



Impact of Agricultural Development Villages Based on Culinary Enterprises on Communities in Kulon Progo District

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Abstract. In the rice fields of Kulon Progo Regency, the growth of culinary enterprises such as cafes and restaurants is happening rather quickly. Many farming areas have been converted into eateries with mountain and rice paddies views. The aim of this research is to 1) examine the economic impact of culinary companies near agricultural land on farming communities, and 2) assess the social implications of these activities on farming communities. The research methodology used is a qualitative, case study-style approach. A qualitative, case study-style approach is the research methodology employed. Observation techniques, in-depth interviews, recording, and documenting were used in the data collection process. Data reduction techniques, data visualization, and conclusion drawing were used in the data analysis process. The results of the research indicate that the development of culinary enterprises in villages that capitalize on their potential is advantageous for the district as a whole. The growth of culinary enterprises in the neighborhood has contributed to an augmentation in interpersonal empathy. Consistently, a multitude of gatherings are set up to deliberate and reach a consensus regarding the advancement of the village. Cooperation exists when agricultural products used as constituents in food are purchased. Increasing numbers of activities involving mutual assistance to clear the environment are being conducted to present it as spotless. Automobile and scooter rentals for guests and the administration of parking lots are examples of new enterprises that will contribute to the community's economic growth. Additionally, some of the specialty dishes served are prepared locally.

Keywords: Development, Agricultural Village, Culinary Business

1 Introduction

The village is an area where a group of people live and forms a community with the rules and norms that apply in it. The village is synonymous with agriculture, because the majority of agricultural businesses are concentrated in the village. The agricultural village itself can be said to be an area where there is still a lot of agricultural land and is occupied by the majority of the population who work as farmers. Agriculture is able to provide food materials and a source of income so that it becomes a mainstay for village communities to survive. In the midst of rapidly developing modernization, agriculture will continue to exist as the sole provider of food for human needs.

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B. Sobirov et al. (eds.), *Proceedings of the 2nd International Conference on Advanced Research in Social and Economic Science (ICARSE 2023)*, Advances in Social Science, Education and Humanities Research 842,

https://doi.org/10.2991/978-2-38476-247-7_66

The agricultural sector is one of the sectors that has become the center of attention in national development, especially in relation to the management and utilization of strategic results, especially food commodities [1]. Kulon Progo Regency is located in the western part of the D. I. Yogyakarta region. The potential of agricultural villages in Kulon Progo Regency is being developed. Many culinary businesses have been established in the area with views of rice fields and incised mountains. The purpose of establishing this culinary business is to develop an agricultural village area in Kulon Progo Regency so that it is known and visited by the community. Along with changes in people's lifestyles, culinary businesses in rural areas have become an alternative for culinary tours while looking at the existing natural scenery. The latest data on land use area from [2], shows that the area of Kulon Progo Regency is 58,627 Ha. The area of agricultural land use is 47,864 ha or 81.64 percent of the total area of Kulon Progo Regency. Meanwhile, the non-agricultural land area is 10,763 ha or 18.36 percent.

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The development of agricultural villages in Kulon Progo Regency cannot be separated from the participation of the local community in developing their area. Culinary business development is carried out on the local community's agricultural land. Culinary business will not exist without the approval of the community. The majority of people in these locations work in the agricultural sector. Meanwhile, the view displayed by the owner or manager of the culinary business is a view of rice fields and incised mountains. The arrangement of rice fields has indeed been carried out by farming communities since before the establishment of a culinary business. The planting season is regulated by the local agricultural extension officers so that all farmers simultaneously carry out the cropping pattern. Seeing the potential of the agricultural village, many culinary businesses have been developed as a form of development in rural areas.

Resources at a location need to be allocated efficiently. The community is guaranteed to benefit from development so that it will contribute to broader social and economic progress [3]. Based on the location conditions, this study aims to examine the social and economic impacts felt by farming communities with the development of culinary businesses around agricultural land.

2 Methods

This research was conducted using a qualitative approach with case studies. The research location was chosen purposively, namely in Kulon Progo Regency. The choice of location was based on the consideration that in that area many culinary businesses are developing which are built on agricultural land and offer natural views in the form of incised mountains and rice fields.

Key informants in this study consisted of agricultural extension workers, heads of farmer groups, farmers who own land around culinary businesses, and owners or managers of culinary businesses. Data collection techniques used in the form of observation, in-depth interviews, recording, and documentation. Testing the validity of qualitative data is done by triangulation. Qualitative data analysis was carried out by data reduction, data presentation, and conclusion drawing. The focus of data analysis and interpretation lies in the social and economic impacts felt by farming communities due to the development of agricultural villages as culinary businesses.

3 Results And Discussion

3.1 Culinary Business Based Agricultural Village Development

The potential of agricultural sectoral resources is very important in forming an interest in developing a region or district [4]. Regional development needs to pay attention to social, economic, and demographic pressures. An efficient or effective approach is chosen so that agricultural production is maximized and environmental impacts are minimized. Development must be accompanied by protecting the environment and society for sustainability [5]. The development of agricultural villages is guaranteed to be able to manage natural resources and their activities. Agricultural activities are not only about cultivating plants but also include animal husbandry and forestry.

Kulonprogo has areas in the form of lowlands and highlands which are used for agricultural cultivation. Cultivation carried out by the community ranges from food crops (rice and secondary crops), plantations (coffee, cocoa, sugar cane, etc.), to horticulture (vegetables and fruit). Food crops cultivated by farmers are usually used for consumption and some are for sale. Meanwhile, horticultural crops are predominantly sold rather than consumed themselves. Usually, the remaining sales of horticultural crops are consumed by farmers. Annual fruit plants such as durian are popular fruit among the public. Durian fruit has a fairly high price because it is in great demand by the wider community. There is even an event that displays durian, which is the region's leading fruit with good quality, and its preparations in various foods.

Not only durian fruit is used as an event to show off the plants from the Kulonprogo land. But the local government also holds exhibitions of plantation products, for example, coffee. The Menoreh Coffee Festival is used as an event to introduce the products of coffee plantations produced in the Menoreh mountains, Kulon Progo Regency. Besides that, in terms of livestock, Kulon Progo has Etawa goats which are very famous among the public. The area where many Etawa goats are cultivated is in the Kulonprogo highlands. This area is adjacent to Purworejo Regency which is also the center of etawa goat farming in Indonesia. People are interested in cultivating Etawa goats because they have a high price. The price for one Etawa goat can reach tens to hundreds of millions rupiah. Etawa goats can produce quality milk and can be marketed throughout the region. The farms that are developing in Kulon Progo Regency are not only Etawa goats but there are also cows and many broiler chicken farms.

The Kulon Progo area is also heavily cultivated for forestry. There are many areas where people cultivate teak plants. The selection of teak plants cultivation is adjusted to the potential of the local land. Teak is a plant that does not require intensive care but has a promising selling price. Not only teak forests, but people also cultivate sengon plants. The region's various agricultural potentials can develop with the support of local natural resources. Adequate water,

both in the rainy and dry seasons, can be used to cultivate the land. There are still several areas in mountainous areas that have original springs and are used for the lives of residents.

The majority of Kulon Progo people utilize the potential of their area for agriculture so that the villages are known as agricultural villages. As time progressed, this agricultural village began to be developed into a culinary business location. This culinary business is closely related to village tourism because this location offers natural views that can spoil the eyes of visitors. The development of culinary businesses in this area is quite rapid, as evidenced by the many cafes and restaurants. Moreover, in Kapanewon Nanggulan and Girimulyo along the road to the Menoreh mountains there are many culinary businesses. These cafes and restaurants are located from the lowlands to the highlands. Several cafes and restaurants in the area include Geblek Pari, Menoreh View, Mahaloka, Kopi Klothok, Dadap Sumilir, Kopi Ingar Janji, Kopi Ampirono, Terraloka, Puncak Saka, and others.

The choice to develop an agricultural village into a culinary business is based on the potential of the area such as natural resources and human resources. There is no doubt about the natural resources possessed by Kulon Progo Regency, because various kinds of plants and animals can be cultivated. Efforts are made to improve existing human resources through non-formal education such as extension activities from the agricultural service. Entrepreneurship development in the form of Micro small and Medium Enterprises (UMKM) is carried out by the government to improve the economy of village communities. Infrastructure development is carried out to support the development of agricultural villages. An example of infrastructure development is the construction of bridges and roads in rice fields to facilitate access for farmers in carrying out their farming business from cultivation to marketing. Construction of adequate irrigation canals can help provide irrigation to agricultural land. This infrastructure development also has its own value if it is presented as a view in the cafe and restaurant area. Well-organized infrastructure shows that the village is ready to continue developing the village to become more advanced.

The development of agricultural villages into culinary business locations cannot be separated from the participation of the local community. Without permission from the community, there would be no development at this location. The majority of culinary business development is carried out by entrepreneurs from the local area. Optimizing the development of agricultural villages into culinary businesses requires paying attention to the synergy between government, community and entrepreneurs. The successful development of agricultural villages will help the community improve their welfare.

The main actor in village development is the local village community. The core element is the village elite. The village elites motivate the community to develop their village. In this case, knowledge is needed regarding local resources, market demand, government policy orientation and other development readiness. The community jointly formulates development strategies, adopts innovative ideas, carries out tasks according to the division of labor, and participates in marketing activities. This will optimize the bio-physical structure, techno-economics and social institutions of the village to achieve transitional village development. Village development begins with the interaction between global forces and local community responses [6].

3.2 Economic Impact of Culinary Business Based Agricultural Village Development

Developing an agricultural village into a culinary business also has an economic impact. The economic impact referred to is the economic impact that arises from the development of culinary businesses as one of the agricultural village developments. The economic impact of developing a culinary-based agricultural village is to open up business opportunities for the community.

The local community manages bicycle and scooter rentals for visitors who will move around the rice fields. Bicycle and scooter rental is provided at café and restaurant locations. The rental management is carried out by young people who are members of the youth organization. There are also community members who open bicycle and scooter rentals in front of their homes with their own management.

The community has also taken business opportunities by opening stalls to provide daily necessities. It turns out that the existence of this shop also helps the community's economy. Members of the women's farmer group also opened stalls around the location to sell their garden products such as vegetables, chilies and empon-empon. For example, in Pendowoharjo Village, Girimulyo District, the Women Farmers Group has marketed agricultural products called the KWT Sari Bumi farmer's market.

The community also feels the economic impact in terms of increasing income for people who manage small and medium businesses (SMEs). They can sell their processed goods to cafes and restaurants in the local area. Many products are sold, for example, banana chips, mlinjo chips, various drinks (ginger, coffee, herbal medicine, etc.). The storage of these processed products turns out to be sold and can help the economy of women who manage SMEs.

The local community has the opportunity to provide typical Kulon Progo regional menu preparations such as geblek, tempe benguk, and various preparations from cassava. Processed regional specialties are served as attractive menus in existing cafes and restaurants. Restaurant entrepreneurs buy processed products from the community so they can help the local economy. Almost all cafes and restaurants that provide traditional menus source special food from local residents. [7] The economic impact of tourism is to improve the community's economy, increase local products, promote tourist attractions and create many jobs.

The farming community also feels the economic impact because there is cooperation in purchasing agricultural products. Agricultural products are used as raw materials for making menus in cafes and restaurants. Through this collaboration, farmers get a market with an appropriate price for their harvest. Raw materials that can be sold by farmers include bananas, starch, rice, soybeans, corn, cassava, sweet potatoes, and others. All cafes and restaurants that are part of the development of agricultural villages in Kulon Progo purchase raw materials from local farmers. [8] Investment in agriculture has proven successful. Crop yields increase due to investment in agricultural inputs, so they can produce a surplus to sell on the market.

The next economic impact is that people get opportunities for employment. The establishment of cafes and restaurants in the area opens up job opportunities for residents. The workers who run culinary businesses, from employees to managers, are local residents. The recruitment of workers from the community is carried out by entrepreneurs who come from the area. In this case, the community is involved and participates in developing their village to progress and be known by the wider community. [9] Progress in the agricultural sector still has the potential to be a source of employment opportunities. Skilled workers will move to the agricultural sector and will further develop the agricultural sector. Ultimately, the agricultural sector will develop along with economic growth.

3.3 Social Impact of Culinary Business Based Agricultural Village Development

The development of agricultural villages into culinary businesses in the form of cafes and restaurants has a social impact on the community. The social impact in question is the social impact that arises from the development of culinary businesses as a form of agricultural village development. The social impact felt by the community is a higher sense of concern for others. This concern can be seen from people helping each other in their daily lives. Regular meetings

to discuss village development are held at the RT, RW, farmer groups, youth organizations and business meetings. Village communities are invited to discuss the development of agricultural villages with village officials and entrepreneurs.

Meetings involving farmer groups or farmer women's groups are always accompanied by the presence of an extension worker. Extension workers here act as communicators and educators for the community. This culinary business development, apart from serving a food menu, also offers views of mountains and rice fields. The extension workers is tasked with directing farmers to carry out simultaneous planting in accordance with the Regent's regulations regarding planting patterns and procedures. The arrangement of planting patterns and layouts creates a beautiful view that can be enjoyed by visitors. In the planting management process, farmers help each other in providing seeds for those in need. Farmers also help each other in the process of planting and harvesting. During the maintenance period for the plants being cultivated, the farmers support each other by discussing the problems so that the harvest results are good. The harvest will be sold at culinary businesses as raw material for making menus served to visitors. Regarding youth organizations, they also hold regular meetings once a month to discuss cooperation with entrepreneurs. [7] The social impact of tourism in villages is to improve living standards, improve development infrastructure, increase sales of local products.

Another social impact can be seen in the increasingly routine mutual cooperation activities that clean the environment. Mutual cooperation in cleaning the environment is one of the efforts to attract visitors to the area. The community also works together in building cafes and restaurants, especially when they help entrepreneurs who are local residents. The culinary entrepreneurs who build cafes and restaurants in Kulon Progo consist of local residents and people from outside the area. For entrepreneurs who are local residents, culinary business development is carried out on privately owned land. Conditions at the location, the majority of culinary business owners are local residents. Meanwhile, there are a small number of entrepreneurs who come from outside the region and build culinary businesses by renting land.

4 Conclusion

The development of agricultural villages is one of the efforts to make an area more advanced. The development of agricultural villages can be done by making them a base for culinary businesses by combining natural tourism. The widespread development of culinary businesses in the form of cafes and restaurants in Kulon Progo has an economic and social impact on the local community. The economic impact of developing a culinary-based agricultural village is that it opens up business opportunities for the community in the form of opening bicycle and scooter rentals, the community manages parking lots in all cafes and restaurants, the community opens stalls and markets for horticultural products for both individuals and groups, increasing income for the community managing SMEs because they can sell their processed products in cafes and restaurants, helping the community's economy because regional specialty menu preparations are provided and made by the community. Another economic impact are farmers are helped by the availability of markets to sell agricultural products which are used as raw materials for making culinary menus and community get the opportunity to work and run culinary businesses. The employees of this culinary business are taken from the local community. Meanwhile, the social impact of the construction of cafes and restaurants is a high sense of concern for others, regular meetings or meetings in the community, mutual assistance between communities, routine mutual cooperation in cleaning the environment, cooperation in

event activities carried out by culinary business managers, and cooperation in selling agricultural products to cafes and restaurants. The advice that can be given is to continue to maintain cooperation between stakeholders so that the positive impact can continue to be felt by the community. Increasing synergy between the government, entrepreneurs and society will help the development of agricultural villages into areas that are developing, advanced and increasingly known to public.

Acknowledgements

We would like to thank the Universitas Pembangunan Nasional Veteran Yogyakarta for funding this research in the 2023 Fiscal Year with contract number 111/UN62.21/LT/V/2023. We would like to thank the Institute for Research and Community Service (LPPM), lecturers, research assistants and respondents who have supported this research so that it can run well.

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