International Journal of Technology and Education Research

https://e-journal.citakonsultindo.or.id/index.php/IJETER

E-ISSN: 2986-0733

Strategy For Developing The Onion (*Allium Fistulosum*) Farming Business In California Agrotourism In Cialam Jaya Village, Konda District, South Konawe Regency

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Abstract

The development of a spring onion (Allium fistulosum) farming business at the California Agrotourism site in Cialam Jaya Village, Konda District, South Konawe Regency, is a strategic effort to increase agricultural productivity and diversify the agrotourism-based economy. This study aims to formulate a sustainable spring onion farming business development strategy by considering internal strengths and weaknesses, as well as external opportunities and threats faced by farmers in the study area. The methods used in this study include primary and secondary data collection, as well as a SWOT analysis to evaluate the current state of spring onion farming and formulate optimal development strategy alternatives. The analysis indicates that effective development strategies include increasing farmer capacity through training and technical guidance on spring onion cultivation, improving market access through partnerships and digital marketing, diversifying derivative products to expand added value, and strengthening the agrotourism function as an educational and recreational platform. Implementation of this strategy is expected to increase farmer income, strengthen farming business resilience, and enhance the attractiveness of California Agrotourism as an educational tourism destination in South Konawe.

Keywords: Farming, Spring Onions, Agrotourism, SWOT Analysis, Development Strategy

INTRODUCTION

Agriculture is a key sector that employs and generates income for most families in Indonesia's rural areas. The capacity and advantages of rural areas have been largely overlooked,

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despite their significant role. Rural areas aim to absorb natural resources, provide comfort, promote rural socio-cultural and cultural well-being, promote rural agrotourism, create jobs, contribute to food security, and foster ecological schooling (Husein, 2006). Many natural resource potentials exist, including areas with natural resources, particularly in the agricultural sector, that can be developed into tourism destinations, known as agrotourism. However, developing agrotourism requires careful environmental, social, economic, and cultural preparation, addressing the natural resources that will be managed (Sari, 2021).

Agrotourism is characterized as travel activities that utilize agricultural areas, from processing to obtaining agricultural products, within a predetermined system, to enhance knowledge, experience, and entertainment in the agribusiness sector. The presence of agrotourism in environmentally dependent rural areas is expected to provide numerous benefits for both villagers and metropolitan residents, fostering a greater understanding and appreciation of rural areas and serving as a learning tool (Nurisjah, 2001).

Agrotourism is currently a much-needed vacation alternative for local areas, offering both tangible and valuable natural beauty. Visitors can visit agrotourism sites to observe the development of natural products, and then experience picking organic produce directly from the nursery, where they can then consume and reap the rewards. Furthermore, if interest in horticultural products increases, the garden manager will collaborate with nearby farmers to develop comparable crops to address customer demand. This is done to ensure consistent access to the "stock displays" provided in the agrotourism area (Sari, 2021).

South Konawe Regency, one of the regions in Southeast Sulawesi Province, boasts an agricultural tourism destination, the California Agrotourism. This fruit-picking experience is a unique attraction for visitors from both within Southeast Sulawesi and outside the province. California Agrotourism, located in Cialam Jaya Village, Konda District, South Konawe Regency, is managed by the PTM Syariah Group, covering an attractively designed 12-15 ha of agrotourism land. This tourism site was developed using the millennial farmer concept, aiming to increase agricultural value by utilizing plants as an economic resource (Hasan, 2022). This tourist attraction has a gated entrance, where visitors will experience the uniqueness of California Agrotourism, which aligns with the concept of an organic garden. The activity of picking fruit directly from the trees is a unique concept of this garden. The main crops are California papaya, durian, crystal guava, and rambutan. These plants stretch out lushly and make the California Agrotourism area look green. California Agrotourism also provides facilities such as minimalist-designed mini villas measuring 3.5 m x 3.8 m in each plot. These villas add to the beauty of the Agrotourism area. The California Agrotourism site is 24.6 km from the capital of Southeast Sulawesi, Kendari City, and is

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easily accessible by both two-wheeled and four-wheeled vehicles (Lestari, 2023).

Visiting the California Agrotourism site, located in Cialam Jaya Village, certainly provides a sense of comfort for visitors. The California Agrotourism site offers activities related to agricultural land use, attracting tourists. The area also borders a well-preserved protected forest, providing fresh air, free from traffic noise, and a perfect place to unwind. In addition to mini-villa facilities, this tourist attraction also offers various facilities such as a fishing area, sports fields, archery, a tracking area, a playground/obstacle course, a prayer room, and a public kitchen (Lestari, 2023). Based on this background, the author is interested in researching "Scallion (*Allium fistulosum*) Farming Development Strategies at the California Agrotourism Site in Cialam Jaya Village, Konda District, South Konawe Regency."

METHOD

This research will be conducted in Cialam Jaya Village, Konda District, South Konawe Regency. The research location was determined purposively, considering that Cialam Jaya Village contains the California agrotourism development area. The research will be conducted from November 2025 to January 2026.

Sampling was conducted using a purposive sampling method, which is the deliberate selection of respondents based on considerations of involvement and knowledge in the management and development of the California Papaya Agrotourism (Sangadji and Sopiah, 2010). This technique was used to obtain relevant and in-depth information from parties directly involved in agrotourism activities.

The data analysis used to address the objectives of this research was a SWOT (Strength, Weakness, Opportunity, Threat) analysis. According to Rangkuti (2013), there are four stages of strategy types, as follows:

1. SO (Strengths-Opportunities) strategies use internal strengths to exploit external opportunities.
2. WO (Weaknesses-Opportunities) strategies aim to improve internal weaknesses by exploiting external opportunities.
3. ST (Strengths-Threats) strategies use strengths to avoid or mitigate the impact of external threats.
4. WT (Weaknesses-Threats) strategies are defensive tactics aimed at reducing internal weaknesses and avoiding external threats.

The following is a systematic presentation of the SWOT matrix. (Rangkuti, 2013):

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E-ISSN: 2986-0733

Internal / External	*STRENGTHS* (S)	*WEAKNESSES* (W)
	Determine internal strength factors	Determine internal weakness factors
OPPORTUNITIES (O)	STRATEGI – SO	STRATEGI – WO
Determine external opportunity factors	Create strategies that use strengths to take advantage of opportunities	Create strategies that minimize weaknesses to take advantage of opportunities.
TREATHS (T)	STRATEGI – ST	STRATEGI – WT
Determine external threat factors	Create strategies that use strengths to overcome threats.	Create strategies that minimize weaknesses and avoid threats.

RESULTS AND DISCUSSION

Regional Physical Conditions and Agroclimate

Tabel. 1 Physical and Agroclimatic Conditions of Cialam Jaya Village, Konda District South Konawe Regency, 2024

No.	Description	Details
1	Topography	Flat – gently undulating
2	Average Temperature	26–32 °C
3	Rainfall	Moderate
4	Soil Type	Horticultural agricultural land
5	Suitability for Vegetables	Suitable

Table 1 shows that the physical and agro-climatic conditions of Cialam Jaya Village support the development of horticultural crops and have great potential to be used as an agricultural-based agro-tourism location.

Population and Socioeconomic Conditions

Table 2. Population Conditions of Cialam Jaya Village, Konda District, South Konawe Regency in 2024

No.	Description	Details
1	Total Population	±900–1,100 people
2	Number of Households	±230–260 households
3	Main Occupation	Farmers
4	Dominant Education Level	Elementary – High School

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Based on Table 2, the population structure of Cialam Jaya Village, Konda District, South Konawe Regency shows the availability of sufficient human resources to support the development of agrotourism, especially in the provision of labor and management of community-based tourism activities.

Agricultural Conditions and Leading Commodities

Tabel 3. Agricultural Conditions and Primary Commodities in Cialam Jaya Village, Konda District, South Konawe Regency, 2024

No.	Description	Details
1	Dominant Sector	Horticultural Agriculture
2	Main Commodity	Green Onions (Leeks)
3	Farming System	Traditional – Semi-Intensive
4	Cropping Pattern	Seasonal and Continuous

Table 3 shows that leeks play a significant role in the agricultural structure of Cialam Jaya Village. This is the basis for selecting leeks as the focus of agrotourism development in this study.

Location Implications for Agrotourism Development

Based on its geographic, physical, population, and agricultural conditions, Cialam Jaya Village has sufficient potential to be developed as a California Agrotourism location. The pristine rural environment, availability of agricultural land, and the predominance of farmers as residents are key assets for developing community-based agrotourism. However, limited supporting infrastructure and suboptimal tourism management pose challenges that need to be addressed through a planned development strategy. Therefore, a general overview of this research location serves as an important basis for analyzing the condition and potential of agrotourism in the following section.

Agrotourism is often positioned as a strategy for diversifying farm household income to reduce dependence on primary agricultural income, which is vulnerable to price/production fluctuations. Agritourism studies indicate that economic motives (additional income) and socio-educational motives (consumer education, family/community involvement) are the primary drivers for farmers to develop farm-based tourism.

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Conditions and Potential of California Agrotourism

Table 4. Conditions and Potential of California Agrotourism in Cialam Jaya Village, Konda District, South Konawe Regency, 2025

No.	Description	Value
1	Number of Farmers	±30–40 Households
2	Land Area per Farmer	0.25–0.50 ha
3	Total Land Area	±12–15 ha
4	Harvest Age	60 – 75 Days
5	Productivity	8 – 12 tons/ha
6	Selling Price	IDR 5.000–Rp8.000/kg

Table 4 shows that leeks have a relatively high productivity for the vegetable they cultivate. With a relatively short harvest period, farmers have the opportunity to generate sustainable income. However, the marketing system, which still relies on middlemen, means that farmers receive less than optimal added value. This situation highlights the need to develop alternative businesses, one of which is agrotourism.

Economic Potential of Scallion Farming

Table 5. Estimated Income from Scallion Farming in Cialam Jaya Village, Konda District, South Konawe Regency, 2025

No	Description	Minimum	Maximum
1	Productivity (Kg/Ha)	8,000	12,000
2	Selling Price (Rp/Kg)	5,000	8,000
3	Revenue (Rp/Ha/Season)	40,000,000	96,000,000

The data in Table 5. shows that leek farming has significant economic potential. However, farmers' incomes are still heavily influenced by price fluctuations and crop yields. Therefore, the development of California Agrotourism has the potential to provide an additional source of income that can improve farmers' economic stability. Although the potential for seasonal revenue is substantial, farmers' income stability is affected by price volatility and climate risks. In this context, agrotourism development can serve as a "buffer" (diversification) that helps stabilize farm household incomes, as demonstrated in numerous studies on agritourism and farm diversification.

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Condition of Agrotourism Supporting Facilities and Infrastructure

Table 6. Condition of Village Agrotourism Facilities and Infrastructure

No	Description	Condition
1	Road Access	Adequate
2	Parking Area	Not Available Yet
3	Public Toilets	Not Available Yet
4	Information Boards	Not Available
5	Educational Pathways	Not Available
6	Agrotourism Institution	Not Yet Established

Table 6. shows that supporting facilities and infrastructure for agrotourism are still very limited. The lack of basic facilities is a major obstacle to the development of California Agrotourism. However, this situation also presents an opportunity for development through the gradual provision of facilities.

California's Educational Potential and Agritourism Activities

Table 7. Potential California Agrotourism Activities in Cialam Jaya Village, Konda District, South Konawe Regency

No.	Activity Type	Form of Activity
1	Educational Tourism	Planting and Maintenance
2	Harvest Tourism	Harvesting and Bundling
3	Post-Harvest Tourism	Sorting and Packaging
4	Healthy Food Education	Introduction to Vegetables

Based on Table 7. California agritourism has the potential for diverse and educational activities. These activities can attract students, university students, and the general public interested in educational agricultural tourism.

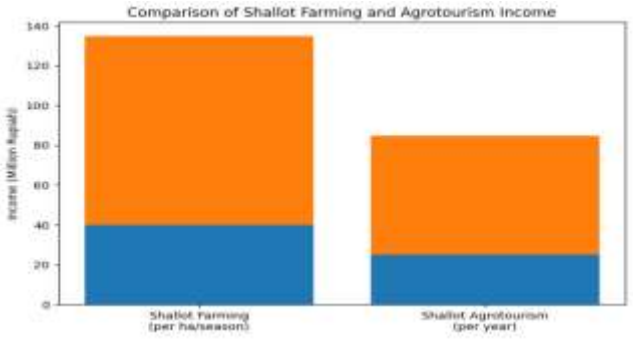
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Comparison of Farming and Agrotourism Income



Based on the graph, it can be seen that leek farming remains the primary source of income for farmers. However, California Agrotourism has significant potential as a supplementary income source. This indicates that agrotourism development is not intended to replace primary farming activities, but rather as a strategy for income diversification to improve farmers' economic stability.

IDENTIFICATION OF INTERNAL AND EXTERNAL FACTORS

Internal Factors

Internal factors originate from within Cialam Jaya Village, Konda District, South Konawe Regency, and directly influence the development of California Agrotourism. Internal factors consist of strengths and weaknesses.

a. Strengths

Based on the data in Tables 3 and 4 leek farming in Cialam Jaya Village, Konda District, South Konawe Regency has a relatively high productivity of 8–12 tons/ha per season, with a short harvest period (60–75 days). This situation is a major strength because it ensures the continuity of agricultural activities, which can be showcased as a year-round agrotourism attraction.

Furthermore, the availability of approximately 12–15 hectares of land and the number of farmers, approximately 30–40 families, demonstrates that the development of California Agrotourism has a fairly strong production base. This scale allows for the development of educational and harvest tourism packages without disrupting the farmers' primary production activities. In terms of human resources, the farmers have over 10 years of farming experience. This experience and local knowledge are important strengths, as they can act directly as tour guides and agricultural education resources, enhancing the authenticity of the tourism experience.

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Another strength is the characteristics of leeks as a safe, easy-to-learn, and visually appealing crop, as reflected in Table 7 (potential agrotourism activities). This supports the development of educational agrotourism that can target various tourist segments, particularly school and university students.

b. Weaknesses

Despite its good production potential, the data in Table 6 shows that supporting agrotourism facilities and infrastructure in Cialam Jaya Village, Konda District, South Konawe Regency are still very limited. Basic facilities such as parking areas, public restrooms, information boards, and agricultural education trails are not yet available. This limitation is a major weakness in the development of California Agrotourism.

Furthermore, based on observations and interviews, a specific agrotourism management institution, either in the form of a POKDARWIS (Community-Based Community-Based Entrepreneurship Group) or a Village-Owned Enterprise (BUMDes) unit, has not yet been established. This lack of an institutional structure results in a lack of a management system, role allocation, and mechanism for managing income from tourism activities.

Another identified weakness is the continued dominance of farmers' focus on selling primary products. This reliance on middlemen makes farmers' bargaining power relatively weak, and the added value of the tourism sector has not been optimally utilized. Furthermore, farmers' knowledge and skills related to tourism management, visitor services, and promotion are still limited. This situation represents an internal weakness that needs to be addressed through human resource capacity building.

Local institutions such as the Tourism Awareness Group (Pokdarwis) play a role in organizing, strengthening tourism awareness, and coordinating the management of tourist attractions. Therefore, the absence of such institutions can hamper the standardization of services, promotion, and revenue management. Guidelines for establishing/strengthening Pokdarwis can be referred to local government regulations/guidelines and Pokdarwis guidelines (BPK, 2023).

Regarding the role of Village-Owned Enterprises (BUMDes) in managing tourism/agrotourism villages, several case studies show that BUMDes can act as business drivers, strengthen community participation, and manage tourism service units in a more structured manner (Faradin, 2021; Christy, 2025).

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External Factors

External factors originate from outside Cialam Jaya Village, Konda District, South Konawe Regency and can influence the development of California Agrotourism. These factors consist of opportunities and threats.

a. Opportunities

Based on the data in Table 7, there is a significant opportunity to develop California Agrotourism as an educational destination. The trend of educational and experiential tourism is growing, particularly among students, college students, and urban communities interested in agricultural activities and healthy food.

b. Threats

The main threats to the development of California Agrotourism are fluctuations in agricultural prices and production risks due to climate change, as reflected in farmers' dependence on fresh harvests (Table 1). Price instability can impact farmers' incomes and the sustainability of agrotourism activities. Another threat is competition with other tourist destinations, both nature tourism and agrotourism, in other regions. Without unique packaging and product differentiation, California Agrotourism in Cialam Jaya Village, Konda District, South Konawe Regency has the potential to become less attractive to tourists.

Limited regional infrastructure, such as the quality of roads and supporting tourist facilities, can also pose a threat if not promptly improved. Inadequate infrastructure can reduce tourist interest. Furthermore, the community's lack of experience in managing tourism activities can pose a threat if not balanced with adequate mentoring and training.

IFAS and EFAS Matrices Development

The use of IFAS and EFAS is common practice in destination development strategy studies to summarize the weighted ratings of internal (strengths/weaknesses) and external (opportunities/threats) factors as a basis for mapping strategic positions and formulating alternative SWOT strategies (see examples of application in tourism/ecotourism village development studies) (Convergence JEP, 2024; Ulfa, 2023).

Internal Factor Analysis Summary (IFAS) Matrix

The IFAS Matrix is designed to analyze internal factors in the form of strengths and weaknesses. Weights are assigned between 0.00 and 1.00, with the total weighting equal to 1.00. Ratings are given on a scale of 1–4, with the following conditions: (4 = very strong), (3 = strong), (2 = weak), and (1 = very weak).

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Table 8. IFAS Matrix for California Agritourism Development

No	Internal Factors	Weight	Rating	Score
Strengths				
1	High productivity of green onions	0.15	4	0.6
2	Relatively short harvesting period	0.1	3	0.3
3	Availability of agricultural land	0.15	3	0.45
4	Farmers' experience > 10 years	0.1	3	0.3
5	Potential for education and harvest tourism	0.1	3	0.3
Strengths Subtotal		**0.6**		**1.95**
Weaknesses				
6	Limited tourism facilities and infrastructure	0.15	2	0.3
7	No established agrotourism institution	0.1	2	0.2
8	Tourism promotion not optimal	0.1	2	0.2
9	Limited human resources for tourism management	0.05	2	0.1
Weaknesses Subtotal		**0.4**		**0.8**
Total IFAS		**1**		**2.75**

The total IFAS score of 2.75 indicates that the internal conditions for California Agrotourism development are quite strong, with internal strengths outweighing weaknesses. This indicates that Cialam Jaya Village has sufficient internal capital to develop California Agrotourism.

EFAS Matrix (External Factor Analysis Summary)

The EFAS matrix is used to analyze external factors in the form of opportunities and threats. A total weighting is assigned to 1.00, while ratings are given as follows: (4 = very large opportunity/threat), (3 = large), (2 = small), (1 = very small).

Table 9. EFAS Matrix for California Agritourism Development

No	External Factors	Weight	Rating	Score
Opportunities				
1	Trend of educational and nature tourism	0.2	4	0.8
2	Government policy support	0.15	3	0.45
3	Stable demand for horticultural products	0.1	3	0.3

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4	Location close to the sub-district center	0.05	3	0.15
Opportunities Subtotal		**0.5**		**1.7**
Threats				
5	Agricultural price fluctuations	0.2	3	0.6
6	Climate and weather risks	0.15	3	0.45
7	Competition among tourism destinations	0.1	2	0.2
8	Limited regional infrastructure	0.05	2	0.1
Threats Subtotal		**0.5**		**1.35**
Total EFAS		**1**		**3.05**

The total EFAS score of 3.05 indicates that the external opportunities for developing California Agrotourism outweigh the threats. This indicates that the external environment is quite supportive of the development of California Agrotourism in Cialam Jaya Village, Konda District, South Konawe Regency.

Based on the results of the IFAS analysis (score 2.75) and EFAS (score 3.05), the position of California Agrotourism development is in a condition where internal strength is quite dominant and external opportunities are large, so that the strategies formulated are directed at utilizing strengths to capture opportunities and overcome various existing obstacles.

Table 10. SWOT Strategy Matrix for California Agrotourism Development in Cialam Jaya Village, Konda District, South Konawe Regency

	Opportunities (O)	**Threats (T)**
Strengths (S)	**S–O Strategy** Using strengths to take advantage of opportunities	**S–T Strategy** Using strengths to overcome threats
Weaknesses (W)	**W–O Strategy** Minimizing weaknesses by utilizing opportunities	**W–T Strategy** Minimizing weaknesses and avoiding threats

SO (Strength-Opportunities)

Strategy Leveraging strengths to seize opportunities in developing California Agrotourism in Cialam Jaya Village:

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1. Developing educational tourism packages based on farmer experiences, such as planting, maintaining, and harvesting leeks.
2. Optimizing land availability and the short harvest period to attract year-round agrotourism.
3. Leveraging support from village and regional government programs to provide infrastructure and tourism management training.

WO (Weakness-Opportunities) Strategy

Efforts to address weaknesses by capitalizing on opportunities:

1. Increasing human resource capacity through agrotourism management training.
2. Developing digital-based tourism promotion through social media and information technology.
3. Establishing official agrotourism management institutions, such as Pokdarwis (Tourism Groups) or Village-Owned Enterprises (BUMDes) business units.

ST (Strength-Threats) Strategy

Leveraging strengths to address threats:

1. Improving the efficiency and quality of leek cultivation to address price fluctuations and climate risks.
2. Developing diversification of leek-based processed products.
3. Creating tourism differentiation through an agricultural education concept that directly involves farmers.

WT (Weakness-Threats) Strategy

Defensive strategy to minimize weaknesses and avoid threats:

1. Develop agrotourism gradually according to the village's facilities and management capabilities.
2. Strengthen collaboration with the government, universities, and the private sector.
3. Develop agrotourism management plan and standard operating procedures (SOPs).

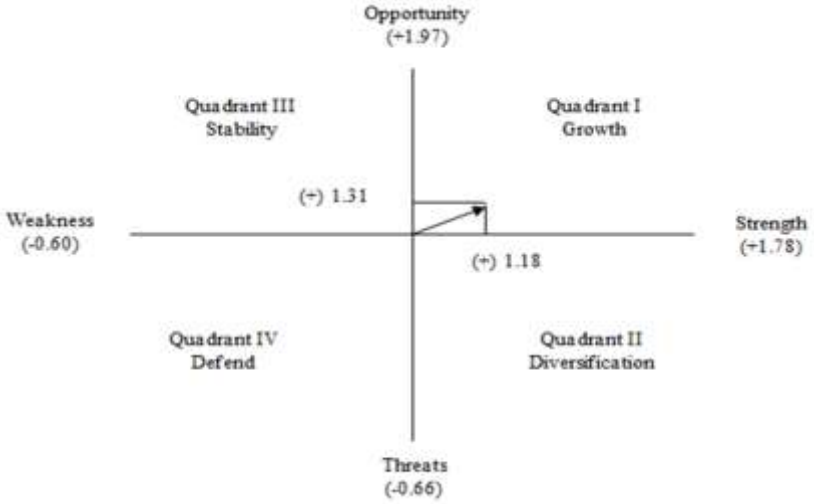
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E-ISSN: 2986-0733

Implications of Development Strategy



The figure shows the development strategy position based on the results of a SWOT analysis mapped in a four-quadrant matrix. The horizontal axis depicts internal factors consisting of strengths and weaknesses, while the vertical axis shows external factors, namely opportunities and threats. Based on the calculation, the strengths score of +1.78 is greater than the weaknesses score of -0.60, and the opportunities score of +1.97 is higher than the threats score of -0.66. This difference results in a coordinate point at (+1.18; +1.31), which is in Quadrant I.

A position in Quadrant I indicates that the development situation is very favorable (growth strategy). This means that the potential internal strengths can be optimally utilized to capture available external opportunities. The most appropriate strategy in this situation is an aggressive strategy (SO), which maximizes all strengths to support expansion and development. In the context of agrotourism, this means focusing on developing tourism innovations, improving the quality of attractions, and utilizing external environmental support so that growth can take place sustainably.

CONCLUSION

Based on the research results, it can be concluded that the development of leek farming at California Agrotourism, Cialam Jaya Village, has excellent potential for development as a horticulture-based agrotourism. This is supported by internal strengths such as high crop productivity, land availability, farmer experience, and rural environmental conditions that support agricultural educational tourism. Externally, development opportunities are quite large due to the educational tourism trend, government policy support, and the potential of the local tourism market, although still faced with threats such as price fluctuations, climate risks, and destination

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competition. The results of the IFAS and EFAS analysis indicate a strategic position in a growth-oriented condition, so the most appropriate strategy is to leverage strengths to seize opportunities and overcome weaknesses through increasing human resource capacity, strengthening institutions, developing educational tourism packages, and digital-based promotions.

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