



# Development Strategy of Buluballea Agritourism Area in Pattapang Village, Tinggimoncong District, Gowa Regency, South Sulawesi

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**Abstract:** Utilization of local resources can be enhanced through sustainable agritourism that integrates agriculture with tourism. Agritourism provides educational value, recreational experience, and business opportunities in the agricultural sector. The Buluballea area in Tinggimoncong District, Gowa Regency, has strong potential for agritourism due to its mountainous terrain, cool climate, and horticultural production center. Surrounding attractions include cultural sites such as the Bulu'Tana Traditional House, natural destinations like Takapala Waterfall, Malino Forest, Mount Bawakaraeng, and artificial attractions such as Malino Highland Tea Plantation. Research conducted between March–June 2024 involved 100 respondents selected via purposive sampling. Data analysis used quantitative descriptive methods, MDS to assess sustainability, and SWOT with IFAS and EFAS matrices for development strategy formulation. Findings show Buluballea's agritourism potential is highly promising and positively received by the community. Agritourism is expected to enhance tourism diversity, strengthen the local economy, and develop cultural and agricultural commodities. Development strategies include leveraging natural, cultural, and local commodities; community training; branding and digitalization; as well as institutional strengthening and sustainable management to address environmental, climatic, and destination competitiveness challenges.

**Keywords:** Agritourism; Buluballea; Development strategy; SWOT

## Introduction

Indonesia is one of the developing countries in Asia. As a developing country, Indonesia is always striving to advance development in all fields, including tourism. Tourism activities in Indonesia have begun to grow and develop, even becoming a trend and a lifestyle in society. The tourism sector can be a cornerstone for the Indonesian government to serve as an engine for economic growth for the country and is one of the sectors that generates income for the country most quickly with not too much capital (Reza, 2020). According to Law No. 10 of 2009 concerning tourism, this sector serves as a legal and strategic framework for stakeholders in fostering sustainable development. Recent research confirms that government policies on

agritourism and sustainable rural tourism contribute substantially to local economic empowerment and equitable regional growth (Nurlaela et al., 2021; Roslina et al., 2022).

Furthermore, agritourism has emerged as a strategic development model that integrates agricultural potential with tourism innovation to strengthen local economies. Studies highlight that agritourism clusters enhance regional competitiveness and create job opportunities while fostering sustainability (Marpaung et al., 2025; Yusuf & Wulandari, 2023). Local economic development strategies that integrate agritourism not only stimulate regional innovation but also improve community welfare through participatory tourism management (Kurniawan et al., 2022; Mahanani et al., 2021).

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Additionally, sustainable rural tourism initiatives in Indonesia—such as in Central Java and East Java—illustrate that local participation, infrastructure development, and agricultural collaboration are key determinants for success (Ariyani & Fauzi, 2023; Joeliaty, 2024). These findings align with the broader perspective that agritourism can serve as a sustainable economic catalyst for rural communities while preserving cultural and environmental integrity (Mahanani et al., 2021; Soeswoyo et al., 2021).

In Leiper (1981) widely cited tourism system model, there are three main elements: tourists, geographical features, and the tourism industry. Tourists are actors in a system that is constantly moving around the tourism system. Geographical features are further divided into three categories: tourist-generating areas (demand), tourist destination areas (supply), and tourist transit areas. Finally, there is the tourism industry, which is the heart of this tourism system. Leiper's tourism model is considered a simple model, making it easy for others to understand and use. However, due to its simplicity, it can lead to differences in interpretation among individuals. Overall, Leiper's model is a tourism model that serves as the foundation or basis for tourism literacy. Recent studies emphasize that Leiper's model effectively guides policy and strategy formulation for cross-border and rural tourism systems, such as those in Indonesia's border regions (Tandilino, 2022) and Bali's sustainable tourism planning (Priatmoko et al., 2021).

Moreover, in the context of rural and agritourism development, Leiper's framework provides an analytical structure for integrating geographical and economic components into sustainable tourism planning. For example, rural tourism studies in Flores and Timor Leste have demonstrated how the interconnection between local communities and tourism supply chains fosters inclusive development (Hacker, 2019; Mahadewi et al., 2025). Likewise, the sustainable tourism agenda in Indonesia emphasizes using Leiper's model as a framework for linking environmental conservation, community participation, and innovation-driven tourism planning (Pitanatri et al., 2025; Salam et al., 2024).

Overall, Leiper's tourism system remains a cornerstone of tourism literacy and serves as a conceptual foundation for designing sustainable agritourism development strategies in Indonesia, including the Buluballea Agritourism Area in South Sulawesi. Its systemic approach, integrating tourists, destinations, and industry enables balanced policy design that aligns with environmental and socio-economic sustainability objectives (Aruljothi, 2025; Yudhari et al., 2020).

According to the Ministry of Tourism and Creative Economy (2023), the government, thru the Ministry of

Tourism of the Republic of Indonesia, aims for 8.5 million foreign tourist visits to Indonesia in 2023. This target is not without basis, considering that the tourism sector in Indonesia shows annual growth and indicates that the Indonesian tourism sector is very promising, given that not all of its resources have been fully utilized. Foreign tourist visits increased during 2022 to 2023. This met the target, with the number of foreign tourist visits to Indonesia reaching 11.68 million in 2023, according to the Central Bureau of Statistics (2023). This figure represents a 98.3 percent increase compared to 2022.

Empirical evidence underscores that the Indonesian government's post-pandemic tourism strategies have been effective in driving sustainable growth by leveraging integrated tourism policies and the Pentahelix collaboration model among government, academia, industry, communities, and media (Koerner et al., 2024; Ramadhan et al., 2025). The success of these efforts is aligned with the objectives outlined in the 2020–2024 National Medium-Term Development Plan, which prioritizes tourism as a strategic sector for inclusive and sustainable national development (Fauzi & Sumirat, 2023).

Recent research emphasizes that Indonesia's tourism recovery and growth are increasingly driven by sustainable and community-based approaches, integrating agritourism and eco-tourism models that promote both environmental conservation and local empowerment (Herawati et al., 2025; Sadikin, 2023). Studies also indicate that agritourism development in Indonesia is expanding rapidly, supported by policy incentives and technological innovation that strengthen rural livelihoods and promote diversification of tourism offerings (Ariyani & Fauzi, 2023; Awirya et al., 2025).

In the context of Gowa Regency, South Sulawesi, the growth of foreign tourist visits and the national policy orientation toward sustainable tourism provide a strategic opportunity to develop the Buluballea Agritourism Area as a key component of regional tourism diversification and economic revitalization (Kalsum et al., 2025; Muda, 2025).

Sustainable tourism development is an issue and has become the vision for tourism development in the world today and in the future, as well as a basic guideline for tourism managers related to the natural environment, built environment, and socio-cultural environment, so that they can be utilized in development to ensure that commercialization (economic) efforts are in harmony with resource conservation efforts and can still be utilized by future generations. The increasing environmental awareness among consumers also drives demand for destinations that maintain balance between ecological health, socio-cultural authenticity, and economic sustainability (Amin & Budilestari, 2025; Madya et al., 2025).

In Indonesia, sustainable tourism has evolved beyond ecological concerns to encompass socio-cultural preservation and participatory development at the community level. Empirical studies reveal that sustainable tourism planning must incorporate local wisdom, cultural values, and agricultural potential to ensure long-term viability (Sihombing et al., 2024; Soeswoyo et al., 2022). In Bali, for instance, the development of local-wisdom-based agritourism integrates agricultural landscapes, traditional culture, and environmental stewardship as a model for rural economic resilience (Ma'rurup & Rusadi, 2025; Utama et al., 2024).

In addition, the need for sustainable tourism development is also related to the increasing appreciation of consumers, who are demanding that a tourist destination pay attention to the balance between environmental and socio-cultural quality and economic development (Simatupang & Sukmadi, 2021). Tourism can provide employment and opportunities to promote culture and art for domestic tourists, and it is beneficial for honing patriotism, enhancing national discipline, and is a mult complex system with various interconnected and mutually influencing aspects (Waani, 2016).

Furthermore, sustainable tourism encourages inclusive participation and ensures that economic benefits are distributed equitably while protecting biodiversity and cultural heritage. This aligns with findings that sustainable tourism initiative particularly agritourism and eco-tourism serve as effective instruments for balancing growth with conservation (Wartini et al., 2022; Rosardi et al., 2022). These studies underscore that sustainable tourism is not merely a concept but a multidimensional framework that supports employment, cultural promotion, and community empowerment. Within this context, tourism acts as a complex system with interrelated elements influencing environmental, cultural, and economic stability, an essential paradigm for developing areas such as the Buluballea Agritourism Zone in South Sulawesi (Pujiasmanto et al., 2021; Prasiasa & Widari, 2023).

In the effort to develop agrotourism, it is first necessary to know the existing potential in the area or tourist attraction and its natural environment. The more positive the support from its natural potential and environment is toward development efforts, which can be initiated, for example, by knowing the potential/condition of the soil and land and what types of plants are suitable for cultivation and development. Beside the potential of the land, the natural environment is also crucial for the success of agrotourism development. The natural environment, which showcases authenticity, uniqueness, comfort, and

beauty, is an incredibly important asset that supports the tourism industry with its charm. It can be likened to the potential and natural environment being a magnet that attracts tourists to visit tourist destinations (Wahyudi & Yahya, 2021). However, one important thing to remember is that the tourism activities that have been developed and implemented are expected not to damage the environment (Parmawati et al., 2022). Generally, the purpose of agritourism development is to utilize agricultural activities and land as tourist attractions. Some of the objectives are to gain knowledge, experience tourism activities, and understand the forms of activities within agricultural businesses (Agumdhana & Suwardji, 2022).

In the effort to develop agritourism, it is essential first to identify the existing potential of the area—its natural environment, landscape, and agricultural characteristics. Understanding the condition of the soil, land suitability, and appropriate crop types is a foundational step in sustainable agritourism planning. The stronger the natural and environmental potential supports these efforts, the higher the chances for sustainable tourism success. Studies show that agritourism development must integrate environmental and agricultural characteristics to optimize local resources, while maintaining ecological balance (Apsari et al., 2023; Pujiasmanto et al., 2021).

Beyond agricultural capacity, the natural environment's authenticity, beauty, and comfort are critical assets that attract tourists. Agritourism sites with unique landscapes—rivers, mountains, and farmlands—create immersive experiences that connect visitors with local ecology (Djuwendah et al., 2023; Shen et al., 2020). These natural characteristics serve as a magnet for tourism and simultaneously as a reminder of the responsibility to ensure that tourism activities do not harm the environment. Research emphasizes that sustainable agritourism requires continuous evaluation of carrying capacity and environmental impact mitigation (Saputro et al., 2023; Zulgani et al., 2023).

Furthermore, agritourism aims not only to generate economic benefits but also to enhance public knowledge and provide experiential learning about agricultural practices and rural livelihoods. This dual purpose—education and recreation—encourages visitors to appreciate rural sustainability while supporting local economies (Ilvira & Arumugam, 2024; Utomo et al., 2023). Hence, the development of the Buluballea Agritourism Area should focus on optimizing natural land potential while maintaining environmental sustainability and local authenticity—ensuring a balanced, community-driven, and ecologically resilient tourism model (Ariyani & Fauzi, 2023).

Furthermore, the role of stakeholders is needed, who need to synergize with each other, including the

village government, agrotourism managers, and the surrounding community. There needs to be a shared understanding in development efforts with smoother communication and a mutual commitment to improving community well-being (Gaina et al., 2024). Research conducted by Pambudi et al. (2018) on agrotourism development strategies yielded positive impacts from ecological, economic, and social perspectives. The impacts of agrotourism development include preserving the region's natural potential and resources, increasing scientific and knowledge research activities, especially in the field of plant cultivation, supporting the promotion of superior agricultural products, serving as a center of activity for a community group, encouraging the growth and development of local community arts and culture with agricultural practices passed down thru generations, increasing farmers' and community income, creating new jobs, improving production and quality, and increasing the active participation of farmer groups and the community in developing agrotourism. Additionally, research conducted by Aridiansari et al. (2015) on the development of agrotourism in Tulungrejo Village, Batu City, East Java, yielded good strategies for the proper management of agrotourism development. One type of tourism that is economically beneficial while remaining environmentally sustainable is agritourism, as it is a travel activity that does not damage or pollute nature. The purpose of agritourism is to admire and enjoy the beauty of nature, wild animals, or plants in their natural environment, and it serves as an educational tool and an alternative for increasing income and livelihoods, as well as tapping into the economic potential of small farmers and rural communities (Junaedi et al., 2019).

Agritourism is widely recognized as a complementary activity to agriculture, allowing farmers to welcome and serve tourists and visitors on their farms (Frumkin, 2019). Agritourism is a type of special interest tourism that utilizes agricultural businesses as its main attraction. Agritourism is not merely a business that sells services to meet consumer needs for beautiful scenery and fresh air, but it can also serve as a medium for promoting agricultural products, as well as an educational tool for the community, ranging from education about business activities in agriculture to education about harmony and balance with nature. This signals opportunities for developing agribusiness product diversification, which also means it can become a new growth area for the region (Sihotang, 2024). Agritourism aims to expand knowledge, recreational experiences, and business relationships in the field of agriculture. By developing agrotourism that highlights local culture in land use, we can increase farmers' incomes while conserving land resources, as well as preserving local culture and technology (indigenous

knowledge) that are generally well-suited to their natural environmental conditions (Suhartawan, 2023).

Gowa Regency is one of the regencies located in South Sulawesi Province. This regency, situated in the southern part of South Sulawesi Province, borders 7 other regencies/cities: to the north, it borders Makassar City and Maros Regency; to the east, it borders Sinjai, Bulukumba, and Bantaeng Regencies; to the south, it borders Takalar and Jeneponto Regencies; and to the west, it borders Makassar City and Takalar Regency. Gowa Regency is located at 12° 38.16' East Longitude from Jakarta and 5° 33.6' East Longitude from the North Pole. Meanwhile, the administrative area is located between 12° 33.19' to 13° 15.17' East Longitude and 5° 5' to 5° 34.7' South Latitude from Jakarta (South Sulawesi Provincial Government, 2024). Tourism destinations in the Gowa area are developing very rapidly each year. During the pandemic period, the number of tourists in Gowa Regency totaled 788,768 people. The various tourist destinations offered include nature tourism, agritourism, and shopping tourism. One of the areas that is a prime tourist destination in Gowa Regency is Tinggimoncong. Tinggimoncong District is a tourist area located in Gowa Regency, encompassing Malino Village, Bulutana Village, Gantaran Village, Pattapang Village, Bontolerung Village, and one village, Parigi Village, where the majority of the land is mountainous in the Bawakaraeng Mountain area, suitable for farming in addition to tourism-related activities.

Tourist destinations offered in the area include cultural attractions such as the Bulu'Tana Traditional House, natural attractions such as Takapala Waterfall, Malino Forest, Takapala Waterfall, Morning Dew, Salewangan Swimming Pool, Bulu Ba'lea Waterfall, Lembanna Waterfall, Bulan Waterfall, Tonasa Waterfall, Bawakaraeng Mountain, and artificial attractions such as the Malino Highland Tea Plantation (Muhammad et al., 2021). Additionally, Tinggimoncong District is an area known for its many natural tourist attractions and cool air due to its location in a mountainous region. Because of the natural beauty of the mountains and the expanse of green pine forests, which were a unique attraction for people in the past to stop and rest in this place (Sarif et al., 2021). The cool natural conditions and, of course, the abundant water supply are very conducive to the cultivation of horticultural plants for development and utilization in the area. The presence of these objects provides an opportunity to implement tourism-based environmental management efforts, such as developing the plant cultivation area into integrated agrotourism. One effort that can be made is environmental control thru the application of agricultural conservation, such as the use of organic fertilizers and good planting patterns (Nuraeni et al., 2013). In several aspects, the tourist area in Pattapang Village still has areas that need to be

developed to become more modern. The existing tourism potential requires the community to participate in the management and development of tourism, which is expected to improve the local economy of the people around the location. The potential of the area, which has certain unique characteristics, is then developed by highlighting local wisdom values, so that it can attract tourists who can generate income thru levies for local governments and the surrounding community (Kambey et al., 2024). With the potential in the area, the Batangkaluku Agricultural Training Center (BBPP) continues to provide support so that the region can be developed further and be useful for farmers and the general public.

Buluballea, located in Tinggimoncong District, is a cool mountainous area and serves as a plantation center in Gowa Regency, South Sulawesi. This area is directly supervised by the Ministry of Agriculture of the Republic of Indonesia thru the BBPP Batangkaluku of Gowa Regency, namely the Buluballea Farmer Training Center (P4S). P4S Buluballea has paprika as its flagship product. They operate 12 greenhouses, consisting of 3 main greenhouses and 9 greenhouses in collaboration with P4S partners. Additionally, they cultivate approximately 15,000 plants, with an estimated 1,200 plants per greenhouse. They also planted supporting crops like carrots and green onions, as well as highland vegetable commodities. Specifically, this bell pepper is something that was developed for the first time outside of Java Island and professionally cultivated by farmers whose produce is intended to meet the demand in the South Sulawesi market, including international restaurants in Makassar City. Under Arifuddin's leadership, P4S accommodates various types of trade cooperation and partnerships with various educational institutions, including vocational high schools (SMK) and universities. In addition, P4S is also active in study visits and focuses on developing internship and mentoring programs for students in preparing their final research projects (P4S, 2022).

The implementation of the Buluballea Agrotourism area in Tinggimoncong District still faces several obstacles, so it is necessary to formulate an appropriate development strategy. After that, the sustainability of existing social, economic, and environmental aspects was identified to determine which aspects needed improvement and development (Arifin & Wartapa, 2021). Research on the development strategy for the Buluballea Agrotourism Area is important to ensure the well-being of the surrounding community by utilizing existing strengths and exploring potential that can be developed into an agrotourism product, which will undoubtedly benefit the local community and visiting tourists. The development of agrotourism can increase knowledge and experience for tourists, while for the

surrounding community, it can increase income by selling services or agricultural commodities, thus contributing to village development.

Of course, efforts to develop agrotourism require cooperation between several parties. Therefore, in this study, a survey of community perceptions was conducted to understand public opinion on the development of an agrotourism area involving community participation. Formulating an agritourism development strategy is important in this study to find the right approach for agritourism development policies based on the existing conditions.

## Method

The method this research is a quantitative study aimed at formulating an agrotourism development strategy in the Buluballea area, Tinggimoncong District, Gowa Regency, South Sulawesi. The research was conducted systematically to address the problem that emerged thru empirical facts, with data collection using interviews, questionnaires, and literature reviews. The research variables include environmental, economic, and socio-cultural aspects, such as agricultural intensification, community income, community participation levels, as well as community harmony and well-being. The study population includes the entire community in the area, with the sample determined using Slovin's formula. The validity and reliability of the instrument were measured using SPSS to ensure data consistency and accuracy. Data analysis was conducted descriptively, using the Multidimensional Scaling (MDS) approach to assess the sustainability of the area, as well as SWAT analysis utilizing the IFAS and EFAS matrices to formulate development strategies based on strengths, weaknesses, opportunities, and threats. This research was conducted purposively in Pattapang Village, considering accessibility, agricultural potential, and the livelihoods of the community, so that the resulting strategies are expected to be relevant and effectively applicable.

## Result and Discussion

### *The Potential of Buluballea as an Agrotourism Area*

Pattapang Village, located at an altitude of 1200-1500 meters above sea level, has a cool and stable climate year-round, which is ideal for horticultural development, including vegetables, fruits, herbs, and ornamental flowers. This area also offers natural beauty in the form of mountain panoramas, fertile valleys, and natural forests, with clean air that is a tourist attraction. Agritourism activities can include fruit picking, organic farming educational tours, garden trekking, and other educational experiences. The vast land in Pattapang

allows for the development of agricultural education and research for farmers, students, and researchers. To realize this potential, infrastructure investment, effective promotion, and collaboration between the government, community, and private sector are needed.

### *Environmental, Economic, and Socio-Cultural Characteristics*

#### *a) Environmental*

Pattapang has a cool climate, fertile soil, and biodiversity that support sustainable agriculture. The natural beauty and clean air create an ideal atmosphere for integrated agritourism and ecotourism, allowing tourists to enjoy recreation while also learning about environmental conservation.

#### *b) Economic*

The majority of the population relies on horticultural farming for their livelihood, which can be developed into participatory tourist attractions such as planting, harvesting, and processing the crops. Local products can be processed into creative industries based on agrotourism, while the community's institutional system can be used to manage community-based tourism, creating new jobs and increasing local income.

#### *c) Socio-Cultural*

The people of Pattapang still highly value the spirit of mutual cooperation, customs, and traditional farming practices, which can be used as cultural tourism attractions, including harvest rituals and local crafts. Traditional arts and local cuisine can also be combined in tourism packages, providing tourists with an educational and entertaining experience while preserving local cultural identity.

**Table 1. Sustainability Dimension Analysis**

Dimension	Sustainability Index	Sustainability Status
Environmental	59.48	Quite
Economic	63.72	Quite
Socio-Cultural	60.44	Quite
Total	61.21	Quite

Based on the results of a questionnaire administered to 100 respondents, Pattapang Village has significant potential to be developed as an agrotourism area. From an environmental perspective, the community demonstrates awareness of organic farming practices, the use of certified seeds, and land rehabilitation, with a sustainability index of 59.48. Economically, the development of agrotourism is considered to be able to increase income, create jobs, and promote creative businesses based on local products, with an index of 63.72. The socio-cultural aspect is also quite conducive, as evidenced by the padekko tradition,

the appalili ritual, and the distinctive tenteng malino cuisine that attracts tourists, with an index of 60.44. Overall, a total index value of 61.21 places the area in the moderately sustainable category, indicating that Pattapang has an environmental, economic, and cultural foundation that supports agritourism. However, it still requires strengthening infrastructure, youth participation, and community guidance for optimal, sustainable, and empowering tourism development.

### *Public Perception*

**Table 2. Respondent Characteristics**

Characteristics	Category	Frequency	Percentage (%)
Age	<20 years	8	8
	20-30 years	24	24
	31-40 years	30	30
	41-50 years	22	22
	51-60 years	10	10
	>60 years	6	6
Highest level of education	Elementary	5	5
	Junior High School	18	18
	High School	44	44
	Bachelor's Degree	25	25
	Master's Degree	6	6
	Other	2	2
Occupation	Farmer	40	40
	Self-employed	25	25
	Civil Servant	10	10
	Merchant	12	12
	Teacher	8	8
	Other	5	5

### *SWOT Matrix*

The distribution of characteristics of respondents in the Buluballea agrotourism study shows a dominance of the productive age group, namely 31-40 years (30%) and 20-30 years (24%), with significant participation from the 41-50 year old group (22%) and limited support from the younger generation <20 years (8%) and the elderly >60 years (6%). From an educational perspective, the majority of respondents have a high school education (44%), followed by a bachelor's degree (25%) and a middle school education (18%), indicating an adequate understanding of agritourism development, with significant contributions from highly educated individuals. In terms of occupation, the majority of respondents are farmers (40%) and self-employed (25%), while traders, civil servants, teachers, and others each contribute to supporting the economy, education, and area management. The combination of a productive age group, secondary to higher education backgrounds, and agrarian-based occupations and self-employment

creates optimal potential for community participation in the development of local agrotourism.

**Table 3.** SWOT Matrix

Factor	Information	Strategy
Strengths	<ol style="list-style-type: none"> <li>1. Cool and beautiful natural scenery with a mountainous landscape.</li> <li>2. Excellent agricultural commodities (strawberries, horticulture).</li> <li>3. High participation from the local community.</li> <li>4. Close to other tourist destinations (Malino, Takapala).</li> <li>5. Local culture is well-preserved and attracts tourists.</li> <li>6. Fertile land supports agricultural education.</li> <li>7. Road access is improving.</li> <li>8. Availability of local farmer groups and MSMEs.</li> <li>9. Support from the local government.</li> <li>10. Potential for collaboration with universities/research institutions.</li> </ol>	<p>SO (Strengths-Opportunities)</p> <ol style="list-style-type: none"> <li>1. Develop educational tourism packages based on local agriculture.</li> <li>2. Utilize government support and village tourism programs for supporting facilities.</li> <li>3. Collaborate with farmer groups, MSMEs, and investors for promotion and local products.</li> <li>4. Cooperate with schools/universities for educational visits and agricultural training.</li> </ol>
Weaknesses	<ol style="list-style-type: none"> <li>1. Supporting tourism facilities are still limited.</li> <li>2. There is no specific branding for agrotourism yet.</li> <li>3. Human resources are not yet trained in tourism management.</li> <li>4. Promotion is limited and not yet digital-based.</li> <li>5. Management is not yet professional.</li> <li>6. Dependence on certain seasons.</li> <li>7. Public transportation is limited.</li> <li>8. There are no integrated tourism packages yet.</li> <li>9. Local budget is limited.</li> <li>10. Risk of environmental damage and lack of tourist awareness.</li> </ol>	<p>WO (Weaknesses-Opportunities)</p> <ol style="list-style-type: none"> <li>1. Tourism management &amp; digital marketing training for the community.</li> <li>2. Developing the Buluballea agrotourism branding with local academics/content creators.</li> <li>3. Providing tourism transportation thru local business owners.</li> <li>4. Digitalizing marketing thru online platforms &amp; social media.</li> </ol>
Opportunities	<ol style="list-style-type: none"> <li>1. Post-pandemic green and educational tourism trend.</li> <li>2. Government program support (tourism villages, village funds).</li> <li>3. Potential for local products as unique souvenirs.</li> <li>4. Opportunities for collaboration with investors/private sector.</li> <li>5. Educational market from schools/universities.</li> <li>6. Digital promotion thru social media and tourism applications.</li> <li>7. Potential of natural conservation and agricultural areas.</li> <li>8. Increased interest of local tourists in nature tourism.</li> </ol>	<p>WT (Weaknesses-Threats)</p> <ol style="list-style-type: none"> <li>1. Establish a special institution (e.g., Tourism Village-Owned Enterprises) for professional management.</li> <li>2. Develop regulations and SOPs for sustainable agritourism.</li> <li>3. Conduct environmental tourism awareness campaigns and educate on tourism ethics.</li> <li>4. Diversify tourism activities to reduce dependence on the agricultural season.</li> </ol>
Threats	<ol style="list-style-type: none"> <li>1. Competition with other, better-known agritourism destinations.</li> <li>2. The impact of climate change on agricultural yields.</li> <li>3. Limited local government budget.</li> <li>4. The risk of environmental damage due to uncontrolled tourism.</li> </ol>	-

## Conclusion

Based on the research findings, it can be concluded that the Buluballea area has great potential to be developed as agrotourism thanks to its natural and cool environment, fertile agricultural land, and a community that preserves local traditions and supports community participation. Public perception is very positive, viewing agritourism as an opportunity to increase income, promote culture, expand agricultural markets, and create jobs, despite challenges such as limited facilities, a lack of human resource training, and minimal digital promotion. The appropriate development strategy is based on local potential with a participatory approach, prioritizing the utilization of strengths and opportunities (SO), overcoming weaknesses thru training, branding, and digitalization (WO), and strengthening institutions and sustainable management to address environmental, climate, and destination competition threats.

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### Author Contributions

All authors contributed substantially to the completion of this research. The first author was responsible for conceptualizing the study, designing the research framework, and drafting the manuscript. The second author conducted data collection, field observations, and interviews, as well as contributed to data analysis. The third author assisted in refining the methodology, interpreting the results, and reviewing the manuscript critically for intellectual content. All authors have read and approved the final version of the manuscript.

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### Conflicts of Interests

The authors declare that there are no conflicts of interest regarding the publication of this article. The research was conducted objectively without any influence from parties that could potentially bias the results or interpretations.

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