan community to acquire economic value are created through short-term land conversion. For villages seeking to enhance their standing in the tourism sector through the promotion of agricultural principles, this presents a tremendous opportunity. The agricultural land area of Indonesia, which spans 70 million hectares, is unquestionably a prospective area for further development. Durian fruit agritourism is one offering derived from the agritourism framework implemented at Padukuhan Pranan. A festival and tourist attraction in Padukuhan, Durian Kepranan, a native fruit, serves as its exemplary symbol. By associating them with “traditional” agricultural practices and local natural landscapes that tourists would “see” while on vacation, the presence of regional fruits and food products contributes to the formation of this perception. Similar to the concept of “fruiturisme”, the durian festival in Padukuhan Pranan is a distinctive initiative that is employed to introduce a unique local product, Kepranan durian. The festival can also serve as a means to enhance the economy of Padukuhan Pranan by highlighting the chosen outstanding product, which is the main emphasis of the tourism business (Crespi-Vallbona, & Plana-Farran, 2023).

While appreciating a visit to a particular location, visitors may be enticed by the authenticity that local goods provide. The significance of “locality” becomes paramount in the advancement of agritourism, as it attracts visitors at different tiers through the provision of “local” cuisine that serves as a distinctive icon of the destination, as in the case of Padukuhan Pranan and its Kepranan durian. Fundamentally, visitors are enticed to come specifically to appreciate the “local” products that are prominently showcased. This significantly increases the likelihood of success for agritourism as a form of sustainable tourism.

The Pranan Durian Village Festival exemplifies the significant contributions made by a multitude of community members through its focus on the local populace as the highlight. The roles mentioned above – initiators, motivators, and educators – constitute the foundation of the festival's design and execution, showcasing their collaborative efforts to bring about positive change. The festival is founded upon the

principles established by its initiators, whose innovative ideas and efforts inspire them. They inspire individuals to participate and offer significant contributions to the festival's success through their insight and direction. They serve to encourage and engage the community by virtue of their previous achievements and specialised expertise.

Within the context of the festival, motivators play a crucial role by stimulating and influencing community members to wholeheartedly embrace the objectives of the initiative. They empower individuals to take responsibility for their designated roles and responsibilities by offering perceptive guidance and information. Through their skillful utilisation of persuasive language, they effectively stimulate and encourage individuals within the community, thus fostering a collective sense of purpose and cooperative effort. Educators play crucial roles in the transmission of knowledge and the cultivation of substantial changes within the community. With their exceptional knowledge and expertise at their disposal, they take on the responsibilities of mentors and role models, providing individuals with direction as they adopt innovative methodologies and approaches. The festival's continued existence and sustainability are bolstered by their dedication to knowledge dissemination and advocacy for optimal methodologies.

With their combined efforts, these participants create a complex network of collaboration and support, which significantly contributes to the successful execution of the Pranan Durian Village Festival. Through their collective efforts, they not only pay homage to the rich cultural heritage of Padukuhan Pranan, but also establish the groundwork for a more promising and prosperous future for its residents. The continuous development and expansion of the festival serve as evidence of the enduring influence of community-driven initiatives and the timeless significance of unity and cooperation. It is important to acknowledge, however, that the revival of agritourism's sustainability through the reestablishment of a sustainable family farm has not yet occurred.

Additional research is required to address regeneration concerns. This regeneration issue necessitates further investigation, whether it is due to the issue that is frequently discussed in relation to the reluctance of village youth to become farmers, as stated above, or if there are other developments. White & Wijaya (2023) discovered that nearly all of the current generation of young farmers in Kaliloro, a village in Kulon Progo regency, had returned to farming after an initial period of migration. Young people were not averse to farming, despite the fact that they were relatively alienated from agriculture and lacked consistent employment. They are not interested in spending their adolescence in a position of dependency, assisting their parents, and,

potentially, they do not wish to farm in the same manner as their parents in the future. Nevertheless, some of them have reached an agreement to explore alternative agricultural methods in the future (White & Wijaya, 2023: 413). In the context of agritourism in Padukuhan Pranan, exploratory research on the initiatives that involve young people in the development of "fruiturisme" can provide a more comprehensive and up-to-date conceptual explanation of their engagement with farming.

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