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**5th International Conference on Computer, Electrical,
Electronics & Biomedical Engineering (ICCEEBE'2015)**

**5th International Conference on Management,
Sociology & Environment Engineering (ICMSEE'2015)**

August 16-17, 2015 Bali (Indonesia)

Editors:

Prof. Dr. Akos Lakatos
Prof. Bülent TOPCUOGLU

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5th International Conference on Literature, Law and Languages (ICLLL'2015)

5th International Conference on Chemical, Eco-systems and Biological Sciences (ICCEBS'2015)

**5th International Conference on Computer, Electrical, Electronics &
Biomedical Engineering (ICCEEBE'2015)**

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Development Strategy of Sustainable Agrotourism (Case Study: Agrotourism of Binadarma, South Sumatra)

Eka Mulyana¹, Asti Istiqomah², Eka Intan Kumala Putri³, and Setia Hadi⁴

Abstract— Agrotourism of Bina Darma or Agro Bina Darma has the concept of agro tourism in the hope of the future may be to develop many tourist facilities related to agriculture, so it can be used as a medium of education, and recreation facilities as well as businesses (businesses) in agriculture. To achieve sustainable agrotourism, formulation of appropriate strategies required by various considerations related aspects in synergy. The analytical method used was Analysis Hierarchy Process (AHP). The most appropriate strategy for the development of Agro Bina Darma is a strategy to improve the promotion of sustainable Agro Bina Darma. While other strategies that can be back-up, in a row based on priority is a strategy to prevent damage to and destruction of tourist sites, promote the quality of agrotourism, developing agrobased education, and preserve the tradition and culture of local communities. The strategy formulation can be trusted because it has inconsistency ratio < 0.10 , which is 0.07 .

Keywords— Agrotourism, Bina Darma, Strategy, AHP.

I. INTRODUCTION

Bina Darma agro-tourism is one of the companies engaged in tourism in South Sumatra. This place carry the concept of agro tourism in the hope of the future may be to develop many tourist facilities related to agriculture, so it can be used as a medium of education, recreational facilities as well as in business (business) in agriculture. While the variety of games that have been provided are intended as a complement tourist attraction for the tourists who visit this place (Management of Agro Bina Darma, 2010).

But in fact, Agro Bina Darma in the management of this, the manager facing various problems. One is problems related to the operation of agro tourism area itself. As seen today, Agro Bina Darma still have to rely on the various operations of existing rides, but the rides should only as a supplement in the business of agro tourism. This is because, the majority of tourists visiting, still aiming to try variety of games, while only partially conducting agro, although the manager has provided a vehicle for agribusiness activities, such as sales of vegetable seeds and plants, garden vegetables, mushroom

Eka Mulyana is with Sriwijaya University, Indonesia (e-mail: eka.agri@gmail.com).

Asti Istiomah was with Bogor Agricultural University, Indonesia (e-mail: asti.istiqomah@gmail.com).

Eka Intan Kumala Putri was with Bogor Agricultural University, Indonesia (e-mail:).

Setia Hadi was with Bogor Agricultural University, Indonesia (e-mail:)

house, place composting, waste banks, where fishing and fruit orchards are still in the development stage. By default, the income earned by the manager of Agro Bina Darma is still largely dependent on revenue from rides available, compared agronya tourism sector alone.

Another problem faced in the management of agro tourism area is the lack of expertise for each existing rides. This resulted in the manager still had to bring in experts from outside the region, especially on the island of Java. This means it costs to hire these experts will be greater when compared to the use of experts from the local area. Another issue that is important is to start the emergence of competitors in the tourism industry in the city of Palembang, for example, has opened Water Park in Jakabaring area, in addition to the old competitor in this business is Fantasy Island is located not far from the location of agro tourism itself. Although Agro Bina Darma brought the concept of agro tourism which gives its own characteristics in the concept of tours offered, but because the economy is still dependent these attractions with rides games there, resulting in the emergence of new recreational areas affect the number of visitors Agro Bina Darma itself. This makes managing Agro Bina Darma have to think and work harder in maintaining and increasing the number of tourists.

To achieve sustainable agro tourism, formulation of appropriate strategies required by various considerations related aspects in synergy. A policy formulated by filtering and selecting the demands that must be met at the same time, mainly due to the number and quality of scarce resources than the demands or needs. The problem faced by the manager related to local government related issues include procedures that are less obvious. Ideally, the role of government in an effort to develop Agro Bina Darma is concerned with the manufacture and establishment of regulations relating to agro tourism itself. The government is also expected to provide guidance and counseling to encourage the development of Agro Bina Darma. Oversight function of government is also required to prevent the occurrence of irregularities, such as the emergence of environmental problems as a result of the management of agro Bina Darma.

II. RESEARCH METHOD

The basic sampling Purposive sampling, ie deliberately chose samples. Respondents to the Analytic Hierarchy Process (AHP) amounted to 5 persons, consisting of the

manager of Agro Bina Darma , village official , department of tourism , tourists , institutions coaches / chaperones. Data mining is done with a questionnaire that has been prepared for each respondent.

To assess the strategy to be applied in order Bina Darma Agro can be used sustainable agro Hierarchy Analysis Method Process (AHP). In order to achieve the strategic priorities that will be selected , is conducted by comparing one with the other options strategies , as well as comparing the advantages of one option against the other options.

Comparisons were made based policy decision makers to judge the importance of the elements of the other elements . Pairwise comparison process starts from the top level of the hierarchy that is intended to select the criteria , for example A, then retrieved element to be compared , for example A1 , A2 and A3. Arrangement of the elements being compared will appear as shown in the matrix below :

TABLE I
EXAMPLE OF PAIRWISE COMPARISON MATRICES

	A1	A2	A3
A1	1	-	-
A2	-	1	-
A3	-	-	1

To determine the relative importance between elements use number scale of 1 to 9, as shown in the table above . This assessment is done by an expert decision makers in the field of issues that are being analyzed and have an interest to it. When an element is compared with itself then given a value of 1 . If the elements compared to elements j i get a certain value , then the element j in comparison with element i is the opposite.

III. RESULT AND DISCUSSION

A. Interest Development Actor

Actors with an interest in the development of Agro Bina Darma, including local government (LG), area managers, tourists, institution builder / companion, and village (village chief). Therefore, the extent of the interest of each actor will determine the appropriate strategy for the development of agro-tourism Bina Darma. Figure 6.11 presents the results of the analysis of the interests of each actor related to the development of sustainable Agro Bina Darma in Ogan Ilir regency, while Table II presents the composition of the value of the benefit ratio (weight) and priorities.

Abbreviation	Definition
Goal	Development strategy of Sustainable Agrotourism in Agro Bina Darma
PEMDA	Regional Government
PNGELOLA	Management of Agrotourism
WSTAWAN	Tourist/travelers
LMBGBINA	Co-Institutional
KPLDESA	Head village

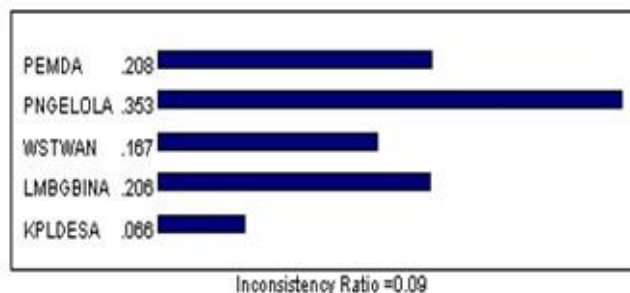


Fig. 1 Interests Of Actors In The Development Of Agro Bina Darma

TABLE II
THE RESULTS OF THE ANALYSIS AND THE RATIO OF PRIORITY OR IMPORTANCE OF EACH ACTOR IN THE DEVELOPMENT OF AGRO BINA DARMA

Actor	Ratio of Importance	Priority
Management of	0,353	1
Agrotourism		
Regional Government	0,208	2
Co-Institutional	0,206	3
Tourist/travelers	0,167	4
Head Village	0,066	5

Based on Figure I and Table II, the manager of Agro Bina Darma has the highest rate of interest for the development of Agro Bina Darma in Ogan Ilir regency , which is indicated by the value of the benefit ratio (RK) 0.353 . This information can be trusted because it has inconsistency ratio (IR) 0.09 . While statistically , the limit allowed inconsistency is not more than 0.1 . The RK values indicate that the interests of managers should be the first priority in the development of Agro Bina Darma either with vehicle management scenarios and scenario management per season ticket.

The magnitude of the interests of the agro tourism operators are very reasonable because they are the direct perpetrators of reciprocation of tourist business is highly dependent on their ability to manage and provide the best service to visitors (tourists) . According to Jamieson and Noble (2000) , managers have an interest in maintaining the existence of tourism attractions , benefits and impacts of tourism management , and together with the community to establish a close linkage between the local businesses with tourism.

Local Government (LG) Ogan Ilir and institution builder / companion has the second and third highest interest for the development of sustainable Agro Bina Darma in Ogan Ilir regency , which is indicated by the value of the benefit ratio (RK) , respectively 0.208 and 0.206 on inconsistency reliable 0 , 09 . According to the Ministry of Home Affairs (2005) , the Law No. 32 Year 2004 on Regional Government , local government was given the authority to determine which form of management of the area , regulate and control the types of activities that are prospective for the region , and encourage business development opportunities that support the development of the area.

Village officials (village heads) have the lowest rate of interest for the development of sustainable Agro Bina Darma in Ogan Ilir regency , which is indicated by the value of the benefit ratio (RK) 0,066 inconsistency reliable at 0.09. The low level of interest of village officials (village head) this could be due to the development of agro-tourism can bring direct benefits to the members of the communities, so that any

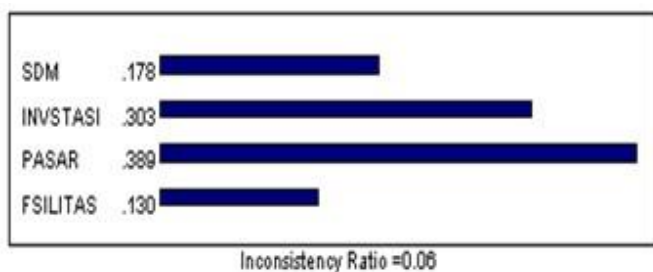
strategy chosen with the aim of getting more benefits for members of the community , village officials will be very happy though as an institution does not many felt.

B. Factors Affecting Development

1. Factors Affecting the Development According to Regional Government

Factors affecting the development of agro-tourism , including in the area of Agro Bina Darma Ogan Ilir , including the quality of human resources , investment , market potential , and support facilities . Figure 6.12 presents the results of the analysis of factors related to interest in supporting the development of agro-tourism in the view of regional government.

Abbreviation	Definition
Goal	Development strategy of Sustainable Agrotourism in Agro Bina Darma
PEMDA	Regional government
SDM	Quality of human resource
INVSTASI	Investation
PASAR	Market Potential
FSLITAS	Facility



development of Agro Bina Darma , and the results are presented in Figure III.

Abbreviation	Definition
Goal	Development strategy of Sustainable Agrotourism in Agro Bina Darma
PNGELOLA	Management of Agrotourism
SDM	Quality of human resource
INVSTASI	Investation
PASAR	Market potential
FSLITAS	Facility

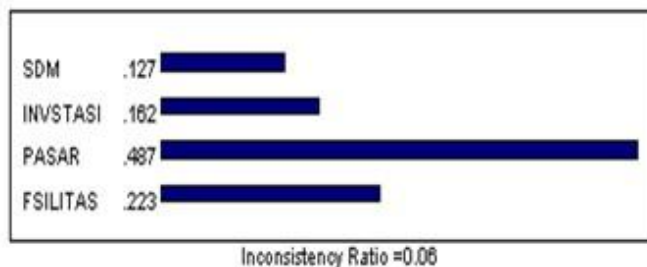


Fig. 3 Interests Supporting Factors In The View Of The Manager

According to the manager , the potential market is the most important factor to consider for developing agro-tourism area Bina Darma . Assessment manager is indicated by the value of the benefit ratio (RK) that reaches the market potential inconsistency reliable .487 at 0.06 . According to the management, development strategies must be chosen to optimize the market potential , and make the local objects as a major tourist destination .

Facilities and investment is supporting the second and third factor to be considered in the view of the manager, but their importance is far below the potential market. In the view of the manager, the ratio of facilities and investment interests of each only about 0.223 and 0.162 at 0.06 reliable inconsistency. Related to this , it could be the manager of Bina Darma Agro have good financial capability , with the University of Bina Darma as funders , so not too worried about the problem of investment in the development of agro-tourism activities are managed .

The quality of human resources is a factor that is not too important supporter in the view of the manager , which is the ratio of interest on the inconsistency reliable 0.127 0.06 . Managers assume that agro-tourism in the region Bina Darma Agro is focused on exploiting rides and development activities in the field of agriculture in its broadest sense.

3. Factors Affecting the Development According to Travelers

The results related to the development of agro-tourism traveler ratings Bina Darma sustainably processed using AHP programs (Expert Choice 9.5) is presented in Figure IV.

Abbreviation	Definition
Goal	Development strategy of Sustainable Agrotourism in Agro Bina Darma
WSTWAN	Tourist
SDM	Quality of human resource
INVSTASI	Investation
PASAR	Market potential
FSLITAS	Facility

In the view of local government , the market potential is the most important contributing factors in the development of Agro Bina Darma , Ogan Ilir . This is indicated by the ratio of interest (RK) market potential than the three other supporting factors , which is about 0.389 to 0.06 reliable inconsistency . In the view of local government , the investment is an important factor supporting the second (RK = 0.303 at incosistency reliable 0.06) and should be a concern following the market potential of well managed.

Facility is not an important concern shown by the local government RK smallest value (0.130) at 0.06 reliable inconsistency . Development of agro tourism area facilities were built by the investor in this case the Agro Bina Darma . According to LG , when strong investor support for the facility itself will be available with either . For road infrastructure is still quite adequate to location Agro Bina Darma , so it is considered not an urgent need by the local government.

2. Factors Affecting the Development According to management

For managers , area Bina Darma Agro to consider the optimal order can be an important asset and also a lot of areas to help the economy and people's lives around . In connection with the development , the management has its own assessment of relevant factors to be considered to support the



Fig. 4 Interests Supporting Factors In The View Of Travelers

In view of tourists, facilities and investment are the most important contributing factors that must be considered in the development of agro-tourism in a sustainable manner Bina Darma Ogan Ilir . This is indicated by the value of the benefit ratio (RK) , respectively inconsistency reliable .309 at 0.06 . This assessment is quite reasonable because the satisfaction will be gained by tourists traveled when they enjoy and feel comfortable with the existing facilities.

The quality of human resources is the third supporting factor to consider in the development of agro-tourism in the view of Bina Darma travelers. Despite finishing third , but tourists are relatively high attention to the quality of the human resources of other actors than the value indicated by the inconsistency reliable RK 0.241 0.06 . It could be that the manager of Agro Bina Darma more creative and innovative in managing tourist areas agronya . The potential market supporting factors of the lowest levels of importance according to travelers , namely the inconsistency reliable RK 0.142 on 0.06. Type view of the supporting factors are an important consideration in determining the strategic priorities that will be used to develop agro-tourism area Bina Darma , Ogan Ilir.

4. Factors Affecting Rural Development According to officials

Expectations or judgments village officials (village head) related factors to consider in the development of agro-tourism in a sustainable manner Bina Darma further processed using AHP programs (Expert Choice 9.5) is presented in Figure 5

Abbreviation	Definition
Goal	Development strategy of Sustainable Agrotourism in Agro Bina Darma
LMBGBINA	Co-institutional
SDM	Quality of human resource
INVSTASI	Investation
PASAR	Market potential
FSLITAS	Facility

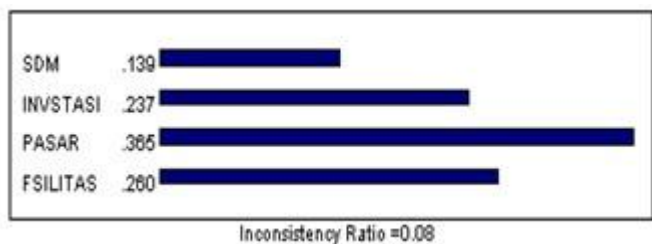


Fig. 5 Interests Supporting Factors In The View Of Village Officials (Village Head)

In the view of village officials (village head) , revamping the facility is the most important factor to consider in the development of Agro Bina Darma , which is indicated by the value of the benefit ratio (RK) 0.358 to 0.02 reliable inconsistency . Investments become the second most important factor to note is indicated by the value of the benefit ratio (RK) 0.302 to 0.02 reliable inconsistency . According to village officials (village head) , both of these need to be addressed early because the main attraction Bina Darma Agro management in the long term.

When both of these factors have been addressed , then according to village officials , the market will be created by itself , because if tourists are interested , then they will come . The market potential of becoming the third contributing factor to note the view of village officials , which is indicated by the value of the benefit ratio (RK) on inconsistency reliable .230 0.02 . The quality of human resources is not important according to village officials (RK = 0.110) in the inconsistency reliable 0.02) . Pearce and Moran (1994) states that the tradition of a unique community and local natural resource potential is the potential basis of which is owned by a region , whose existence does not require a large investment , but only requires human wisdom.

Overall, the importance of each factor involved in supporting the development of agro-tourism in the view of Bina Darma all relevant actors at the site are presented in Table 3.6.

TABLE III THE RESULTS OF RATIO ANALYSIS IMPORTANCE (WEIGHT) OF EACH FACTOR SUPPORTING THE VIEW OF RELEVANT ACTORS

Actor	Ratio of Importance Restraint Factor				Inconsistency Ratio
	SDM	INVSTASI	PASAR	FASILITAS	
Regional government	0,178	0,303	0,389	0,130	0,06
Management of Agrotourism	0,127	0,162	0,487	0,223	0,06
Tourist	0,241	0,309	0,142	0,309	0,06
Co-institutional	0,139	0,237	0,365	0,260	0,08
Head village	0,110	0,302	0,230	0,358	0,02

In Table 6.6 , it is seen that each factor has the urgency of its own supporters for each actor in supporting the development of Agro Bina Darma . For investment factor , manager of agro looked not so important (RK = 0.162) , but the other actors including the rather important contributing factors . This view is quite reasonable difference occurs because of differences in the interests of each actor in the development of Agro Bina Darma . This is an important consideration in the selection of the most appropriate strategy for the development of agro tourism area.

C. Priority Bina Darma Agro Development Strategy

The results of the analysis related to the interests of each actor (5 actor) , and an assessment of each contributing factor (factor 4) will affect the selection of the development strategy of sustainable Agro Bina Darma in Ogan Ilir. Based on the hierarchical design methodology in compliance with condition check back in the field , then there are five (5)

option Agro Bina Darma development strategies are offered , namely :

- a. Enhance the promotion of sustainable Agro Bina Darma (S-PRMOSI)
- b. Developing agro -based education (S-PENDIK)
- c. Preserve the tradition and culture of local communities (S-TRABUD)
- d. Prevent damage and destruction of tourist sites (S-CEGAH)
- e. Prioritizing the quality of agro-tourism (S-KUALIT)

The results of the analysis of the selection strategy of developing sustainable Agro Bina Darma processed using software such as Team EC is shown in Figure 3.7, while the results of the prioritization strategy based on the value of the ratio of interest are presented in Table 3.7.



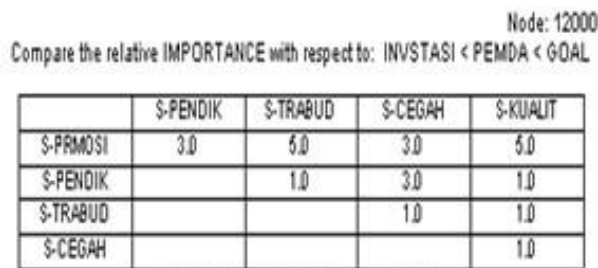
Fig. 6 The Results Of The Analysis Of The Selection Strategy Of Developing Sustainable Agro Bina Darma (In Order Of Priority)

TABLE IV

THE RESULTS OF THE ANALYSIS OF THE RATIO OF THE INTERESTS AND PRIORITIES OF EACH OPTION STRATEGY IN THE DEVELOPMENT OF AGRO BINA DARMA

Strategy	Ratio of Importance	Priority
S-PRMOSI	0,248	1
S-CEGAH	0,229	2
S-KUALIT	0,205	3
S-PENDIK	0,168	4
S-TRABUD	0,150	5

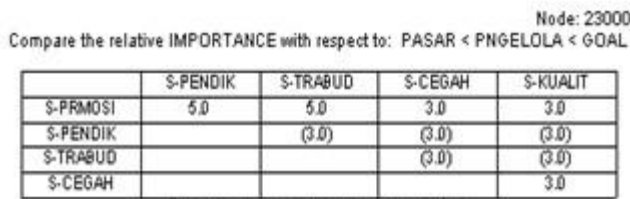
Based on Figure 6 and Table 4 , option strategies to improve the promotion of sustainable Agro Bina Darma (S - PRMOSI) has the highest interest rate compared to four other strategic options , which is about 0,248 on the inconsistency reliable 0.07 . Statistically , the boundary inconsistency that allowed no more than 0.1 . Figure 6.8 and Figure 6.9 presents an example of the results of the analysis indicate a strategy to improve the promotion of sustainable Agro Bina Darma (S - PRMOSI) is better than other strategies related to several factors supporting the views of relevant actors.



Abbreviation	Definition
Goal	Strategi Pengembangan Agrowisata Bina Darma Berkelanjutan
PEMDA	Pemerintah Daerah
INVSTASI	Investasi
S-PRMOSI	Meningkatkan Promosi Agrowisata Bina Darma Berkelanjutan
S-PENDIK	Mengembangkan Wisata Agro Berbasis Program Pendidikan
S-TRABUD	Melestarikan Tradisi Dan Budaya Masyarakat Lokal
S-CEGAH	Mencegah Kerusakan dan Kehancuran Lokasi Wisata
S-KUALIT	Mengedepankan Kualitas Wisata Agro

Fig. 7 Pairwise Comparisons Among The Options Related Investment Strategies In View Of Regional Government

Based on Figure 7 , the strategy to improve the promotion of sustainable Agro Bina Darma (S - PRMOSI) five times more important than the strategy of preserving the traditions and culture of local communities (S - TRABUD) and put forward the strategy of agro tourism quality (S - KUALIT) . Promotion strategy (S - PRMOSI) three times more important than developing a strategy of agro -based education (S - PENDIK) and strategies to prevent damage and destruction of tourist sites (S - CEGAH) . Related to this , then in view of local government , to improve the investment promotion strategy on sustainable Agro Bina Darma (S - PRMOSI) is much better than all other strategies.



Abbreviation	Definition
Goal	Strategi Pengembangan Agrowisata Bina Darma Berkelanjutan
PENGELOLA	Pengelola Agrowisata
PASAR	Potensi Pasar
S-PRMOSI	Meningkatkan Promosi Agrowisata Bina Darma Berkelanjutan
S-PENDIK	Mengembangkan Wisata Agro Berbasis Program Pendidikan
S-TRABUD	Melestarikan Tradisi Dan Budaya Masyarakat Lokal
S-CEGAH	Mencegah Kerusakan dan Kehancuran Lokasi Wisata
S-KUALIT	Mengedepankan Kualitas Wisata Agro

Fig. 8 Pairwise Comparisons Among The Options Related To The Potential Market Strategy In View Of Management

Based on Figure 8, the strategy to improve the promotion of sustainable Agro Bina Darma (S - PRMOSI) five times more important than developing a strategy of agro-based education (S - PENDIK) and strategies to preserve the tradition and culture of local communities (S - TRABUD). Promotion strategy (S - PRMOSI) three times more important than strategies to prevent damage and destruction tourist sites (S - CEGAH) and put forward the strategy and the quality of agro tourism (S - KUALIT).

Options strategies to prevent damage and destruction of tourist sites (S - CEGAH) became the second priority strategy for the development of sustainable Agro Bina Darma in Ogan Ilir (RK = 0.229 inconsistency reliable at 0.07). Strategies to prevent damage to and destruction of tourist sites (S - CEGAH) can be a back-up for the development of agro-tourism activities in Agro Bina Darma, especially when a lot of obstacles to developing tourism promotion activities, such as minimal promotion funds, conflict management, and issues of environmental destruction that causes unattractive promotional activities. Option strategy of prioritizing the quality of agro tourism (S - KUALIT) and develop agro-based education (S - PENDIK) became the third and fourth priority strategy for the development of sustainable Agro Bina Darma. Both options strategy has the benefit ratio (RK), respectively 0.205 and 0.168 at 0.07 reliable inconsistency. While the strategy options to preserve the tradition and culture of local communities (S - TRABUD) be the last priority strategy for the development of sustainable Agro Bina Darma in Ogan Ilir (RK = 0.150 inconsistency reliable at 0.07). Preservation of tradition and local culture is not a priority, because it could Jada and cultural traditions have been fused with the life and agricultural activities are carried out by local people, so that without programmed traditions and the culture remain stable.

D. Results of Analysis of Vertical Development Strategy Sustainable Agro Bina Darma

The results of the analysis of the vertical at the first level (level actor) suggests that the interests of managers has the highest ratio, which reached 0.353. This suggests that the role of the manager is very important in supporting the sustainability of the development of Agro Bina Darma, whereby reciprocation of agro-tourism activity is highly dependent on the pattern of management developed by them. To manage Agro Bina Darma, the University of Bina Darma (site owner), appoint a special manager who has the authority to define the type of tourism activities are developed, duration of visits, types of attractions, set ticket prices, as well as the procurement and maintenance of various facilities required. Related to this, it is quite natural that the manager has a dominant role and importance to the reciprocation of agro-tourism activities in the area of Agro Bina Darma.

For the second level (level limiting factor), the potential market has the highest interest rate, which reached 0.323. This suggests that the factors supporting a very dominant market potential in supporting the development of agro-tourism activities at the site. The results show that the identification field of school children, the people of

Palembang, and other nearby urban communities a potential market for agro-tourism activities in the area of Agro Bina Darma. It is quite realistic for a short distance and nature tours that bring people and nature. School children and people usually want to find the peace of the city and left for a while fatigue and hustle-bustle of the city or bustling activity. The results of the vertical analysis ratios provide a high importance to the potential of this market can be a direction for managers to develop the market, thus increasing the activity of more visits and Bina Agro sustainability can be assured. Holiday season to be put to good use to attract visitors from among the school children and office workers.

Having regard to the role of supporting actor and the dominant factor, then the third level vertical analysis, obtained priority strategy for the development of sustainable Agro Bina Darma. The priority of the strategy is to improve the promotion of sustainable Agro Bina Darma (S - prmosi) with a ratio of 0.248 interests. Promotion strategy is considered as the most appropriate strategy to capitalize on the potential market for Agro Bina Darma more best suited to provide the information and understanding to the public audience, so that they can mengetahui types of attractions that can be enjoyed in the area of Agro Bina Darma, and ease of visit.

Implementation strategies Darma sustainable Agro Development (S - PRMOSI) will be effective, if the notice:

- Regional government support both in ease of permits, inclusion and engagement of Agro Bina Darma in various promotional activities areas, and other areas of activities should be maintained.
- Agro tourism operators must still perform regularly agro tourism services and always maintaining existing attractions both crowded and quiet conditions visitors (a small financial benefit).
- Promotional activities can take advantage of tourists visiting the members good service, pamphlets and promotional leaflets through electronic media, newspapers, internet, and others.
- Partnerships with institutions builder / companion needs to be maintained to provide assistance in the form of management.

For the sustainability of the development of Agro Bina Darma, the first priority of the strategy is to promote the development of tourism activities on the promotion of Agro Bina Darma. This is done by giving critical attention to the development potential of the market and optimally accommodate the interests of management. According to Tamba (2004) and Spillane (1994), the promotion is done in harmony with the existing market potential is an important activity that needs to be done by the management of continuous nature, so that the region has always attracted visitors (tourists).

At the time of the intensity of promotional strategy (S - PRMOSI) is reduced, the strategy can be a back-up dintensifkan implementation. As described previously, the strategy to prevent damage and destruction of tourist sites (S - CEGAH) is the second strategy / major back-ups of the promotional strategy (RK = 0.229). Strategies to prevent

damage to and destruction of tourist sites (S - CEGAH) can be done , for example in the form of repairing the damaged tourist facilities , conserve the environment around the poorly-maintained , and build rides / attractions at locations .

Strategy prioritizing the quality of agro tourism (S - KUALIT) became the third priority strategy for the development of sustainable Agro Bina Darma (RK = 0.205) . Because of all the facilities including new still , the quality of the implementation of agro-tourism activities could be expected to run well in the next few years . At any given time the facility will likely already damaged and less than the maximum in its operations , it should be a concern for managers to deliver improved handling rapidly and continuously perform routine maintenance . If this can be done well , then the quality of agro-tourism activities continue exercising their waking up in the future .

Strategies to develop agro -based education and strategies to preserve the tradition and culture of local communities is a priority fourth and fifth strategies that can be developed in the area of Agro Bina Darma . Facilities are still good especially orchards and wildlife parks can support improved education for visitors , especially from among the children , and this should be maintained . Traditions and values of the local culture can be introduced later in the tour package , so that tourism activities more varied and more attractive . Both of these strategies are not so urgent that it can be done if the promotional activities , and quality of service has been maximized . Travel with a base charge of education and local culture can be a variation or a new option for visitors to tour the region later Agro Bina Darma . If this can be done well , then the sustainability of agro-tourism activities Bina Darma can be maintained into the future .

E. Implementation Development Strategy of Agro Bina Darma Selected

Strategies to improve the promotion of sustainable Agro Bina Darma (S - PRMOSI) was selected as the most appropriate strategy (first priority) for the development of agro-tourism activities in Agro Bina Darma Ogan Ilir . In its implementation , the chosen strategy needs to be shown to solve the various problems that occur in the area of Agro Bina Darma .

For the first phase , the implementation of the selected strategy can be done in the form of a briefing to employees who are owned by Agro Bina Darma . This is because the employee is already available human resources , interact directly with prospective visitors / tourists , as well as being an icon in the promotion , particularly associated with the service . When an employee is given a briefing understanding of promotion or maximum , which allows them to explain the attractions that can be visited in full , then it is very likely they will be able to convince and attract visitors / tourists . The success of forging an employee so as to increase the attraction for visitors , is crucial in the successful implementation of a strategy to increase promotion (chosen strategy) . This success also simultaneously solve the problem of unstable managerial effort in Agro Bina Darma , because trained personnel would be more ready-made ,

resilient , stronger and withstand the various crisis management occurs .

Implementation of promotional strategies (strategies chosen) can also be approximated by the recruitment and training of operators , maintenance facilities and repair of buildings / facilities are old , become an important part of the object of agro tourism activities . Shortage of operators and maintenance facilities as well as buildings that are old age become a problem in Agro Bina Darma far. When a portion of the budget can be used in promotional programs revamping this case , the tourist activities and various tourist attractions in each object can run up because operators can play an active role in accordance duties and tourist facilities functioned well

During the period of recruitment and training , improvement of major facilities , support facilities , and the construction of major new facilities need to be accelerated , so it is available at the right time and enhanced customer service and significantly more leverage . Improvement and development may include : vehicle repair areas that are still muddy and stagnant water , repair and construction of stand area souvenir sales , development of processing units in a mushroom house , the addition of agro garden area , and construction of medical service facilities . Increased promotion strategies (chosen strategy) can also be developed through subsequent development potential of the local community , for example by introducing and accommodate the craft industry , agriculture and culture of local communities .

Development involving the potential sale to the local community will be very positive , in addition to increasing the tourist attraction can also help the local community economy . In this condition also issue a ticket and a meal at a restaurant that feels expensive , can be directly solved , where the presence of this, visitors / tourists can enjoy a lot of things and get more satisfaction , so the cost of a ticket and a meal in the restaurant was reasonable . Strategies to improve the promotion of sustainable Agro Bina Darma (S - prmosi) through empowerment of local potential is quite easy to implement because of the bureaucracy that exist in the surrounding villages is not difficult and even village officials tend to favor .

At a later stage , increased promotion strategies can be done by linking the related cooperation with the local government (LG Ogan Ilir) . If all this has not been a lot of communication is done with the Department of Ogan Ilir Pariwisata , through the implementation of the strategy , it can be improved . This condition can be understood as the owner of the area (including local government) , will always want progress , development , improvement of the local economy in the area , so all the efforts that promote or introduce the potential of the region will always be supported and regarded as a very good effort . According Sayogyo (1977) and Syamsu (2001) , the emotional ties of a group of people with a region (LG) will cause them to continue to develop and introduce the potential of the region , although individually they do not benefit much .

IV. CONCLUSION AND RECOMMENDATION

A. Conclusion

The most appropriate strategy (first priority) for development of Agro Bina Darma is a strategy to improve the promotion of sustainable Agro Bina Darma (S - PRMOSI) (RK = 0.248) . While other strategies that can be back- up , in a row based on priority is a strategy to prevent damage to and destruction of tourist sites (S - CEGAH) (RK = 0.229) , promote agro-tourism quality (S - Grea) (RK = 0.205) , develop agro -based education (S - PENDIK) (RK = 0.168) , and preserve the tradition and culture of local communities (S - TRABUD) (RK = 0.150) . The strategy formulation can be trusted because it has inconsistency ratio < 0.10 , which is 0.07 .

B. Recommendation

If the strategy of increasing the promotion of Agro Bina Darma implemented in practice , then the property interests of the local government , tourists , and agency supervisors / assistants must be properly addressed . Coordination with local governments should be maintained because it tends to support or provide facilities for the development of Agro Bina Darma , including through the promotion event area . Interaction with tourists and institutions builder / companion needs to be done in a controlled manner , so as not to weaken the promotional activities undertaken .

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