

Orange Agro-Edutourism Development Strategy in Samar Village: An Effective and Appropriate Approach to Improve the Local Economy

Moh. Pebrianto[♥], Yayuk Yuliati, and Asihing Kustanti

Department of Sociology, Faculty of Agriculture, Brawijaya University, Malang, Indonesia

[♥]Corresponding author email: mohpebrianto@student.ub.ac.id

Article history: submitted: July 16, 2024; accepted: June 18, 2025; available online: July 28, 2025

Abstract. The Citrus Agroedutourism in Samar Village is an effort to optimize local potential by integrating agricultural education with community-based tourism. Despite its strong appeal, this destination faces several challenges, including weak management, limited digital promotion, a shortage of skilled human resources, and inadequate infrastructure. This study aims to analyze the most effective and appropriate development strategies to support sustainable local economic growth. This research adopts a mixed-method approach, with data collected through in-depth interviews, field observations, documentation, and literature review. Data were analyzed using thematic analysis to identify core themes from participant narratives, which were then mapped into a qualitative SWOT quadrant to formulate context-based development strategies. The findings indicate that Samar Village's main strengths lie in its unique citrus commodity, strong community involvement, and educational tourism appeal. However, weaknesses such as limited expertise, minimal promotion, and financial constraints hinder development. The recommended strategies include human resource training, infrastructure improvement, digital branding enhancement, and multi-stakeholder collaboration involving the village government, BUMDes, and youth organizations. The study concludes that citrus-based agroedutourism has strong potential to serve as a model for sustainable village development that effectively contributes to improving community welfare. These findings offer important managerial implications, including the need for strategic planning based on local potential, institutional capacity building, and the integration of environmental sustainability, community empowerment, and educational tourism promotion.

Keywords: agroedutourism; development; orange tourism

INTRODUCTION

Agroedutourism is a development of agrotourism that connects product agriculture, tourism, education, and maintenance methods so that tourist attractions remain sustainable and develop better (Hartati et al., 2020). Agroedutourism is a driving factor for economic figures in Indonesia due to internal and external factors, so that agroedutourism can be an added value in the sustainable development of a village (Ciolac et al., 2019), especially Samar Village with the potential for picking oranges as a local commodity. "Samar Village is located in Pagerwojo District, Tulungagung Regency, with a district area of 754 hectares (BPS Kabupaten Tulungagung, n.d.). This is presented in Figure 1 Tulungagung Regency, where Pagerwojo District is one of the larger areas compared to other districts in Tulungagung Regency. Economically, the

majority of Tulungagung's population works in the agricultural sector, producing rice, corn, vegetables, and there is also agro-tourism in several areas of Tulungagung Regency (BPS Kabupaten Tulungagung, 2024).

Samar Village is one of the villages in Pagerwojo District that has an orange picking agro-education tourism called Citrus Tourism (Apriadi et al., 2023). Orange picking products in Tulungagung Regency are also divided into 2 types of oranges, including; Pamelor oranges in 2021 amounted to 1,015, in 2022 there were 199, then there were Siamese oranges or tangerines in 2021 amounting to 393 007, in 2022 amounting to 321 098 (BPS Kabupaten Tulungagung, 2024). Some of the obstacles that exist in citrus picking agro-edutourism in Samar Village, including; The vacuum of agro-edutourism for Citrus Tourism due to the impact of Covid-19, the lack of governance of the



management structure of tourist attractions, the lack of branding of tourism promises, the lack of human resources for tourism managers, the lack of funds to support the development of tourist attractions from the village, and the lack of maximum facilities and infrastructure to support the Citrus Tourism attraction in Samar Village. Some of the problems that exist in the Orange Tourism require complex solutions and solutions, this

is intended so that the problems that occur can be solved properly according to the existing problems. Therefore, a solution that can be used as a solution to these problems is to make a rearrangement plan and a branding plan for agroedutourism promotion, which is adjusted to the needs and problems of the destination by making the right and effective strategy for the development of Orange Tourism agro-education in Samar Village.



Figure1. Tulungagung Regency (Source: BPS Tulungagung Regency 2024)

The right and effective strategy for the development of Orange Tourism agroeducation in Samar Village involves several things, including identification of local potential, infrastructure improvement, and educational tourism programs. Ongoing training in citrus agriculture and processing, as well as digital branding and promotion, will help promote the destination widely.

Partnerships with various parties, such as communities, institutions, village governments, and business networks will support further development, while sustainable management and environmental preservation ensure that the sustainability of the destination can run as it was before (Djuwendah et al., 2023). These steps aim to make Orange Tourism an optimal agro-

edutourism destination that is able to support a sustainable economy, in accordance with the focus of the SDGs which is divided into 4 parts, including: *People*, *Planet*, *Prosperity*, and *Partnership* are needed for sustainable village development in this agro-edutourism (Sari, 2023).

The concept of an appropriate agro-edutourism development strategy is tailored to the needs of the Orange Tourism destination to optimize local potential and promote sustainable economic development in Samar Village. The optimization of this strategic concept is also expected to enhance

the economic value of the village community. As shown in Figure 2 Tulungagung Regency Economic Growth 2023, the economic growth of Tulungagung Regency experienced a decline starting in 2019 and began to recover by 2022, reaching 5.22% of the Gross Regional Domestic Product (GRDP) in 2022. This achievement was supported by improvements across almost all sectors, including employment, education, and infrastructure, which had contracted in 2021 but showed recovery in 2022 (BPS Kabupaten Tulungagung, 2022).



Figure2. Tulungagung Regency Economic Growth 2023. (Source: BPS Tulungagung Regency 2024).

Previous studies have widely discussed the development of village potential through the agrotourism sector. Jimad et al. (2022) highlighted the importance of training and mentoring to strengthen Tourism Awareness Groups (Pokdarwis) in encouraging local

economic growth. Isro et al. (2022) explored the utilization of citrus agrotourism post-COVID-19. Ridzal et al. (2023) emphasized the use of digital branding to enhance product competitiveness. Arahmah et al. (2023) demonstrated that managing citrus-picking

tourism destinations can improve social welfare in Selorejo Village. Meanwhile, [Saputra & Mujahiddin \(2021\)](#) attempted to integrate the refugia system and honeybee cultivation in the development of sociopreneur-based agrotourism. [Octavia et al. \(2021\)](#) focused on strengthening promotional media through the creation of brochures and websites to support village tourism promotion. [Wijaksana & Pramulya \(2024\)](#) applied a logistics approach through Vendor Managed Inventory (VMI) strategies in the distribution of citrus harvests. [Kasmin et al., 2023](#)) Managed Inventory (VMI) strategies in the distribution of citrus harvests. Kasmin used the Location Quotient (LQ) and Dynamic Location Quotient (DLQ) methods to analyze superior horticultural commodities. However, these studies mainly focused on technical, economic, and promotional aspects without thoroughly exploring the local village's potential as a fundamental basis for planning educational and sustainable tourism. In other words, there is a research gap in the form of the absence of an approach that integrates local potential, educational values, and community empowerment in a unified framework for developing agro-edutourism-based village tourism. This is crucial because tourism should not only serve as a tool for economic growth but also as a means of education and preservation of local values. In response to this gap, this study offers a novelty by developing a strategy for agro-edutourism based on local potential in Samar Village, combining elements of nature, culture, and community education. Therefore, this study seeks to address the following research question: "How can a local potential-based agro-edutourism development strategy be implemented in Samar Village to support sustainable tourism development and improve community welfare?" To answer this question, the study employs the Sustainable Development theory by Gro Harlem Brundtland as presented in the report *Our Common Future* ([UN. Secretary-General World Commission on Environment and Development, 1987](#)). This theory emphasizes the importance of development that meets the

needs of the present without compromising the ability of future generations to meet their own needs. In the context of village tourism development, it provides a framework for designing environmentally friendly and community-based tourism activities that promote sustainable well-being. Therefore, the focus of this community service initiative is not only to enhance tourism attractiveness but also to empower local communities through educational approaches aligned with the character and potential of Samar Village. Based on the above explanation, this study aims to analyze how the development strategy of citrus-based agro-edutourism in Samar Village can serve as an effective and appropriate approach to improving the local economy.

METHODS

This study adopts a mixed-method approach, combining qualitative and quantitative methods to obtain a comprehensive understanding of the strategy for developing village tourism in Samar Village, Pagerwojo Sub-district, Tulungagung Regency. This approach was chosen because it allows the researcher to explore in-depth, contextual social phenomena through qualitative techniques, while also utilizing SWOT analysis as a structured, strategic tool to complement findings quantitatively ([Creswell, 2007](#)). By integrating these methods, the research presents a holistic depiction of the opportunities, challenges, and development potential of the village-based tourism program.

The study was conducted in the orange agro-edutourism area of Samar Village, selected purposively as it serves as the focal point for community-based tourism development centered on agricultural potential. The research was carried out over a five-month period from January to May 2024 and continued until the point of data saturation, when no new information emerged from participants ([Rahman et al., 2022](#)).

Data collection techniques included in-depth interviews, field observation, documentation, and literature review ([Addington-hall, 2007](#)). Interviews were conducted with participants directly involved in the management and planning of the tourism area. Observations were conducted on-site to capture actual community interactions and tourism activities. Additional data such as photographs, written village documents, and field reports were used as documentation. Literature sources included academic journals, books, and official village planning documents to support contextual and theoretical understanding.

The data consisted of both primary and secondary sources. Primary data were obtained from interviews, field observations, and direct documentation, while secondary data came from village development documents, statistical records, official reports, and published references relevant to village development.

Informants were selected using purposive sampling, with criteria focusing on their direct involvement and knowledge of tourism development in Samar Village. The participants included one Village Head of Samar who provided perspectives on village policy and the overall tourism vision, two members of the Village Consultative Body (BPD) who offered insight into village governance and decision-making processes, two representatives from local youth organizations who shared the role of young people in organizing and promoting tourism events, and four residents living near the tourism site who described firsthand experiences and the impacts of tourism on their social and economic lives. These nine informants were selected because of their diverse perspectives and critical roles in shaping the tourism landscape in Samar Village, which was essential in answering the research questions holistically.

The qualitative data were analyzed using thematic analysis techniques based on Creswell's (2012) framework. This included

transcribing interviews and field notes, conducting open coding to identify meaningful data units, organizing codes into categories and themes, and interpreting the themes within the local social and cultural context. The process was carried out iteratively to ensure depth and accuracy in analysis. To ensure the credibility of findings, data triangulation was used across sources and methods ([Miles & Huberman, 1994](#)).

To complement the thematic findings, the study also employed a qualitative-descriptive SWOT analysis. This analysis was not used as a quantitative measurement tool but rather as a strategic framework informed by the narratives and lived experiences of participants. Factors of strength, weakness, opportunity, and threat were identified through the coded qualitative data and descriptively weighted to determine the strategic position of Samar Village. This approach remains consistent with the qualitative paradigm while providing practical, context-based strategy recommendations for sustainable tourism development ([Wijaksana & Pramulya, 2024](#)).

RESULTS AND DISCUSSION

Based on field observations, interviews with the management, and discussions with village officials and the Karang Taruna youth group, information was obtained that reflects the actual condition of the Citrus Agrotourism in Samar Village. This information was then analyzed using the SWOT approach (Strengths, Weaknesses, Opportunities, Threats) to understand the strengths, weaknesses, opportunities, and threats ([Mardiyana et al., 2022](#)) faced in the development of this agrotourism initiative. The results of the analysis are presented in detail in [Table1](#) SWOT Analysis of Citrus Agroedutourism Jeruk-Jeruk in Samar Village and visualized in [Chart1](#). SWOT Quadrant diagram, which maps the strategic position of the agrotourism based on the findings from the field.

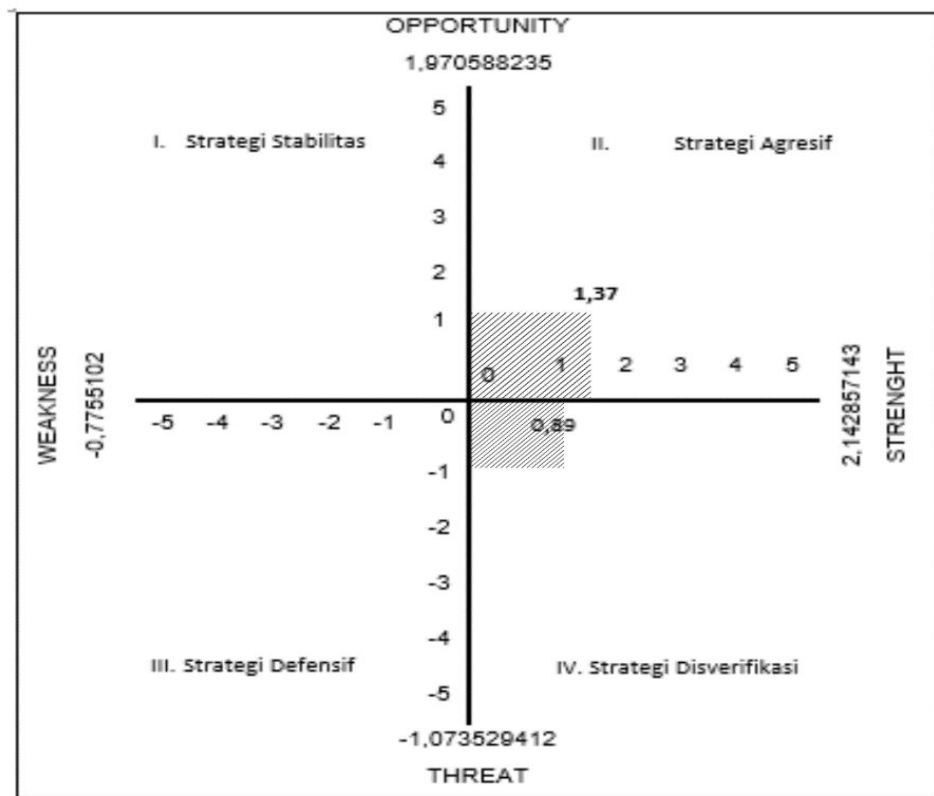


Chart1. SWOT Quadrant diagram (Source: Researcher Note, 2024)

SWOT Analysis of Citrus Agroedutourism

<p>Strengths:</p> <ul style="list-style-type: none"> a. Built in 2019 b. Located in Samar Village c. Highland area d. Potential for great local destinations e. Village-owned land f. Types of oranges vary g. Orange picking experience h. Gazebo at strategic points i. Toilet and prayer room facilities j. Instagramable photo spot k. Cafe with food and drinks l. Affordable admission m. Managed by BUMDes and youth organizations 	<p>Weaknesses:</p> <ul style="list-style-type: none"> a. The COVID-19 pandemic halted activity b. Unmanaged and vacant land c. Limited funds and human resources d. Inefficient management e. Lack of governance and oversight f. Lack of branding and promotion
<p>Opportunities:</p> <ul style="list-style-type: none"> a. Improving infrastructure 	<p>Threats:</p> <ul style="list-style-type: none"> a. The COVID-19 pandemic halted activity

<ul style="list-style-type: none"> b. Educational and interactive programs c. Promotion and branding strategies d. HR training and development e. Cooperation with local communities f. Transparent financial management g. Implementation of sustainable practices h. Regular feedback and evaluation 	<ul style="list-style-type: none"> b. Unmanaged and vacant land c. Limited funds and human resources d. Inefficient management e. Lack of governance and oversight f. Lack of branding and promotion
---	---

Table1. SWOT Analysis of Citrus Agroedutourism Jeruk-Jeruk in Samar Village (Source: Researcher's Note, 2024)

1. Strength

Jeruk-Jeruk Agroedutourism, established in 2019 and located in Samar Village, is a promising destination in a mountainous area with village-owned agricultural land ([Apriyadi et al., 2025](#)). Various types of oranges grown here are the main attraction for visitors. One unique experience offered is picking oranges directly from the trees and taking the fruit home by paying according to the market price. A visitor stated, "The experience of picking oranges directly from the tree and taking the fruit home makes visitors feel more involved and provides direct education about sustainable farming." This experience not only gives satisfaction to visitors but also educates them about orange cultivation and sustainable agriculture ([Tay et al., 2024](#)).

Although Jeruk-Jeruk Agroedutourism has not been officially opened, the location has already attracted several tourists who enjoy the available facilities. Besides oranges, there are also other plant gardens such as cassava, various types of tubers, California papaya, and medicinal plants like ginger, turmeric, and galangal, which add educational value and enrich visitors' experiences by showcasing the richness of local flora. The facilities provided are designed for visitor comfort, including

gazeboes strategically scattered around, restrooms, a prayer room (mushola), Instagrammable photo spots, and a café offering food and beverages. Entrance tickets and parking fees, which are very affordable (IDR 4,000 - 5,000), are used for facility maintenance and development. The management is handled by the Village-Owned Enterprise (BUMDes) together with a local youth organization, ensuring professional and responsible management aimed at providing economic benefits to the community while preserving environmental sustainability ([Nugraheni et al., 2025](#)).

2. Weakness as well as Threat

Several weaknesses have been identified in the Orange Agroedutourism in Samar Village, including the significant impact of the COVID-19 pandemic, which lasted for approximately two years and caused a complete halt to agroedutourism activities ([Kawęcki, 2022](#)). This stoppage left the tourist land unmanaged and empty, making restoration efforts very difficult. One of the managers explained, "With only 4 administrators available, managing an area of approximately 2 hectares without adequate funding is very challenging, especially considering the limited BUMDes funds and village budget." This condition complicates optimal land management and restoration. Moreover, poor governance has led to a

decline in the quality of services, cleanliness, and security. Lack of strict supervision has the potential to cause environmental damage (Wen & Zhang, 2022), such as scattered garbage, which hinders the maintenance and development of facilities. This situation affects visitor comfort and the sustainability of the local ecosystem, which is a main attraction of the agroedutourism.

The absence of strong branding and promotion makes it difficult for this agroedutourism to compete and gain wider recognition, resulting in low visitor numbers and income. Without effective marketing strategies, the tourism potential remains underutilized (Adam et al., 2023), and visitors mostly come from the local area. This also reduces investment opportunities and recognition from the government or related institutions that could provide assistance in tourism development. Limited human resources in management are another major factor hindering the development (Rezaei et al., 2021) of this agroedutourism. Declining service quality, lack of innovation, and limited educational and interactive programs are direct consequences of the shortage of skilled personnel and insufficient training (Ding et al., 2023). A local community member stated, “We lack skilled workers and adequate training, making it difficult to develop effective educational programs and marketing strategies.” In addition, limited funding is a significant obstacle to developing

adequate infrastructure and supporting facilities (Rukmana et al., 2023). This results in inadequate conditions for facilities such as parking areas, toilets, and rest spots, lowering visitor comfort. Funding constraints also limit promotional and marketing efforts, which impact tourist numbers and revenue, thereby hampering ongoing development and maintenance.

The lack of supporting facilities also affects accessibility, especially for tourists with special needs (Sisto et al., 2022). This reduces the inclusivity of the destination and lowers its appeal to various visitor segments. These conditions lead to a decrease in visitor numbers and revenue, which in turn hampers further maintenance and development. Visitor dissatisfaction due to inadequate facilities may result in negative reviews, adversely affecting the reputation of the agroedutourism.

Overall, these challenges highlight the need for close collaboration between the local community, village government, the Village-Owned Enterprise (BUMDes), and other stakeholders. Collective support is crucial to improve management, infrastructure, promotion, and service quality sustainably. With well-organized joint efforts and adequate resources, Orange Agroedutourism can optimally develop and provide positive contributions not only to the local economy but also to environmental preservation and the welfare of the Samar Village community.

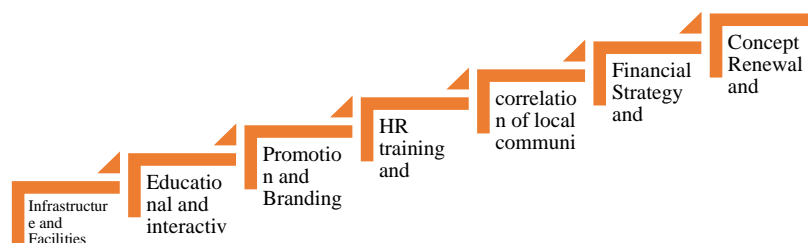


Chart 2. Analysis of opportunities in Orange Tourism (Source: researcher, 2024)

3. Chance

Presented in [Chart2](#) is the explanation of the problems above and the opportunities needed from the restructuring plan of Jeruk-

Jeruk agro-edutourism. Various important strategies must be implemented to enhance the attraction, quality of visitor experience, as well as economic and environmental contributions. The first step is to improve

infrastructure and facilities, such as building or renovating parking areas, restrooms, rest areas, and walkways, as well as ensuring accessibility for visitors with special needs. Additionally, educational and interactive programs need to be developed by organizing activities such as fruit picking, agricultural workshops, and guided garden tours to provide educational value to visitors. One visitor stated, “I really enjoyed the opportunity to pick fruit myself; it made the visit more memorable.” Promotion and branding strategies must also be strengthened by creating a strong and consistent brand and utilizing social media, websites, and partnerships with travel agents to boost promotion.

Human resource training and development are very important by providing training in tourism services, agribusiness management, and the latest agricultural techniques, as well as increasing the number of competent workers (Kumar et al., 2025). Cooperation with the local community must

also be reinforced by involving them in managing and operating the tourist site and by using local products and services to support the village economy (Hariyadi et al., 2024).. Transparent and efficient financial management is also necessary by implementing a good financial system to manage income and expenses and allocate funds effectively (Shang et al., 2023). Furthermore, the application of sustainable practices in managing the gardens and tourism facilities is essential to preserve the environment, including the use of renewable energy and proper waste management. Lastly, visitor feedback should be collected regularly, and periodic evaluations of operations and facilities should be conducted to continuously improve service quality. By implementing these strategies, Jeruk Tourism is expected to become an attractive, educational, and sustainable agro-edutourism destination that provides great benefits to visitors and the local community.



Chart 3. Opportunities for branding plans to promote Orange Tourism destinations
(Source: Researcher note, 2024)

Chart 3 presents the opportunities to enhance branding and promotion plans for

Jeruk Agroedutourism. Several important strategies must be implemented. First, build a

strong brand identity by creating an attractive logo and slogan, as well as using consistent colors and designs on all promotional materials. The use of social media platforms such as Instagram, Facebook, Twitter, and YouTube is vital for sharing engaging content like photos, videos, and stories about activities at Jeruk Tourism, while using relevant hashtags and social media campaigns to boost interaction. An informative and easy-to-navigate website that provides complete information about the tourist site, offered activities, event schedules, and online booking features is also crucial. Collaborating with influencers and bloggers can increase visibility by having them visit and write about their experiences at the site. Promotion through traditional media such as local newspapers, magazines, radio, and television helps reach a wider audience, while participation in tourism exhibitions, festivals, and community events can attract visitors. Loyalty programs and discounts for repeat visitors, as well as promotional packages for groups, schools, and organizations, can increase visitation numbers. Collaboration with travel agents and hotels to offer tour packages that include visits to Jeruk Tourism is also important, along with providing them with information and promotional materials. Additionally, creating educational and informative content about orange cultivation, the health benefits of oranges, and sustainable farming techniques through blogs, videos, and infographics can attract potential visitors. Finally, collecting and showcasing positive testimonials from previous visitors helps build trust, while feedback is used to continuously improve the experience and services offered. One visitor expressed, "Reading testimonials made me more confident to come here because it shows this place is well-loved and well-managed." With these strategies, Jeruk Agroedutourism can effectively enhance branding and promotion, attract more visitors, and provide a memorable and educational experience.

CONCLUSION

The development strategy of citrus-based agro-edutourism in Samar Village has proven to be an effective and appropriate approach in supporting the improvement of the local economy. This strategy is based on the optimization of local potential, particularly through the integration of educational tourism activities and orange cultivation, which offers interactive experiences such as fruit picking, agricultural training, and hands-on learning in the field. The implementation of this strategy is strengthened by active community involvement, utilization of village-owned assets, and collaboration between the Village-Owned Enterprises (BUMDes), youth organizations, and the village government. Field data analysis supported by SWOT mapping indicates that Samar Village possesses significant strengths, including a strategic location, diversity of citrus varieties, and strong community enthusiasm. However, several weaknesses were also identified, such as limited human resources, weak branding and digital promotion, and suboptimal infrastructure. These challenges can be addressed through structured training programs, strategic branding initiatives, and improvements in physical facilities in line with the principles of sustainable development. In addition, the integration of local wisdom and environmental preservation into the tourism experience helps strengthen the village's identity and supports long-term sustainability. The citrus-based agro-edutourism development in Samar Village holds great potential as a model for sustainable rural development. Through community capacity building, collaborative promotion, and the utilization of local uniqueness, the village can continue to build a resilient and inclusive tourism-based economy.

This study has several limitations. It was conducted within a limited time frame and focused solely on Samar Village. Moreover, the SWOT analysis applied was qualitative in nature and would benefit from further

validation using broader quantitative methods. Therefore, future research is recommended to expand the scope to other villages with similar agro-edutourism models and to use longitudinal data to evaluate long-term impacts on the local economy.

REFERENCES

- Adam, M., Putra, T. R. I., & Ibrahim, M. (2023). Marketing Strategy for Tourism Potential in the Framework of Regional Development as a Tourist Destination. *Indatu Journal of Management and Accounting*, 1(1), 12–20. <https://doi.org/10.60084/ijma.v1i1.81>
- Addington-hall, J. M. (2007). Research Methods in Palliative Care. In *Research Methods in Palliative Care* (pp. 1–10). Oxford University Press. <https://doi.org/10.1093/acprof:oso/9780198530251.003.0001>
- Apriadi, D. W., Meiji, N. H. P., Widiyanto, A. A., Berlian, A. C. L., Ningtyas, A. P. D. C., Wardani, D. J., Nadhifah, F., & Pebrianto, Moh. (2023). Pendampingan Masyarakat sebagai Edukator dan Pengelolaan Pariwisata Berbasis Ekowisata di Desa Samar Kecamatan Pagerwojo Kabupaten Tulungagung. *I-Com: Indonesian Community Journal*, 3(3), 1018–1030. <https://doi.org/10.33379/icom.v3i3.2887>
- Apriyadi, D. W., Pratama Meiji, N. H., Widiyanto, A. A., Cahyaning Lintang Berlian, A., Putri Dwi Candra Ningtyas, A., Jaya Wardani, D., & Pebrianto, M. (2025). Optimalisasi Branding Agroeduwisata Jeruk-Jeruk Desa Samar Kecamatan Pagerwojo Kabupaten Tulungagung Guna Menuju Desa Wisata. *Aksiologi: Jurnal Pengabdian Kepada Masyarakat*, 9(1). <https://doi.org/10.30651/aks.v9i1.16637>
- Arahmah, A. R., Hariyono, S., & Munif, A. (2023). Agrowisata Dampak Optimalisasi Pengembangan Destinasi Agrowisata Petik Buah Jeruk Terhadap Kesejahteraan Sosial Masyarakat. *E-SOSPOL*, 10(4), 357. <https://doi.org/10.19184/e-sospol.v10i4.43031>
- BPS Kabupaten Tulungagung. (n.d.). *Luas Wilayah dan Keterangan Umum Menurut Desa Kecamatan Pagerwojo, 2016*. <https://Tulungagungkab.Bps.Go.Id/Id/Statistics-Table/1/Mjg1NyMx/Luas-Wilayah-Dan-Keterangan-Umum-Menurut-Desa-Kecamatan-Pagerwojo-2016.Html>
- BPS Kabupaten Tulungagung. (2022). *Pertumbuhan Ekonomi Kabupaten Tulungagung 2022*. <https://Tulungagungkab.Bps.Go.Id/Id/Pressrelease/2023/07/10/48/Pertumbuhan-Ekonomi-Kabupaten-Tulungagung-2022.Html>
- BPS Kabupaten Tulungagung. (2024). *Kabupaten Tulungagung dalam Angka* (Vol. 41). BPS Kabupaten Tulungagung.
- Ciolac, R., Adamov, T., Iancu, T., Popescu, G., Lile, R., Rujescu, C., & Marin, D. (2019). Agritourism-A Sustainable Development Factor for Improving the ‘Health’ of Rural Settlements. Case Study Apuseni Mountains Area. *Sustainability*, 11(5), 1467. <https://doi.org/10.3390/su11051467>
- Creswell, J. W. (2007). *Qualitative Inquiry & Research Design Choosing Among Five Approaches*. Sage Publications. <https://revistapsicologia.org/public/formato/cuali2.pdf>
- Ding, M. J., Jie, F., Sisombat, S., & Bandlamudi, B. S. (2023). Impact of the Skill Shortage on the Construction Supply Chain Performance in Australia. *Civil Engineering Journal*, 9(2), 356–371. <https://doi.org/10.28991/CEJ-2023-09-02-08>
- Djuwendah, E., Karyani, T., Wulandari, E., & Pradono, P. (2023). Community-Based Agro-Ecotourism Sustainability in West Java, Indonesia. *Sustainability*, 15(13), 10432. <https://doi.org/10.3390/su151310432>

- Hariyadi, B. R., Rokhman, A., Rosyadi, S., Yamin, M., & Runtiko, A. G. (2024). The Role Of Community-Based Tourism In Sustainable Tourism Village In Indonesia. *Revista de Gestao Social e Ambiental*, 18(7). <https://doi.org/10.24857/rgsa.v18n7-038>
- Hartati, E., Kallau, N. G. H., Lay, W. A., Datto, T. D., Sulistjo, E. D., Kleden, M. M., & Rosnah, U. (2020). *Membangun Agroeduwisata Berbasis Sistem Pertanian Terpadu Zero Waste di Lahan Kering* (2020, Ed.). Uwais Inspirasi Indonesia : Jawa Timur.
- Isro, Y., Itteridi, V., & Iskandar, I. (2022). Optimalisasi Produk dan Pemasaran UMKM Agrowisata Jeruk Gerga Desa Gunung Agung. *Jurnal Pengabdian Dharma Wacana*, 3(3), 218–226. <https://doi.org/10.37295/jpdw.v3i3.348>
- Jimad, H., Nangwi, Y., & Mardiana, N. (2022). Optimalisasi Peran Kelompok Sadar Wisata Untuk Meningkatkan Perekonomian Masyarakat Desa. *Jurnal Pengabdian Kepada Masyarakat Sakai Sambayan*, 6(1), 32. <https://doi.org/10.23960/jss.v6i1.331>
- Kasmin, Muh. O., Helviani, H., & Nursalam, N. (2023). Identifikasi Komoditas Hortikultura Basis dalam Perspektif Pertanian Berkelanjutan di Kabupaten Kolaka, Indonesia. *Agro Bali : Agricultural Journal*, 6(1), 211–217. <https://doi.org/10.37637/ab.v6i1.1043>
- Kawęcki, N. (2022). The Impact of the COVID-19 Pandemic on Agritourism. *Annales Universitatis Mariae Curie-Sklodowska, Sectio B – Geographia, Geologia, Mineralogia et Petrographia*, 77, 45–54. <https://doi.org/10.17951/b.2022.77.0.45-54>
- Kumar, S., Chand, P. K., Sharma, L., & Thakur, P. (2025). *Human Resources and Community Development in Sustainable Agriculture* (Issue 1). <https://sabm.scholix.in/>
- Mardiyana, Moh., Ihsan, M., Adrial, Parida, H., Sidiq, S., & Hidayat, T. (2022). A SWOT (Strength Weakness Opportunity and Threat) Analysis as a Strategy to Enhance Competitiveness. *International Journal of Management Science and Application*, 1(1). <https://doi.org/10.58291/ijmsa.v1n1.8>
- Miles, M. B., & Huberman, A. M. (1994). *Qualitative Data Analysis*.
- Nugraheni, T. S. R., Utami, E. R., & Utami, T. P. (2025). The Portrait of Challenges and Strategies of Village-Owned Enterprise in Achieving SDGs: The Perspective of Sustainable Development. *Journal of Accounting and Investment*, 26(2), 548–578. <https://doi.org/10.18196/jai.v26i2.26741>
- Octavia, A., Ratnawati, R., Kurniawan, D., & Sriayudha, Y. (2021). Pembuatan Media Promosi Dan Sosialisasi Tentang Mutu Jeruk Gerga Kerinci Di Desa Lolo Gedang Kabupaten Kerinci. *Jurnal Karya Abadi*, 5(2), 209–212. <https://doi.org/https://doi.org/10.22437/jkam.v5i2.15258>
- Rahman, A., Sari, N. M. W., Fitriani, Sugiarto, M., Sattar, Abidin, Z., Irwanto, Nugroho, A. P., Indriana, Ladjin, N., Haryanto, E., Amame, A. P. O., Ahmadi, & Alaslan, A. (2022). *Metode Penelitian Ilmu Sosial*. Widina Bhakti Persada Bandung.
- Rezaei, F., Khalilzadeh, M., & Soleimani, P. (2021). Factors Affecting Knowledge Management and Its Effect on Organizational Performance: Mediating the Role of Human Capital. *Advances in Human-Computer Interaction*, 2021, 1–16. <https://doi.org/10.1155/2021/8857572>
- Ridzal, N. A., Hasan, W. A., Mahmuda, D., Mustaqim, F., Rakhman, A., & Octaviani, V. (2023). Pengenalan Pemasaran Digital untuk Pengembangan Potensi Wisata Agro Jeruk Lasembangi Guna Peningkatan Ekonomi Perdesaan. *Community Development Journal*, 4(5),

- 9879–9883.
<https://doi.org/https://doi.org/10.31004/cdj.v4i5.19981>
- Rukmana, A. Y., Meltareza, R., Harto, B., Komalasari, O., & Harnani, N. (2023). Optimizing the Role of Business Incubators in Higher Education: A Review of Supporting Factors and Barriers. *West Science Business and Management*, 1(03), 169–175. <https://doi.org/10.58812/wsbm.v1i03.96>
- Saputra, S., & Mujahiddin. (2021). Stimulus Agrosociopreneur Melalui Pengembangan Sistem Refugia dan Lebah Madu Berbasis Pertanian Jeruk di Desa Sekoci Kabupaten Langkat. *JMM (Jurnal Masyarakat Mandiri)*, 5(4), 1689–1700. <https://doi.org/10.31764/jmm.v5i4.4902>
- Sari, J. A. (2023). The Village SDGs? Can Partnership Aspect Enhance the Economic Development in Pangandaran Village? *The Innovation of Social Studies Journal*, 5(1), 25. <https://doi.org/10.20527/issj.v5i1.8053>
- Shang, Y., Zhu, L., Qian, F., & Xie, Y. (2023). Role of Green Finance in Renewable Energy Development in the Tourism Sector. *Renewable Energy*, 206, 890–896. <https://doi.org/10.1016/j.renene.2023.02.124>
- Sisto, R., Cappelletti, G. M., Bianchi, P., & Sica, E. (2022). Sustainable and Accessible Tourism in Natural Areas: A Participatory Approach. *Current Issues in Tourism*, 25(8), 1307–1324. <https://doi.org/10.1080/13683500.2021.1920002>
- Tay, M.-J., Ng, T.-H., & Lim, Y.-S. (2024). Fostering Sustainable Agriculture: An exploration of Localised Food Systems Through Community Supported Agriculture. *Environmental and Sustainability Indicators*, 22, 100385. <https://doi.org/10.1016/j.indic.2024.100385>
- UN. Secretary-General World Commission on Environment and Development. (1987). *Report of the World Commission on Environment and Development : note / by the Secretary-General*. <https://digitallibrary.un.org/record/139811?v=pdf#files>
- Wen, Q., & Zhang, T. (2022). Economic Policy Uncertainty and Industrial Pollution: The Role of Environmental Supervision by Local Governments. *China Economic Review*, 71, 101723. <https://doi.org/10.1016/j.chieco.2021.101723>
- Wijaksana, E. I., & Pramulya, R. (2024). Analisis Struktur Biaya Logistik Jeruk Siam di Desa Sumber Bakti dalam Penyusunan Strategi Rantai Pasok. *Agro Bali : Agricultural Journal*, 7(2), 529–541. <https://doi.org/10.37637/ab.v7i2.1534>