

Agro Tourism and Creative Economic Area Plan Based on the Potential of Nagari in Nagari Andaleh, Tanah Datar Regency

Irnawati Siregar^A, Aidil Surya Ade Putra^B, Aulia Rizki Alda^C

Abstract

The purpose of this planning is to complete the picture of tourism potential and attractiveness which has been outlined as part of the development strategy of Nagari Andaleh through the government in tourism planning in Nagari Andaleh, Tanah Datar Regency. The problem is that Nagari's natural potential has not been planned as a whole in the related government's development strategy. Data collected in the form of observational data, literature studies, interviews and documentation. Descriptive qualitative data analysis was carried out on the location of the site, identification of strategic tourism potential, and the creative economy of the people in Nagari Andaleh. The design method uses an Eco-Friendly Architecture approach. The results of the research are in the form of pictures of tourism plans and the creative economy of Nagari Andaleh based on existing potential groups.

Keywords: *Agro-Tourism, Creative Economy, Nagari Potential, Nagari Andaleh.*

INTRODUCTION

Nagari Andaleh is rich in natural resources that can be developed, especially in tourism, agriculture and creative industries. Nagari Andaleh is famous for its 400 year old Andaleh wood. Nagari Andaleh is located in Batipuh District, Tanah Datar Regency, West Sumatra Province with a Nagari area of approximately 21 square kilometers or 14.56 percent of the area of Batipuh District. Nagari Andaleh is 9 kilometers from the capital of Batipuh District and 35 kilometers from Batusangkar which is the capital of Tanah Datar Regency. The topographical condition of Nagari is at an altitude of 1,000 meters above sea level with a population of Nagari Andaleh 611 heads of households, of which approximately 200 heads of families are flower farmers spread over four jorongs, namely Jorong Jirek, Jorong Subarang, Jorong Batukadurang and Jorong Koto Changang (Merry, Siregar, & Mulyadi, 2020).

Currently, the potential of Nagari Andaleh that is well known at the local and national level is Bungo Nagari Andaleh. Where the types of flowers in Nagari have reached 183 species. The flowers that are unique to Nagari Andaleh are the chrysanthemums and the Anthurium flowers. In 2006 Nagari Andaleh received the title of the best Nagari in West

^AUniversitas Ekasakti, Padang, Indonesia, Email: siregar.irma68@gmail.com

^BUniversitas Ekasakti, Padang, Indonesia, Email: aidil66000@gmail.com

^CUniversitas Ekasakti, Padang, Indonesia, Email: auliaarchitecture2003@gmail.com

Sumatra. This success was supported by the success of the nagari government in developing the population's economy through the development of Nagari as the center of interest in West Sumatra. Nagari Andaleh in 2022, was re-elected as Nagari Agro Tourism in the West Sumatra regional strategic program by Decree of the Governor of West Sumatra, Number 556-4-2022 dated January 4, 2022 concerning the development of West Sumatra Agro Tourism Villages/Nagari

Based on the achievements and awards achieved by Nagari Andaleh, it is very possible for Nagari Andaleh to improve to make Nagari Andaleh a Nagari that can be developed into a tourist destination and improve the community's creative economy. Judging from the existing Nagari Andaleh master plan, it is the development of road facilities and infrastructure through the Tourism, Youth and Sports Office of Tanah Datar Regency. The problem in the field is that Nagari's potential has not been cultivated, which can be used as a support for introducing Nagari Andaleh to the outside world apart from Nagari Bunga's achievements.

This potential can be in the form of tourism object plans, such as; flower cultivation educational tours, Waterfall tours, agricultural and secondary crops educational tours, community creative industries that have not been marketed optimally by utilizing the Nagari Bazaar center.

METHOD

The research was conducted in the Nagari Andaleh area, Batipuh District, Tanah Datar Regency, West Sumatra Province. This location has the potential to be planned as a tourist area and creative economy marketing center. Qualitative research is carried out fairly and naturally in accordance with objective conditions in the field without data manipulation by interpreting phenomena that occur by involving various existing methods (Angito, 2018). The data collected is in the form of qualitative data obtained from field observations, interviews, documentation and literature review. Observations were made on matters related to the site such as site conditions, site size, climatic conditions on the site and vegetation site boundaries on the site, facilities and infrastructure around the site, transportation to the site, and the community's economy in the field of flower farming, agriculture and crops around the site, as well as social environmental conditions. The data analysis used in this study is in the form of a qualitative descriptive analysis using existing data.

RESULTS AND DISCUSSION

An Overview of Nagari Andaleh

Nagari Andaleh is located in Batipuh District, West Sumatra Regency, which is one of the Nagari which is famous for its flower farming. Nagari Andaleh has an area of 21 square kilometers with coordinates 100'22' 32"- 100'30'00" E and 0 23' 28"- 0 34'25" South Latitude, with an altitude of 1,000 meters above sea level, topographical the area is generally hilly and valleys (Merry, Siregar, & Mulyadi, 2020). The Nagari Andaleh area is at the foot of Mount Merapi with the north

bordering Agam Regency, the east by Nagari Sabu and Nagari Batipuh Ateh, the south by Nagari Batipuh Baruah, and the west by Nagari Paninjauan.

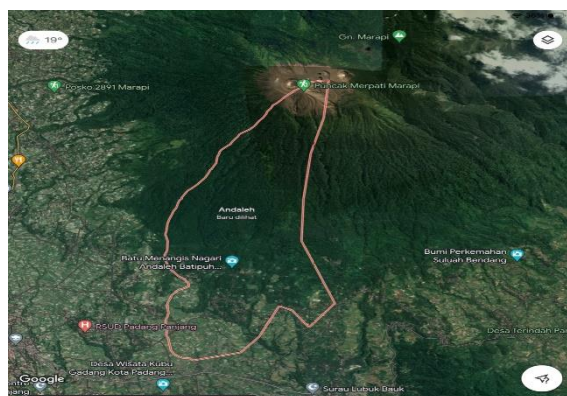


Figure 1. Administrative Map of Nagari Andaleh
Source: Google Maps

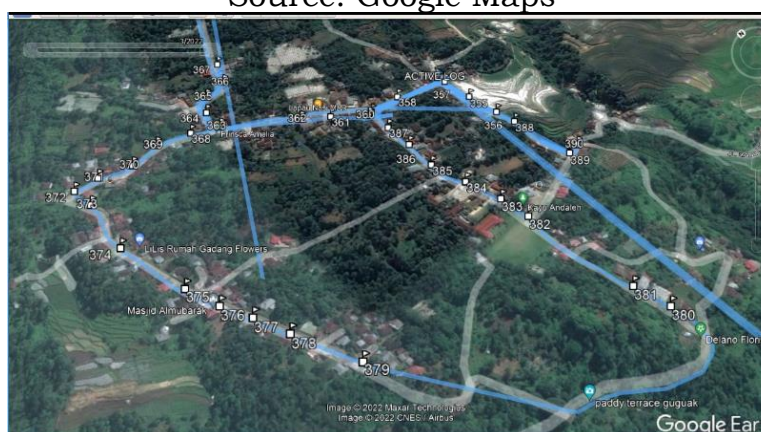


Figure 2. Tourism and Creative Economy Area Sites
Source: Google Maps

Site Layout Analysis and Plan

The layout of the site is adjusted to the potential and conditions in the field, the site consists of hills and valleys. Analysis of the site that will be used as a river and rice field tour, is located in the middle of rice fields with water sources from springs that flow from along the rice fields (Regulation of the Minister of Public Works No. 63 of 1993). The planned river tourism model and rice field tourism can have business value with good management. The concept that is carried out is the linkage of the surrounding natural environment with one of the options for developing recreational facilities (Yurbani, 2021). River and paddy field tourism sites also consider the layout of the route to the road to the site, utilizing land on the water's edge such as rivers is expected not only to look at visuals and aesthetics as parameters but also to understand the structure of the land so as not to cause environmental damage (Mulyawardani, 2017).



Figure 3. River and Paddy Field Tourism Laying Plan

Meanwhile, the sites for educational tours for flower nurseries using greenhouses are placed in several locations that have the potential to be close to tourist visitors. The placement of this greenhouse is centered on the location of the residents' agricultural land which has a large collection of flowers. The greenhouse model is planned by considering light intensity, adequate and supportive temperature, close to the center of the crowd, close to water sources and enough to meet all year round, near electrical installations and has good drainage, relatively flat site (not contoured), the land used no moving land (Usman, 2017).



Figure 4. Plans for a Flower Nursery Greenhouse

The site is for Palawija Agricultural tourism by utilizing existing agricultural land in Nagari Andaleh. The selection of this land is in accordance with the group and type of agriculture that will be used as a tourist attraction. The agricultural and palawija tourism model, in the form of agro-educational tours with management involving the participation and active participation of farmer groups as executors, besides that it also involves the government and investors/private sector (Pambudi, 2018).



Figure 5. Location of Palawija Agricultural Land



Figure 6. Location of Palawija Agricultural Land

Likewise with the historical tourism site in the form of the Andaleh Tree which is located in the Medan nan bapaneh location and is also a site with relatively flat land. This site is also used as a location for a community activity center in the form of a Bazaar Center for crops and flowers from Nagari Andaleh agricultural products. The basic argument for tourism potential, including cultural history tourism that benefits from tourism is very complex and each region has different characteristics that distinguish it from other regions. (Adi, 2017).



Figure 7. Location of Andaleh Tree and Bazaar Center



Figure 8. Andaleh tree

As for the site and layout of the community's creative industry, the site is located in each house of the creative industry-producing community. The appointment of the creative economy in supporting this tourist area on the grounds that in Nagari Andaleh there is a creative economy that is processed by the community but has not been marketed optimally. Besides that, the creative economy and the tourism tourism sector are two things that influence each other and can synergize with each other if managed properly (Suparwoko, 2010).



Figure 9. Location of Home Industry

The location of the flower garden site which has become the icon of Nagari Andaleh is located on higher ground with a height of 2 meters from the surface of the main nagari road, so this garden can be seen from a distance. The garden model is in the shape of a peacock and a garden with a pattern following the peacock's tail.



Figure 10. Flower Garden Site Plan

Site Plan Design for Each Tourism and Creative Economy

The shape of the river and rice field tourism site design is planned to follow the flow pattern of the river with a view surrounded by rice fields. The design also utilizes local wisdom in Nagari Andaleh. The form of the road pattern developed towards the tourism facility is in the form of a grid. Existing facilities on river and rice field tourism in the form of baths for children, games, gazebos and restaurants, which are equipped with green arrangements.

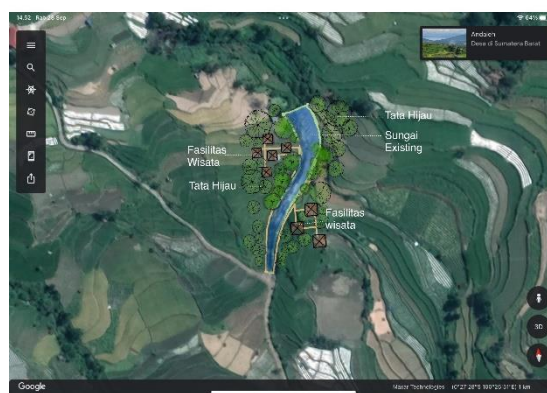


Figure 11. Site Design for River and Rice Field Tourism

Flower nursery educational tours in the form of greenhouses (greenhouses) are placed on the location of the residents' agricultural land which has a large collection of flowers. The greenhouse model is planned by considering light intensity, adequate and supportive temperature, close to the center of the crowd. Cultivating plants in a green house has the advantage of a more controlled microenvironment and uniformity of production for each plant (Usman, 2017). A connecting road from the greenhouse to the other greenhouses with a linear pedestrian walkway, which is surrounded by nursery land that is ready to be sold at bazaars and the general public.

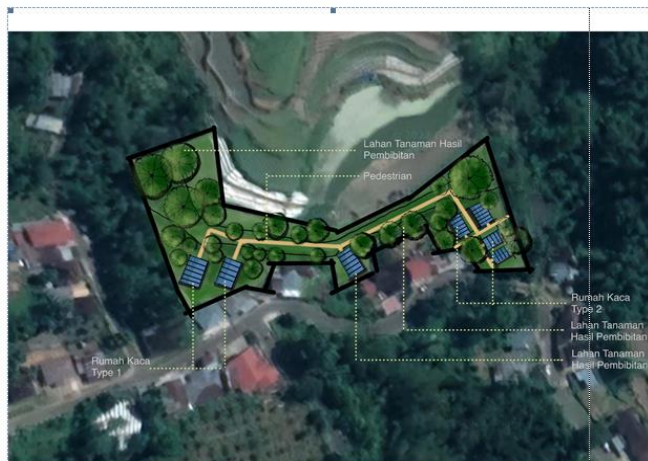


Figure 12. Design of a Flower Nursery Education Site

Agricultural and secondary crops tourism is located on the site of agricultural land with very interesting land transects, so that from a distance the agricultural area with various types of crops with beautiful views.



Figure 13. Design of Agriculture and Palawija Tourism Sites

Andaleh Tree Historical Tour and Nagari Andaleh Creative Economy Bazaar Center is located adjacent to Andaleh Wood. The bazaar center is equipped with creative educational children's playroom facilities with traditional games that are almost extinct. These games include; football, baseball, hide and seek, swings, seesaw, tunnels, slides, hanging ropes, playing marbles, marbles, ging gong, catfish hide, congklak and so on (Siregar, 2020).



Figure 14. Andaleh Tree Tourism Site Design and Creative Economy Bazaar

The Nagari Andaleh flower garden tour is located in a residential location for flower farmers, where the flowers that are used as flower gardens are the results of the flower farming of residents around the garden from nurseries through greens, because green houses can regulate stable temperature and humidity (Zulfa, 2017). The grouping of flowers planted depends on the type and color of the flowers.

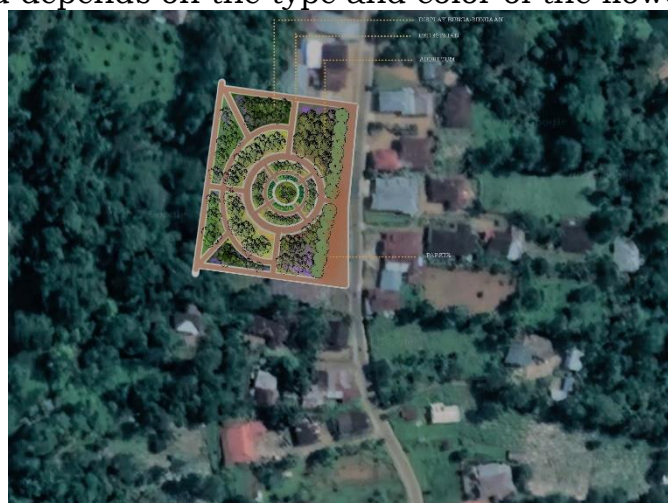


Figure 15. Andaleh Nagari Flower Park Tourism

Masterplan

The master plan for agro-tourism and creative economy areas is designed to follow the pattern and contours of the land that make up the regional plan. Nagari potential that supports places that will become agro-tourism areas and creative economy sales centers. The shape of the planned river and rice field tourism sites follows the flow pattern of the river with a view surrounded by rice fields. The site form of the flower nursery education tour is in the form of a greenhouse (greenhouse) placed on the location of the residents' agricultural land. The shape of the agricultural and secondary crops tourism site is located on an agricultural land footprint with very interesting land transects, so that from a distance the agricultural area with various

types of crops with beautiful views. The tourist site of the History of the Andaleh Tree and the Nagari Andaleh Creative Economy Bazaar Center are placed adjacent to Andaleh Wood. The shape of the tourist site of the Nagari Andaleh flower garden is located in a residential location for flower farmers, with the grouping of flowers planted according to the type and color of the flower.

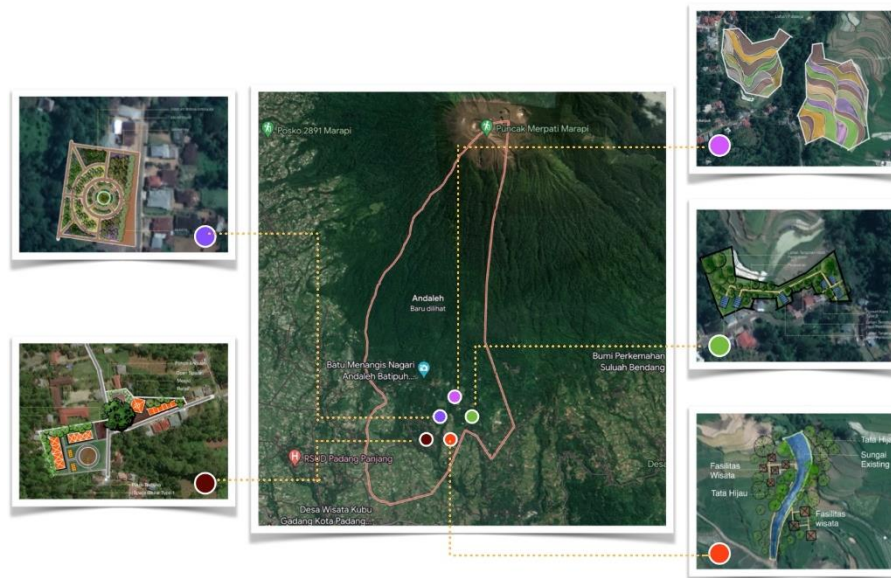


Figure 16. The Master Plan for the Agrotourism Area and Creative Economy Based on Nagari Potential

CONCLUSION

The design of the river and rice field tourism sites follows the flow pattern of the river with a view surrounded by rice fields. For flower nursery educational tours, greenhouses are made taking into account light intensity, sufficient temperature. Agricultural and secondary crops tourism is located on the site of agricultural land with very interesting land transects, so that from a distance the agricultural area with various types of crops with beautiful views. The Andaleh Tree History Tour and the Creative Economy Bazaar Center are placed adjacent to the Andaleh Wood and the Bazaar Center which is equipped with creative educational children's playroom facilities. Meanwhile, the site for the Nagari Andaleh flower garden tour is located in a residential location for flower farmers, with the flowers planted grouped according to the type and color of the flowers.

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