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The Competence Of The Duyu Farmer Group In Managing Vineyards As Agritourism Destinations In Duyu Village, Tatanga District, Palu City

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Abstract

The success of the management of tourist destinations is highly determined by the competence of human resources, especially farmer groups as the main actors. This study aims to analyze the competence of the Duyu Bangkit farmer group in the management of vineyards as a tourist destination in Duyu Village, Tatanga District, Palu City, as well as formulate recommendations for its development strategy. This research uses a qualitative approach with data collection techniques through observation, interviews and documentation. The determination of respondents was carried out by purposive sampling technique, while data analysis was carried out in a qualitative descriptive manner and was complemented by SWOT analysis. The results of the study show that the competence of the Duyu Bangkit farmer group is relatively good which includes aspects of knowledge, skills and attitudes, where knowledge is obtained through self-learning, cultivation skills and tourism services that are quite adequate as well as a friendly, disciplined and responsible work attitude. However, there are still weaknesses in the form of limited supporting facilities and infrastructure, low diversification and packaging design and lack of human resource training. The recommended development strategy is focused on utilizing

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farmers' practical experience, strengthening group cooperation, improving the quality of tourism services, and creating employment opportunities through government support and social media to support the sustainable development of tourist destinations.

Keywords: Competence, Farmer Group, Tourist Destination, Vineyard

INTRODUCTION

The agro-tourism sector is one of the strategic approaches in regional economic development, because it is able to integrate the potential of agriculture with tourism. Agrotourism is not only oriented to economic value but also a means of learning, education, empowerment of the surrounding community and environmental conservation (Turtureanu et al, 2025). Therefore, the development of agro-tourism is seen as an effort that has the potential to support business sustainability in the agribusiness sector. Agrotourism management places farmer groups as the main actors, not only acting as producers of agricultural products, but also as managers of tourist destinations. This role includes various things ranging from service aspects, facility management to product marketing. Therefore, the success of a destination is directly influenced by the competence of human resources which include knowledge, skills, and attitudes (Butarbutar, 2024).

One form of agrotourism development can be found in the Duyu Bangkit vineyard located in Duyu Village, Tatanga District, Palu City. Based on field data, there are 13 types of grapes cultivated, including probolinggo grapes, academic grapes, Sanskrit grapes, favor grapes, dixon grapes, and so on, the gardens are managed in 13 locations with a total land area of ±1.31 hectares (Pewekatadulako, 2024). In one plot of land measuring about 40 × 35 meters, there are about 300 vines that are capable of producing up to 700 kg/harvest. The selling price is set at IDR 85,000/kilogram and obtains a turnover of around IDR 70 million per one harvest period (Trubus.id, 2025). In addition to its economic value, the orchard also has a tourist attraction as it offers a hands-on grape picking experience, which can attract hundreds of visitors every weekend (Liputan6.com, 2025). This potential makes the Duyu Bangkit vineyard an example of agrotourism that is developing in Palu City.

However, the management of vineyards as a tourist destination still faces various challenges. Limited production and land area are obstacles in maintaining the availability of tourist attractions, limited capital and supporting facilities also hinder efforts to develop the area. This condition gives birth to an indication of the need to strengthen the competence of farmer groups

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as managers so that the potential of agrotourism can be utilized optimally and sustainably.

According to Rifansyah and Sihombing (2022), tourist attractions can be analyzed through three main components such as something that can be seen, something that can be done and something that can be bought. Duyu Bangkit vineyard has potential in these three components. From the aspect of something that can be seen, visitors can enjoy the beauty of the vineyard expanse and natural panorama, as well as witness the grape cultivation process from planting to harvest. In terms of what can be done, visitors can take agricultural education tours, take *workshops on* winemaking, or enjoy activities such as picnics and harvest festivals. Meanwhile, in terms of something that can be bought, visitors can buy various regional products such as processed grapes in the form of juices, jams, and syrups, as well as various local MSME products and vineyard-themed souvenirs. However, this potential has not been managed optimally. With structured and innovative management, Duyu Bangkit vineyard has the potential to become a leading tourist destination that not only attracts tourists, but also boosts the economy of the local community.

Research on agrotourism has been carried out extensively, but it focuses on the competence of farmer groups as managers of tourist destinations, such as the research of Pratama *et al,* (2021) which highlights the aspect of community participation rather than the individual competence of tourism managers. Dewijanti *et al,* (2023) examined the competence of farmers in the context of farming business has not highlighted how these competencies are applied in the context of agro-tourism management. Thus, there is a research gap related to the competency analysis of farmer groups in the context of managing agriculture-based tourist destinations. Based on these conditions, this study aims to analyze the competence of the Duyu Bangkit farmer group in the management of vineyards as a tourist destination which includes three main aspects, namely knowledge, skills and attitudes. In addition, this study also aims to formulate appropriate strategic recommendations to support the development of vineyards as a destination in Duyu Village, Tatanga District, Palu City.

LITERATURE REVIEW

Agrotourism Concept

Agrotourism is a series of tourism activities that utilize agricultural potential as the main attraction, both in the form of natural landscapes, cultivation activities and social interaction of the agricultural community, agrotourism not only functions as a means of recreation, but also as a means of education and increasing the added value of agricultural products (Dayan and Sari,

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2022). In addition, agrotourism also functions in increasing the income of the surrounding community, strengthening the sustainability of the local economy, and can create educational experiences for visitors (Bhata et al, 2020).

Human Resource Competencies

According to Tjahyanti and Chairunnisa (2021), competence is an individual's ability when doing a job based on their knowledge, skills, and attitudes. Meanwhile, according to Is et al (2021) in the field of agriculture, competence is reflected in the ability of farmer groups to manage and develop a business. The existence of farmer groups shows that human resource competence not only includes technical skills in farming, but also the capacity to build strategic cooperation with various parties.

Competency Components

Competence consists of 3 main parts, namely (1) knowledge, which is the individual's ability to understand concepts, principles and information relevant to a job, such as understanding agro-tourism and tourism services (2) skills, which are technical and operational skills such as skills in managing agro-tourism, serving visitors and processing agricultural products into a value-added product, and (3) attitude, which are behaviors possessed by individuals such as discipline, responsibility, and friendliness to visitors (Ahmad, 2018).

Agrotourism Management

Farmer groups as the main managers of agro-tourism are responsible for maintaining the quality of products and as providers of authentic tourism experiences for visitors. Their involvement can be seen in various aspects such as maintaining product quality, ensuring the cleanliness and beauty of agricultural land, and providing friendly and comfortable services for tourists (Saepudin et al, 2022). The active role of farmer groups in the development and management of tourist destinations is support to improve tourist attractions, community welfare, and agricultural sustainability in the local area (Djuwendah et al, 2023).

SWOT Analysis

SWOT analysis is an analysis tool used to find out internal and external factors that affect a business or organization. Internal factors consist of strengths and weaknesses while external factors consist of opportunities and threats (Rangkuti, 2016). In this study, SWOT analysis is used

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to map the conditions of the competence of the farmer group to formulate strategic recommendations for the sustainable development of agro-tourism.

RESEARCH METHODS

This research uses a qualitative approach and was carried out at the Duyu Bangkit vineyard located in Duyu Village, Tatanga District, Palu City from April to May 2026. A qualitative approach is used to understand in depth the competence of farmer groups in managing vineyards as tourist destinations. The determination of respondents was carried out by purposive sampling technique, which is the deliberate selection of respondents because they are considered to have knowledge, experience and direct involvement that are relevant to the focus of the research. The respondents in this study consisted of 7 chairmen and members of the Duyu Bangkit farmer group, as well as 3 visitors. So that the total number of respondents is 10 people.

The data used in the study consisted of primary data and secondary data. Primary data was obtained through observation, questionnaire distribution, in-depth interviews and documentation directly at the research site. Meanwhile, secondary data was obtained from literature, journals, documents and other supporting sources that are relevant to the focus of the research.

Data analysis was carried out in a qualitative descriptive manner through the stages of data reduction, data analysis, and conclusion drawn. Furthermore, SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis tools were used to identify internal and external factors that affected the competence of the Duyu Bangkit farmer group. The factors that have been identified are then compiled in the IFAS and EFAS matrix with weighting and rating according to real conditions in the field, then calculated to determine the position in the SWOT quadrant. The weight and rating of the SWOT factor were determined based on the respondents' assessment obtained through the questionnaire and supported by the results of the interview. The average score is then used to calculate IFAS and EFAS scores. The results of the analysis are then used as a basis for formulating strategic recommendations that include SO, WO, ST and WT to support strengthening the competence of farmer groups and sustainable vineyard development.

RESULTS AND DISCUSSION

Overview of Research Locations

The tourist destination of the Duyu Bangkit Wine Garden is located in Duyu Village,

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Tatanga District, Palu City. This area began to be formed after the disaster that hit Palu City in 2018 as part of the local community's economic recovery efforts by reusing agricultural land as a source of livelihood. Over time, the Duyu Bangkit farmer group began to develop grape cultivation as the main commodity which is believed to be able to produce relatively high economic value and great potential as a tourist attraction. Now the vineyard is not only a center of agricultural production, but also a tourist destination that offers recreational and educational experiences for visitors. Until now, the area continues to develop as one of the alternative agriculture-based tourism in Palu City.

Knowledge

The results of the study show that the competence of the Duyu Bangkit farmer group from the aspect of knowledge in grape cultivation is mostly self-taught. The Duyu Bangkit farmer group develops an understanding of cultivation techniques ranging from planting, maintenance, to harvesting based on hands-on practice in the field without relying entirely on formal education or technical training. In addition, they also show adaptive ability by trying various simple innovations to see which cultivation techniques are more appropriate to apply to the maintenance of grape plants. This is in line with the findings of Erzinal et al, (2024) who say that farmers' knowledge develops through experience and learning processes in the field. These findings show that experience plays an important role in shaping farmers' competencies. Sustained involvement in grape cultivation activities helps farmers understand local environmental conditions and solve problems in agrotourism management.

However, the knowledge they have still needs to be strengthened through access to more modern agricultural information and technology to support more optimal agro-tourism management. According to (Hikmatunnisa et al, 2024). The use of modern technology in agricultural land areas not only improves the quality of gardening but also strengthens the tourist attraction itself.

Skills

The results of the study show that the Duyu Bangkit farmer group has a fairly good skill competence, from the technical aspect of cultivation the farmer group has the ability to manage the vineyard, these skills include pruning, fertilizing, watering and pest and disease control activities, the skills obtained through experience and direct practice in the field, thus forming practical skills. This is supported by the opinion of Kinanti et al, (2025) who say that the method

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of direct practice in the field can improve farmers' skills in cultivation activities.

In addition, the Duyu Bangkit farmer group also has skills in the aspect of service to tourists which can be seen from the ability of the farmer group members to serve tourists, and is able to create a comfortable and pleasant atmosphere. This is in line with the findings of Kotler et al, (2017) that the quality of service and experience provided to tourists is the main aspect in creating satisfaction for visitors. In addition, in the context of education, members of the farmer group also have adequate communication skills in explaining the grape cultivation process to visitors. However, regarding the management of grape derivative products, the skills of farmer group members still need to be improved. Until now, most farmers have not been able to fully process their crops into more diverse products**.**

Attitude

The results of the study show that the Duyu Bangkit farmer group has a relatively good work attitude competence in encouraging the management of vineyards as tourist destinations. This attitude is seen from the consistency of friendliness, politeness, and openness of farmer groups in interacting with tourists. In addition, members of farmer groups show a high level of responsibility for the sustainability of vineyard management. Having a strong work commitment, it can be seen in the discipline in carrying out plant maintenance routines and the division of tasks between members. This finding is in line with the opinion of Bawono et al, (2024) that social and emotional competence is an important part of the development of the tourism sector.

In addition, farmer groups are open to training and coaching as an effort to increase capacity. Show an adaptive attitude that can be seen from the willingness to accept criticism and suggestions from tourists and related parties. Thus, their work attitude can be an important capital in encouraging better and professional agro-tourism development in the future. This condition is in line with research by Latif et al, (2024) who say that farmers' work attitudes are an important aspect in determining the success of business management.

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Identification of Internal and External Factors of the Duyu Bangkit Farmers Group

Table 1. Identification of Internal and External Factors

Internal Factors	External Factors
Strength a. Farmer groups have practical experience that is obtained by self-teaching b. Have good cooperation in carrying out production activities c. Demonstrate a friendly and responsive attitude towards visitors d. The ability to create jobs for the surrounding community	**Opportunities** a. The availability of government support in the development of tourist destinations b. Increasing use of social media as a means of communication and promotion of tourist destinations c. Visitors' interest in coming back at a later time d. Open cooperation with other parties
Disadvantages a. Limited ability to manage and develop supporting infrastructure facilities b. Limited diversification of processed wine products c. Limited distinctive and attractive packaging design skills d. Lack of training for farmer groups	**Threats** a. The amount of production has not been able to meet market demand b. Competition with other similar tourist destinations c. Pest and disease attacks d. Land Use in the Future

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Table 2. Results of Internal Factor Analysis Summary (IFAS)

Internal Factors	Weight	Rating	Score
Strength			
S1. Farmer groups have practical experience that is obtained by self-teaching	0,15	4	0,62
S2. Have good cooperation in carrying out production activities	0,12	3	0,35
S3. Demonstrate a friendly and responsive attitude towards visitors	0,12	4	0,46
S4. The ability to create jobs for the surrounding community	0,08	2	0,15
Sub Total I			**1,58**
Disadvantages			
W1. Limited ability to manage and develop supporting infrastructure facilities	0,15	2	0,31
W2. Limited diversification of processed wine products	0,13	2	0,24
W3. Limited distinctive and attractive packaging design skills	0,15	1	0,15
W4. Lack of training for farmer groups	0,12	2	0,23
Sub Total II			**0,93**
Total (sub total I + sub total II)			**2,51**
X-axis (sub total I – sub total II)			**0,65**

Source: Primary Data After Processing, 2026

Based on the results of the IFAS analysis in table 2, the sub-total strength was 1.58, the sub-total weakness was 0.93, and the total internal score was 2.51. This indicates that the strengths possessed by the Duyu Bangkit farmer group are more dominant than the existing weaknesses, with internal conditions that are relatively strong in supporting business development. The strength of farmer groups lies in practical experience obtained by self-taught, friendly attitude towards visitors, good group cooperation, and the ability to create jobs for the surrounding community. This shows that the competence of human resources is adequate to support sustainable

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plantation management.

However, on the other hand, there are several weaknesses, especially in the management of supporting facilities and infrastructure, product diversification that is still limited, product packaging that does not have characteristics and lack of training for farmers. These weaknesses show that increasing the capacity of human resources and product innovation is still needed. This is supported by the findings of Jamalludin et al, (2024) who say that the management of tourist destinations is influenced by the capacity of human resources, group organization and the availability of supporting facilities. Furthermore, the difference between the strength and weakness factors results in a value of 0.65, which is further positioned as the X-axis in the SWOT analysis matrix. The positive value obtained shows that the Duyu Bangkit farmer group has a relatively strong internal position because its strengths are able to minimize these weaknesses.

Table 3. External Factor Analysis Summary (EFAS) Results

Internal Factors	Weight	Rating	Score
Opportunities			
O1. The availability of government support in the development of tourist destinations	0,17	4	0,70
O2. Increasing use of social media as a means of communication and promotion of tourist destinations	0,13	3	0,39
03. Visitors' interest in coming back at a later time	0,13	2	0,26
04. Openness of cooperation with other parties	0,13	3	0,39
Sub Total I			**2,00**
Threats			
T1. The amount of production has not been able to meet market demand	0,13	2	0,26
T2. Competition with other similar tourist destinations	0,09	3	0,26
T3. Pest and disease attacks	0,09	2	0,17
T4. Land Use in the Future	0,13	2	0,26

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Sub Total II			**0,96**
Total (sub total I + sub total II)			**2,70**
Y-axis (sub total I – sub total II)			**1,04**

Source: Primary Data After Processing, 2026

Based on the results of the EFAS analysis in table 3, the sub-total opportunity is 2.00, the sub-total threat is 0.96, and the total external score is 2.70. These results indicate that the external condition of the Duyu Bangkit farmer group is in the category of quite good because the opportunities they have are more dominant than the threats faced. The main opportunities come from government support, information technology developments, interest in visitors to come back, and open cooperation with other parties. This condition is in line with the findings of Sholihah et al, (2025) who said that the dominance of opportunity factors can be the basis for farmer groups to develop their businesses and strengthen competitiveness through the right development strategies.

On the other hand, several external factors still have the potential to be obstacles such as the limited amount of production to meet market demand, competition with similar tourist destinations, pest and disease attacks and the potential for land conversion in the future. These threats can affect business sustainability if not properly anticipated.

The difference between the opportunity and threat factors resulted in a value of 1.04 which was further positioned as the Y axis in the SWOT analysis matrix. The positive value obtained shows that farmer groups have greater external opportunities than existing threats. This is in line with research by Afifah et al, (2024) who stated that external factors in agriculture-based tourist destinations are generally in the strong category with greater opportunities than threats. With these conditions, the Duyu Bangkit farmer group has a large enough space to develop their business and take advantage of existing opportunities, accompanied by efforts to mitigate risks to external threats.

Determination of Development Strategy

Based on the results of IFAS and EFAS analysis on the Duyu Bangkit vineyard business in Duyu District, Tatanga District, Palu City, the total score from the difference

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between strength and weakness factors as the X axis is 0.65 and the total score from the difference between the opportunity and threat factors as the Y axis of 1.04 can be seen in the following table.

Table 4. Internal and External Factor Scoring Results

Criteria	Koordinat	Remarks
Internal Factors (Strengths and Weaknesses)	0,65	X-Axis
External Factors (Opportunities and Threats)	1,04	Y-axis

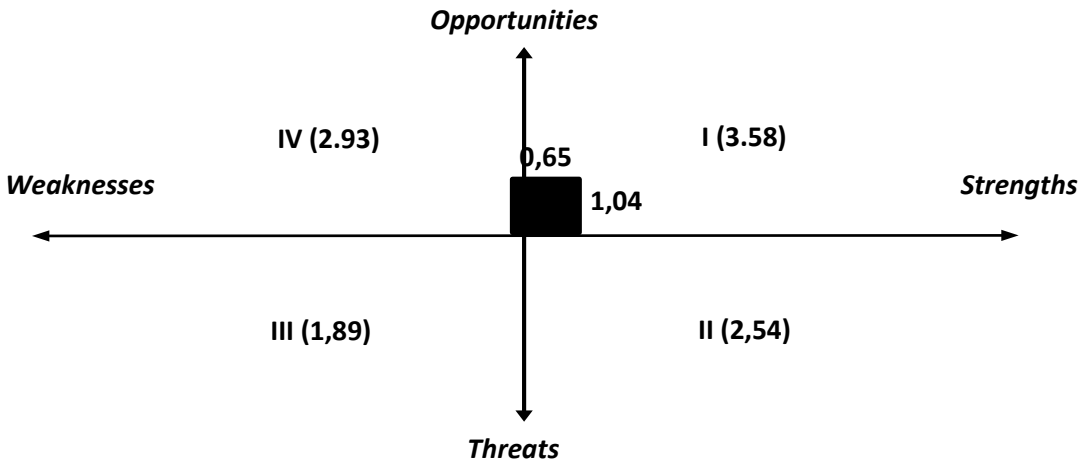


Figure 1. Swot Analysis Diagram

The results of the SWOT analysis diagram in figure 1 show that the position of the Duyu Bangkit farmer group is in quadrant I *(aggressive).* This position reflects that strong internal conditions and a supportive external environment can provide great opportunities for business development. According to Rangkuti (2016), quadrant I is a supportive and very profitable situation because businesses/organizations have strengths and opportunities that can be utilized optimally. This position then gives birth to strategic recommendations, namely, supporting aggressive growth policies *(growth oriented strategies),* or strategies that focus on utilizing power to seize existing opportunities to the maximum.

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Table 5. SWOT matrix diagram

IFAS / EFAS	***Strengths(S)***	***Weaknesses (W)***
	S1. Farmer groups have practical experience that is obtained by self-teaching S2. Have good cooperation in carrying out production activities S3. Demonstrate a friendly and responsive attitude towards visitors S4. The ability to create jobs for the surrounding community	W1. Limited ability to manage and develop supporting infrastructure facilities W2. Limited diversification of processed wine products W3. Limited distinctive and attractive packaging design skills W4. Lack of training for farmer groups
Opportunities (O) O1. Government support in the development of tourist destinations O2. Increasing use of social media as a means of communication and promotion of tourist destinations 03. Visitors' interest in coming back at a later time	**SO Strategy** 1. Leverage practical experience in viticulture to improve production quality through government support and the use of social media as a means of promotion (S1-O1, O2) 2. Strengthening cooperation between farmer groups and various parties in agro-	**WO Strategy** 1. Develop facilities and infrastructure through government assistance or external cooperation (W1-O1, O4) 2. Increasing the diversification of processed wine products through training and assistance from the government or business partners (W2-O2)

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04. Openness of cooperation with other parties	tourism development (S2-O4) 3. Optimizing friendly and responsive service to increase tourist satisfaction and return visits (S3-O3) 4. Develop the ability to create jobs to expand government support and establish cooperation with various parties (S4-O1, O4)	3. Improve distinctive and attractive product packaging design skills to support digital promotion (W3-O2) 4. Participating in HR training and capacity building programs through government support and cooperation of various parties (W4-O1, O4)
Threats (T) T1. The amount of production has not been able to meet market demand T2. Competition with other similar tourist destinations T3. Pest and disease attacks T4. Land Use in the Future	**ST Strategy** 1. Utilizing technical cultivation skills to anticipate pest and disease attacks (S1-T3) 2. Strengthening group cooperation to maintain the stability and quality of crops to be able to meet market demand (S2-T1) 3. Improving the quality of tourism services as an advantage in facing competitors from other destinations (S3-T2) 4. Maintaining community businesses and jobs to reduce the risk of land conversion (S4-T4)	**WT Strategy** 1. Equipping supporting facilities to increase tourism competitiveness (W1-T2) 2. Increasing human resource capacity through training to develop product innovations to increase selling value and tourism existence (W2-T1) 3. Improving the ability to innovate products and packaging to be more attractive and able to compete with similar products (W3-T2) 4. Develop human resource competencies through cultivation training, pest

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		control, and business management to deal with external threats (W4-T3, T4)

Based on the SWOT matrix diagram in table 4, it can be seen that the development of Duyu Bangkit vineyard tourist destinations can be carried out through four alternative strategies, namely the SO, WO, ST and WT strategies which are the result of a combination of internal and external factors, and the right strategy used in the development of the Duyu Bangkit vineyard area is the SO strategy, which is a strategy that utilizes internal strengths to optimize existing external opportunities (Nurhafifah and Mariya, 2023). Based on the results of the SWOT analysis, there are several recommendations for SO strategies that can be applied, which are as follows.

1. Leverage practical experience in viticulture to improve production quality through government support and the use of social media as a means of promotion. Farmers' practical experience in cultivation obtained by self-study is an important capital in maintaining the quality of production results. With the availability of government support in the form of assistance, training and mentoring, the competence of farmer groups can develop so that it produces an increasing quality and quantity of production. In addition, the use of social media can also expand tourism promotion and reach. Through attractive promotions, information about agrotourism can be easier to recognize.
2. Strengthening the cooperation of farmer groups with various parties in the development of agro-tourism. Cooperation with farmer groups is the basis for maintaining management stability, while external cooperation with the government, the private sector or other parties can be expanded in the form of support in the form of facilities, destination promotions and the development of tour packages. Through this collaboration, it is hoped that the management of vineyard tourist destinations will be more directed, professional and have higher competitiveness
3. Optimizing friendly and responsive service to increase satisfaction and return visits of tourists. A friendly and responsive attitude is one of the strengths that can create a positive tourist experience for visitors. In its implementation, farmer groups can develop service quality through structured tourism service standards in order to increase visitor satisfaction. Visitor satisfaction has the potential to encourage tourists to return at a later time, as well as recommend tourist destinations to others.

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4. Develop the ability to create jobs to expand government support and establish cooperation with various parties. The ability of farmer groups to create socio-economic impacts for the surrounding community can be an added value in obtaining government and government support. With this support, farmer groups can develop the agro-tourism business through improving facilities, expanding business activities, and developing derivative products so as to improve the welfare of the local community.

CONCLUSION

Based on the results of the research that has been formulated, it can be concluded that the competence of the Duyu Bangkit farmer group in the management of vineyards as a tourist destination is considered from three main aspects, namely knowledge, skills and attitudes. In terms of knowledge, farmer groups have a practical understanding that is obtained by self-taught through direct experience in the field. In terms of skills, farmer groups show good skills in cultivation and service to tourists. And in terms of attitudes, farmer groups have a positive work attitude such as friendliness, responsibility and discipline which are important capital in the development of tourist destinations. However, there are still several obstacles such as limited supporting facilities and infrastructure, low product diversification, limitations in packaging design capabilities, and lack of training for farmer groups.

The results of the SWOT analysis show that farmer groups are located in quadrant I, so the recommended strategy is an SO *(Strengths-Opportunities)* strategy that focuses on utilizing practical experience to improve the quality of production, strengthening group cooperation and partnerships, improving the quality of tourism services and developing jobs for the surrounding community through government support and the use of social media to support development sustainable tourist destinations.

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