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Sustainable Strategy For Utilizing Traditional Coffee Plantation Landscapes As Educational Agri-Tourism Destinations: Evidence From Indonesia

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Abstract

Purpose - This phenomenology case study reports how 26 coffee farmers utilize their coffee plantation landscape as an educational agri-tourism destination by combining natural and cultural potentials sustainably in Indonesia. The framework of sustainable tourism destination guidelines according to the Regulation of the Minister of Tourism and Creative Economy of Indonesia Number 9 of 2021, UNWTO (2021), and the results of research by Utami et al., (2023) are used to capture the strategies used by coffee farmers in Indonesia so far in managing community coffee plantations as educational agri-tourism.

Design/methodology/approach - A phenomenology case study is used to capture how participants use the natural and cultural potentials in managing educational agri-tourism. Data collection was carried out through direct observation and interviews. The triangulation process was carried out based on findings during direct observation in the form of recordings of coffee farmers' land, the coffee peeling and drying process, the coffee processing process, and local culture around the coffee land and interviews. Based on interview observation data that was read and interpreted several times, interpreted, and analyzed systematically. The findings are grouped from subthemes, namely educational agri-tourism strategies for economic, social, cultural, and environmental sustainability.

Findings - The findings of this study show the success of coffee farmers in combining natural potential in the management of community coffee plantations and culture in managing educational agri-tourism. The development and management of educational agri-tourism have so far used sustainability strategies in the economic, social, cultural, and environmental sectors.

Research limitations/implications - There are limitations to this study, namely, first, this study only covers several community coffee plantations in one Regency in Indonesia, so the findings are not generalized to all community coffee plantations in Indonesia. Second, social and cultural differences between regions can affect the results and interpretation of the study. Third, practical implementation can be influenced by various challenges such as local government policies in managing the potential of community coffee plantations.

Originality/value - Research on coffee potential has been widely studied from the perspective of coffee marketing, post-harvest coffee production, and the sustainability index of the community coffee sub-sector. However, there has been no research on the use of coffee landscapes in traditional coffee plantations based on community coffee for tourism, especially educational agri-tourism that combines natural and cultural potential in a sustainable manner.

Keywords: traditional coffee; strategies and sustainability; educational agri-tourism

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Introduction

Coffee is an important crop that provides a livelihood for millions of producers worldwide (Toledo and Moguel , 2012). Coffee has significant economic and environmental impacts as it is the second most traded commodity (Talbot, 2004), Coffee is a global commodity that supports the livelihoods of 100 million people worldwide, many of whom are small farmers (Guido et al., 20 20). Proper management of coffee potential can lift farmers out of poverty, increase income (Irawan, 2023).

Indonesia is the fourth largest coffee producer in the world for the Robusta variety (Ashardiono and Trihartono, 2024), one of the coffee producers in Indonesia is Banyuwangi Regency which has an area of coffee plantations that has increased starting in 2022 from 9,690 ha to 9,840 ha in 2023 and this also affects the production of community plantations that produce coffee where in 2022 it was 10,867 tons to 11,035 tons in 2023 , with the number of individual coffee farming businesses totaling 15,011 (BPS Banyuwangi Regency, 2024), with sales still in mixed form without being selected according to coffee quality and even sold in the form of raw beans so that the selling price of coffee per kg is only IDR 25,000, - and is still far below the international market price of IDR 26,159 per kg. This is due to the lack of knowledge and means in managing coffee, this finding is in line with the research report, Parmawati et al., (2022) found that most coffee farmers have an elementary school level of education (SD) which affects the management of coffee plantations which is less than optimal. To overcome this problem, changes are needed that involve various sectors in an integrated manner. Institutional reform in the supply chain and greater support from the government are needed to ensure the market functions better (Estevez et al., 2017) .

Based on the large market demand and the problems that arise, farmers make a breakthrough by making the existing potential a new source of income that is more attractive and promising until their coffee plants are ready to be harvested through the concept of educational edutourism. Coffee potential has been utilized as one of the potentials for tourism development through several models in other countries. The research report of Anbalagan and Lovelock (2014) reports coffee tourism as an opportunity in Rwanda as a tourist destination by offering additional attractions. In line with that in Southern Thailand, the research report by Smith et al., (2019) reports that coffee potential can be utilized as special interest tourism as a tourism advantage. Similar vein, in Colombia according to the research report of Bowen (2021) reports the development of coffee tourism by utilizing and offering unique experiences by considering unique local traditions in coffee production based on local traditions.

On the other hand, traditional coffee plantations are needed for the maintenance and protection of biodiversity and interdisciplinary exploration of the various values and benefits of agroforestry systems. The research report submitted by Denu et al., (2016) reported that traditional coffee management in Ethiopia plays a role in conserving forests and biodiversity as well as future livelihoods. Smallholder coffee plantations must continue to exist by generating economic income sources, because they have other benefits in the environmental sector that can be utilized as new sustainable sources of income. Traditional coffee grown in shade is very important for the region for sustainability in three main dimensions of sustainability, namely economy, landscape, and livelihoods (Toledo and Moguel, 2012).

Research on coffee potential in Indonesia still focuses on coffee marketing (Purnomo, 2018; Purnomo et al . , 2019; Purnomo et al ., 2020) and post-harvest coffee production (Ashardiono and Trihartono, 2024). Research on coffee was also conducted by Parmawati et al ., (2022) discussing the sustainability index of the people's coffee sub-sector, where the less sustainable factors are in the technological dimension, namely the low motivation and awareness of farmers to try to farm coffee. Furthermore, this study investigates how the life experiences of coffee farmers utilize the coffee landscape on traditional coffee plantations based on people's coffee for educational agrotourism that combines natural and cultural potential in a sustainable manner to improve various economic and social sectors.

Literature review

Traditional Coffee Management

Rural coffee landscapes are constructed through a series of complex environmental and social processes and international commodity market relationships (Trujillo, 2008). Gabriel-Hernández and Barradas (2024) report proposed strategies to increase coffee production towards greater sustainability, such as agricultural reconstruction at the national, regional and local levels and programs and policies to support farmers for crop sustainability in the region. In the management of smallholder coffee plantations, several management models can be used, Toledo and Moguel (2012) compiled criteria such as vegetation structure, species diversity, and species composition, as well as the impact and magnitude of human manipulation of native vegetation on the intensification gradient into five main types of coffee-producing landscapes . Coffee culture management according to Vu et al., (2024) reveals preferences from the supply and demand side regarding the physical environment of coffee shops, product quality and variety and offers a comprehensive understanding of the coffee shop experience and provides valuable insights to consumers. Ambelu et al., (2018) highlighted tourism used for poverty reduction and livelihood improvement.

Examining Sustainable Tourism Destinations

Tourism has experienced significant development (Ferreira and Sánchez-Martín, 2022) and has become a means to advance regional development through tourism promotion in remote rural areas (Handriana and Ambara, 2016). Tourism in rural areas highlights the potential of the natural environment that is still natural and not too crowded by providing facilities for relaxing and unwinding (Prokkola and Lois, 2016). Thus, it is necessary to integrate various tourism strategies synergistically and sustainably (Ngoc et al., 2021) which can provide a viable alternative to ensure ecological well-being in tourist attractions (Lee and Xue, 2020). The concept of sustainable tourism is demonstrated through thematic labeling of high-value natural resources (Bento et al., 2022).

Rural tourism destinations must make efforts to formulate and disseminate an attractive image (Chi and Han, 2021; Fakfare et al., 2022; Moon and Han, 2019), highlight their competitive advantages that differentiate them from other tourist destinations (Al-Ansi and Han, 2019; Arroyo et al., 2023). In addition, destination marketing and management strategies are needed (Nayak et al., 2023) in order to attract tourists and repeat their visits (Huang and Lin, 2023). Tourism destination development relies on diversity, uniqueness and distinctiveness of culture and nature to encourage economic growth that brings benefits to community welfare in an integrated, sustainable and responsible manner. In addition, diversification related to new offerings greatly helps tourism and regional development to be more sustainable (Eckert and Pechlaner, 2019) . One of the key factors in sustainable development and providing additional income is agrotourism (Lucha et al . , 2016), improving farmers' living standards, and facilitating market accessibility (Barbieri, 2012 ; Kline et al., 2016). This is what makes agrotourism a concern for local governments, policy makers, and researchers (Kim et al., 2019). Agrotourism is a global industry that continues to grow (Barbieri, 2020; Giaccio et al., 2018) into Educational tourism in agriculture (Ohe, 2018), educational activity of agri-tourism (Wisniewska and Szymanska, 2020) .

Method

Research Design

This study uses qualitative research case study design to get a better picture of the phenomenon in coffee farmers, more informative and flexible (Newing, 201 0). In addition, case studies allow researchers to investigate complex phenomena (Yin, 200 9). This case study is used to understand the potential of nature, culture, and smallholder coffee farmers . The purpose of this case study research is how the strategy of sustainable educational tourism destinations that meet the criteria of sustainable management, social and economic sustainability, cultural sustainability, and environmental sustainability in smallholder coffee plantations (Utami et al ., 2023 ; UNWTO, 2021).

To discuss further, the phenomenological study focuses on the following research objectives:

1) How is the management of traditional people's coffee plantations as sustainable agroedutourism in the economic sector?

2) How is the management of traditional people's coffee plantations as sustainable agroedutourism in the social sector?
3) How is traditional people's coffee plantations managed as sustainable agroedutourism in the cultural sector?
4) How is the management of traditional people's coffee plantations as sustainable agroedutourism in the environmental sector?

Research participants

This study uses to examine the potential of nature, culture, and community coffee farmers in ten coffee-producing sub-districts in Banyuwangi Regency, Indonesia. Participants in this study were coffee farmers who had a minimum of 0.5 Ha of coffee land who developed their coffee land location for educational tourism destinations. Participants who were willing to be interviewed were 26 people from 6 sub-districts in Banyuwangi Regency who contributed to the success of coffee tourism education (see table 1).

Table 1. Participant profile

No.	Name (initial)	Position	Village	Subdistrict	Age	Gender
1.	KI	Coffee land owner	TL	KO	44	L
2.	IM	Coffee land owner	TL	KO	51	L
3.	F	Coffee land owner	LR	KO	49	L
4.	MF	Coffee land owner	LR	KO	43	L
5.	SO	Coffee land owner	TL	KO	47	L
6.	KM	Coffee land owner	KP	KO	54	L
7.	BR	Coffee land owner	KP	KO	52	L
8.	SI	Coffee land owner	KP	KO	51	L
9.	UR	Coffee land owner	SO	KO	50	L
10.	SB	Coffee land owner	LK	KO	49	L
11.	US	Coffee land owner	LK	KO	58	L
12.	BU	Coffee land owner	LK	KO	41	L
13.	IN	Coffee land owner	KR	KO	45	L
14.	MD	Coffee land owner	KG	LI	39	P
15.	FNH	Coffee land owner	KG	LI	51	L
16.	WO	Coffee land owner	SG	SO	47	L
17.	EP	Coffee land owner	SG	SO	49	L
18.	SDI	Coffee land owner	KR	KA	51	L
19.	FY	Coffee land owner	KR	KA	54	L
20.	MRI	Coffee land owner	MM	GL	38	L
21.	RDO	Coffee land owner	LK	KO	51	L
22.	ILM	Coffee land owner	KR	KA	48	L
23.	AOR	Coffee land owner	KR	KA	49	L

24.	SH	Coffee land owner	MM	GL	48	L
25.	MS	Coffee land owner	KR	KA	51	L
26.	HRT	Coffee land owner	BO	SG	50	L

Data collection and analysis

Twenty-six coffee farmers participated in this study (see table 1). Data collection was conducted through semi-structured interviews directly to coffee farmers in June-July 2024. Ethical approval was obtained from each coffee farmer interviewed directly for 40 to 60 minutes. Before the study was conducted , they were required to sign a consent form and explain the purpose of the study. In the consent form, coffee farmers confirmed that they had participated voluntarily and they could withdraw from the study. The letter also explained that the use of photographs for research had received approval from the person whose photo was taken with blurry faces. After the consent procedure was fulfilled, interviews were conducted involving participants under the supervision of the researcher to avoid social desirability bias (Bergen & Labont, 2019; Ferdiansyah et al, 2022).

The interview protocol was created based on the integration of sustainable tourism destination guidelines as shown in Table 2 showing the questions used in the following interviews:

Table 2. Interview questions

Factor	Question
Economy	1. What are the efforts to utilize the potential of the natural landscape of coffee land other than being used to plant coffee? (for example: for cafes, coffee tourism, planting plants other than coffee) 2. How many kg of coffee are produced during one coffee harvest? 3. Are the coffee harvests processed further into coffee drinks or coffee-based products? 4. What efforts have been made to promote coffee products and the potential of coffee land? 5. How do you see the role of coffee tourism in increasing the income and welfare of coffee farmers?
Social	1. What efforts have coffee farmers made so far to improve and develop their skills and knowledge about developing the potential of coffee products and coffee land? 2. How can collaboration with the tourism sector help raise the profile of your local coffee? 3. Are you involved in any educational or coffee tourism activities, such as coffee plantation tours or coffee workshops? If so, how was the experience?
Culture	1. What are the efforts to utilize the potential of regional culture around coffee plantations? 2. What supporting services are available around the coffee plantation? a. attractions (culture, coffee plantations, Banyuwangi coffee cafes, traditional coffee processing) b. accessibility (transportation access, public transportation, infrastructure, tourist map, disaster mitigation) c. facilities (cleanliness, number of tour guides, information about local coffee, homestays, cash and transfer payment transactions) d. additional services (coffee association, pokdarwis, tourist information, homestay reservation, coffee tourism, coffee tourism tour)

Environment	1. Based on criteria such as vegetation structure, species diversity, and species composition, as well as the impact and magnitude of human manipulation of native vegetation on the intensification gradient, what types of coffee land have coffee farmers managed so far? 2. What is the level of concern of coffee farmers towards the environment? 3. How has environmentally friendly land and water management been carried out so far? 4. Have you participated in environmental sustainability programs related to coffee farming? 5. How do you maintain a balance between increasing coffee production and environmental sustainability?

(Utami et al ., 2023 ; UNWTO, 2021).

This study conducted an analysis in describing the findings of the data collected to gain a better understanding of the case study as shown in table 4. Triangulation is used to validate data (Saunders et al., 2019) by comparing information from various sources (Newing, 201 0). This is done as a triangulation process to increase trust in the data. The triangulation process is also carried out through data collection carried out through direct observation (Observation) by recording coffee farmers' land, the peeling process and coffee drying, coffee processing, and local culture around the coffee plantations.

Based on observation and interview data that were read and interpreted several times, the material was analyzed using IPA. Epistemologically, interpretive phenomenological analysis (IPA) is based on respondents' expressions related to their experiences and understanding in a particular context (Boden, et al., 2019) and a profile of community coffee fields was created based on region. Table 3 shows how the data was analyzed .

Table 3. The example of data analysis

Data Type	Examples	Data Identity	Interpretation
Interview	By participating in one of the people's party events, because in this case it has a big impact on the income and welfare of coffee farmers .	(TL , interview, KI, July 18 2024)	Participants explained that the existence of people's party events has an impact on economic growth.
Picture 1.	 Figure 1. Coffee farmers explain efforts to utilize community coffee plantations	(Photo taken from personal documentation, KI, 18 July 2024)	Participants explained economic, social, cultural, and environmental factors.

Based on the observations made, the following data was found as in table 4.

Table 4. Community coffee land profile

No	Participant (initial)	Subdistrict	Coffee plantation area	Coffee harvest yield per year (kg)	Types of coffee land	Efforts to utilize the potential of natural landscapes	Efforts to utilize cultural potential	Environmental conservation efforts	Coffee processed products	Educational tourism support facilities
1.	KI	KO	5 ha	5000	Shade monoculture system	Goat farming	Farmers' party	Using balanced organic and inorganic fertilizers	There isn't any	Culture, folk festivals, transportation access, cleanliness
2.	IM	KO	15 ha	20,000 – 30,000	Shade monoculture system	Coffee tourism, cafe, coffee education or garden tour	TL coffee house	Using balanced organic and inorganic fertilizers	Tea or (cascara) coffee skin tea, cookies with a blend of coffee	Culture. Access to transportation, public transportation, infrastructure, tourismap, disastermetigation. Cleanliness and number of tour guidece, cash and transfer payment transactions. Coffee association, pokdarwis, tourist information, home stay reservation, coffee tourism, coffee tourism tour

No	Participant (initial)	Subdistrict	Coffee plantation area	Coffee harvest yield per year (kg)	Types of coffee land	Efforts to utilize the potential of natural landscapes	Efforts to utilize cultural potential	Environmental conservation efforts	Coffee processed products	Educational tourism support facilities
3.	F	KO	2 ha	1500	Shade monoculture system	Coffee tourism, cafe	Coffee picking and people's party	Maintaining land and cleaning weeds and trash, controlling pests and diseases	Coffee dodol and goat's milk coffee	Folk festival culture. Accessibility. Cleanliness. Association, Pokdarwis
4.	MF	KO	5,000 m^2	1200	Shade monoculture system	The shade of the coffee tree is durian and coconut	Coffee picking and people's party	Land clearing such as weed and trash control	Coffee milk and coffee dodol	Attractions. Accessibility. Additional services
5.	SO	KO	2 ha	500	Shade monoculture system	Coffee tourism, cafe	Coffee picking and people's party	Using balanced organic and inorganic fertilizers	There isn't any	Supporting services, traditional coffee processing, coffee associations, pokdarwis
6.	KM	KO	12,500 m^2	2000	Shade monoculture system	The shade of the coffee tree is durian and coconut	Coffee tourism, coffee tourism tour	Using balanced organic and inorganic fertilizers	There isn't any	Coffee cafe, coffee association, pokdarwis, coffee tourism, and coffee tourism tours

No	Participant (initial)	Subdistrict	Coffee plantation area	Coffee harvest yield per year (kg)	Types of coffee land	Efforts to utilize the potential of natural landscapes	Efforts to utilize cultural potential	Environmental conservation efforts	Coffee processed products	Educational tourism support facilities
7.	BR	KO	1 ha	500	Shade monoculture system	Coffee tourism, cafe	Coffee picking and people's party	using manure and cleaning the land from rubbish and fallen leaves	coffee cake, and coffee pouring	Transportation access, infrastructure, tourist maps, cleanliness, associations and tourism groups
8.	SI	KO	1 ha	500	Shade monoculture system	The shade of the coffee tree is durian	Pick coffee	do not use chemical fertilizers excessively	coffee cake, and coffee pouring	Coffee association, transportation access and pokdarwis
9.	UR	KO	11,500 m^2	1200	Shade monoculture system	Clumps for animal feed	Coffee Picking Festival by Local Government	carry out proper and correct maintenance	There isn't any	Coffee plantations, Banyuwangi coffee cafes, transportation access and infrastructure, tourist maps, cleanliness, coffee associations and pokdarwis).
10.	SB	KO	0.5 ha	200	Shade monoculture system	Planted with rasidi, clove, durian, mango	Coffee Picking Festival by Local	carry out proper and correct maintenance	There isn't any	Transportation access, pokdarwis, coffee association, cleanliness

No	Participant (initial)	Subdistrict	Coffee plantation area	Coffee harvest yield per year (kg)	Types of coffee land	Efforts to utilize the potential of natural landscapes	Efforts to utilize cultural potential	Environmental conservation efforts	Coffee processed products	Educational tourism support facilities
						steen trees	Government			
11.	US	KO	1.5 ha	100	Shade monoculture system	Planted with rasidi and cloves	Coffee Picking Festival by Local Government	Balanced use of fertilizers	There isn't any	Transportation access, coffee association, pokdarwis, cleanliness, coffee cafe
12.	BU	KO	2.5 ha	100	Shade monoculture system	Planted with rasidi	Coffee Picking Festival by Local Government	Balanced use of fertilizers	There isn't any	Transportation access, coffee association, pokdarwis, cleanliness
13.	IN	KA	3 ha	3000	Traditional polyculture system	Clumps for animal feed	Coffee Picking Festival by Local Government	Using organic fertilizer	There isn't any	Attractions, accessibility, facilities, additional services.
14.	MD	LI	1 ha	2100	Shade monoculture system	Clumps for animal feed	Coffee Picking Festival by Local Government	balanced fertilizer between chemical and organic fertilizers	There isn't any	Attractions, accessibility, facilities, additional services.
15.	FNH	LI	17,500 m^2	4500	Traditional rural systems and shade monocultures	There isn't any	Coffee Picking Festival by Local Government	balanced fertilizer between chemical and organic	There isn't any	Access to transportation

No	Participant (initial)	Subdistrict	Coffee plantation area	Coffee harvest yield per year (kg)	Types of coffee land	Efforts to utilize the potential of natural landscapes	Efforts to utilize cultural potential	Environmental conservation efforts	Coffee processed products	Educational tourism support facilities
								fertilizers		
16.	WO	SO	2,500 m^2	500 - 600	Traditional rural systems and shade monocultures	Planted with crops other than coffee	Coffee picking and people's party	Maintenance and fertilization once every 3 months	There isn't any	Accessibility. Additional services
17.	EP	SO	1.5 ha	1000	Shade monoculture system	Planted with crops other than coffee	Coffee Picking Festival by Local Government	Using fertilizer in a balanced way	There isn't any	Additional services
18.	SDI	KA	1.5 ha	1500	Traditional rural systems and shade monocultures	Planted with durian and avocado	Coffee Picking Festival by Local Government	Using fertilizer in a balanced way	There isn't any	Accessibility.
19.	FY	KA	2 ha	8000	Shade monoculture system	Planted with crops other than coffee	Coffee picking and people's party	Using compost fertilizer	There isn't any	Accessibility, but still sad
20.	MRI	GL	4 ha	10000	Shade monoculture system	Planted with plants other than coffee, avocado and durian	Coffee picking and people's party	Using fertilizer in a balanced way	There isn't any	Coffee plantations, transportation access, infrastructure and coffee associations

No	Participant (initial)	Subdistrict	Coffee plantation area	Coffee harvest yield per year (kg)	Types of coffee land	Efforts to utilize the potential of natural landscapes	Efforts to utilize cultural potential	Environmental conservation efforts	Coffee processed products	Educational tourism support facilities
21.	RDO	KO	0.25 ha	200	Shade monoculture system	Planted with durian and avocado	Coffee Picking Festival by Local Government	Using fertilizer in a balanced way	There isn't any	Coffee plantations, transportation access and infrastructure
22.	ILM	KA	2 ha	2000	Shade monoculture system	Plants other than coffee, such as lamtoro, durian, banana plants	Coffee Picking Festival by Local Government	Using organic fertilizer	There isn't any	Accessibility
23.	AOR	KA	4 ha	5000	Shade monoculture system	Plants other than coffee, such as bananas, coconuts, durian	Coffee Picking Festival by Local Government	Using organic fertilizer	White coffee	Infrastructure
24.	SH	GL	3.5 ha	6000	Traditional rural systems and shade monocultures	Planted with crops other than coffee	Coffee Picking Festival by Local Government	Using organic fertilizer	There isn't any	Attractions, accessibility, facilities, additional services
25.	MS	KA	4 ha	12000	Shade monoculture system	Planted with durian and	Coffee Picking Festival by Local	Using fertilizer in a balanced way	There isn't any	Accessibility.

No	Participant (initial)	Subdistrict	Coffee plantation area	Coffee harvest yield per year (kg)	Types of coffee land	Efforts to utilize the potential of natural landscapes	Efforts to utilize cultural potential	Environmental conservation efforts	Coffee processed products	Educational tourism support facilities
						avocado	Government			
26.	HRT	SG	1 ha	500	Shade monoculture system	For agriculture only	Coffee Picking Festival by Local Government	Using fertilizer in a balanced way	There isn't any	Access to transportation

Results and discussion

Results

Results This study is explained and grouped based on information obtained from interviews and direct observations. The findings are grouped from the subtheme of educational agri-tourism strategies to economic, social, cultural, and environmental factors. The results of coffee farmer interviews and grouping can be seen in table 5.

Table 5. Results of coffee farmer interviews and grouping

No	Participant (initial)	Statement	Main category	Principal coding
1.	KI	By participating in one of the people's party events, because in this case it has a big impact on the income and welfare of coffee farmers.	Economic growth	economy
2.	IM	Play a role in attracting tourists	Economic growth	economy
3.	F	can increase the income of farmers in the surrounding area	Economic growth	economy
4.	MF	Can increase income	Increase in income	economy
5.	SO	Utilization of coffee land for cafes, coffee tourism	Business unit development	economy
6.	KM	Increase income through strategies such as coffee garden education	Creativity	economy
7.	BR	The presence of coffee tourists will make it more well-known and will certainly have a positive impact on the surrounding community.	Mutually beneficial cooperation	economy

No	Participant (initial)	Statement	Main category	Principal coding
8.	SI	can increase income, with the presence of tourists, coffee will definitely be known	Mutually beneficial cooperation	economy
9.	UR, HRT	can increase income, and the coffee can be known	Mutually beneficial cooperation	economy
10.	SB	It has a positive impact on society because it can increase the community's economy.	Mutually beneficial cooperation	economy
11.	US	Coffee tourism, cafes, coffee education or garden tours, have been running for 10 years.	innovation	economy
12.	BU	Cooperation with media or journalists, coffee house to attract tourists	collaboration	economy
13.	IN	Culture. Transportation access, public transportation, infrastructure, tourismap, disastermetigation. Cleanliness and number of tour guidece, cash and transfer payment transactions. Coffee association, pokdarwis, tourist information, home stay reservation, coffee tourism, coffee tourism tour.	Collaboration	economy
14.	MD	Supporting services, traditional coffee processing , coffee associations, pokdarwis	Collaboration	economy
15.	FNH	Currently, coffee festivals and events are usually held with the aim of promoting our region in terms of coffee tourism.	Cultural events	culture
16.	WO	Utilization of culture for the farmers' festival.	Cultural events	culture
17.	EP, MS	Utilization of culture for coffee picking tourism and folk festivals.	Cultural attractions	culture
18.	SDI	Culture, folk festivals, transportation access, cleanliness	Cultural attractions	culture
19.	FY	Folk festival culture. Accessibility. Cleanliness. Association, Pokdarwis	Cultural attractions	culture
20.	MRI	Attractions. Accessibility. Additional services	Cultural attractions	culture
21.	RDO	Coffee tourism, where this coffee tourism is carried out by groups of organizations in the home area.	Community participation	environment
22.	ILM	promoting coffee products, namely offering them to cafes and for land potential, namely by showing healthy coffee plants with good care	Environmental awareness	environment

No	Participant (initial)	Statement	Main category	Principal coding
23.	AOR	Making coffee plantations more beautiful, such as making wide access roads so that tourists can enter later.	Environmental awareness	environment
24.	SH	coffee land, coffee trees and quality which aim to attract tourists	Environmental awareness	environment

In addition to the data, we also conducted an in-depth exploration of coffee farmers on how they utilize the potential of community coffee plantations. However, not all coffee farmers were willing to answer and the following interview excerpts are findings based on their willingness to answer the in-depth exploration.

a. Educational agri-tourism strategy for economic sustainability

Coffee farmers who participated in this study were coffee farmers in KO District, Banyuwangi Regency. KO District is an area with the largest coffee land area in Banyuwangi, which is 3287 ha and produces 4286 kg annually. For example, the landscape of the people's coffee land owned by Mr. KRM who has an area of 12.5 ha with a harvest of 2000 kg per year, as seen in Figure 2 and the interview activities in Figure 3.

Figure 2. Landscape of people's coffee fields

Figure 3. Through direct interviews, participants explained the use of the coffee land they owned.

" I have a beautiful expansive coffee plantation but not many people know how we plant and harvest coffee traditionally. With coffee education visitors can learn directly from us and can attract tourists , and I get additional income (**economic factor**) " (Interview Participant MF , July 19, 2024).

The interview data shows that MF coffee farmers are trying to utilize the potential of the natural landscape of the coffee plantation by planting durian and coconut which can also function to shade the coffee trees. When there is a cultural event, the coffee land is used for coffee tourism and coffee tours with coffee cafe facilities, transportation access, infrastructure, and tourist maps so that the existence of coffee tourism can increase economic growth.

In addition, participant F said that in several places my coffee plantation also planted grass for animal feed.

" I plant grass as goat feed, while waiting for the harvest I use the livestock as food in the form of milk dodol and goat's milk coffee. Tourists are interested in this experience, they can join in milking and get involved in processing it. **(economic factors)** " (Interview Participant F , July 20 , 2024).

The findings in this sub-theme show how farmers on community coffee plantations utilize the potential of coffee plantations as a new source of income for the sustainability of their lives.

b. Educational agri-tourism strategy for social sustainability

Coffee farmers utilize the landscape of their coffee land for a cafe business equipped with coffee tourism, coffee education, and coffee plantation tours. In addition, coffee farmers also innovate by making processed coffee products in the form of coffee skin tek and cookies with a blend of coffee. To support educational tourism, coffee farmers provide tourist information, homestay reservations, tour guides, and easy payments either in cash or transfer. Figure 4 shows an interview activity with the owner of the coffee land, Mr. KM.

Figure 4. Interview activity with coffee land owner Mr. KM

"I have used my coffee plantation for coffee tourism and coffee education for 10 years, so that it can be useful for increasing knowledge for others. So that more tourists come, I work with Omah Kopi journalists to help with promotions **(social factors)** " (Interview Participant IM , July 18, 2024). "

From this interview it shows that coffee farmers have innovation and creativity to utilize the potential of coffee landscape and utilize coffee waste into coffee tea. In addition, coffee farmers also involve the media to promote coffee tourism and coffee education that has been running for 10 years.

c. Educational agri-tourism strategy for cultural sustainability

Coffee farmers utilize the cultural potential in their area to attract tourists combined with the potential of the coffee land they have. For example, by utilizing traditional dances for attractions, coffee picking culture during the coffee harvest, traditional coffee drying methods (see figure 5) and traditional coffee processing (see figure 6) through a coffee festival called the "Ngunduh Kopi Festival" which can be seen in figure 7. Coffee farmers who seized this opportunity were FT and MF whose interview documentation is in figure 8.

Figure 5. Traditional coffee drying process

Figure 6. Traditional coffee processing process

Figure 7. Coffee downloading festival

Figure 8. Documentation of FNH and WO interview activities

“Local culture and traditions of the community around the coffee plantation can be an additional attraction in the development of educational agri-tourism and enrich the tourist experience. For example, the use of culture for coffee picking tourism and folk festivals **(cultural factors)** ” (Interview Participants FNH and WO , July 19, 2024). ”

From this interview it shows that coffee farmers offer tourism experiences by utilizing local culture and traditions of the surrounding community. Thus, in addition to attracting tourists to get a cognitive image, they can also preserve local culture and traditions. The use of cultural potential to promote tourism is also carried out by coffee farmers in increasing agroedutourism visitors to the coffee plantation landscape. Coffee farmer association groups and tourism awareness groups hold cultural festivals and coffee events by presenting local culture and community traditions combined with coffee picking tours and folk festivals .

d. Educational agri-tourism strategy for environmental sustainability

Tourism by utilizing the coffee land landscape makes coffee farmers more concerned about the environment. Coffee farmers use organic and inorganic fertilizers in a balanced way, clean the land such as weed control and cleaning up garbage. As conveyed by RDO, one of the coffee farmers in the KO area during an interview as in figure 9.

Figure 9. Road cleaning carried out by coffee farmers

"So that tourists do not have difficulty when entering, we clean the road, make wide access roads, and also arrange it so that the road is more beautiful and pleasant to look at **(environmental factors)** " (RDO Interview Participant , July 19, 2024).

From this interview it shows that coffee farmers have tried to preserve the environment by utilizing existing environmental conditions to make it look attractive to tourists. In addition, coffee farmers also try to protect the environment by utilizing coffee waste in the form of coffee skin and leaves to be processed into compost which is used as organic fertilizer for coffee trees.

Discussion

Based on research findings, the use of coffee landscapes on coffee plantations for agroedutourism can increase economic growth because agroedutourism can attract tourists and have an impact on the income and welfare of coffee farmers, in addition to increasing the development of business units by opening coffee cafes, and making processed coffee products such as coffee skin tea, coffee dodol, coffee-based cakes, some even market the resulting goat's milk mixed with coffee drinks. This is in line with research by Utami et al ., (2023) that to realize a sustainable tourism village, one of the success factors is the economic dimension consisting of income management, business unit development, and economic growth factors. The development of business units in tourist villages by involving the community can optimize and empower community businesses, and increase community income (Dhewanto et al . , 2020), as well as encourage entrepreneurship as one of the drivers of rural economic development (Pato, 2020; Muthu, 2020) and socio-economic diversification (Lekhanya and Visser, 2016).

Other research findings are in line with the research of Utami et al (2023) that to realize a sustainable tourism village, it is also necessary to encourage social factors consisting of mutual cooperation, collaboration, innovation, and creativity. One of them is by optimizing tourism potential resources by involving various stakeholders who work together in developing tourism village areas , and promotions when they visit (Jakosuo, 2011 ; Chen et al., 2021), improving the quality and competitiveness of the products produced (Susanti & Pradana, 2021). Other factors that determine the success of tourism villages are collaboration with various stakeholders including universities for human resource development (Shimoli et al . , 2020), with private, public and non-profit organizations (Pilving et al . , 2019), and financial institutions to obtain funding that can help communities develop businesses. In addition, innovation and creativity are needed to provide good quality services so that they can be sustainable and competitive (Markovic and Sebrek, 2020) by creating new products, processes or methods. Cross-sectoral planning and collaboration models will help integrate the coffee farming sector and the tourism sector (Degarege and Lovelock, 2021). Community empowerment by involving all levels of local government, landowners and farmers to enable sustainable development and governance Velandia Silva and Diab, 2023).

The development of tourist destination areas offers a variety of tourism experiences that are connected to culture and history by developing sustainable tourism related to natural, cultural, historical, and human heritage (Tambovceva et al . , 2020). Cultural heritage, cultural events, cultural attractions, and cultural heritage are tourist attractions to determine cognitive images (Royo Vela and Garzón Paredes, 2023; Woosnam et al . , 2020; Widayati et al . , 2020). The tourist attraction that utilizes the coffee plantation landscape in Indonesia is also supported by community participation by maintaining the sustainability of each coffee plantation and is also supported by the environmental awareness of coffee farmers to make coffee plantations more beautiful and to make wide and beautiful road access so that tourists can enter and enjoy the educational agri-tourism offered. Thus, community participation, initiation, and motivation play an important role in relation to the resources available in tourist villages (Hartnett & Gorman, 2022).

Conclusion

This study reveals how the utilization of plantation landscapes that combine natural and cultural potentials sustainably on community coffee plantations. The practical implication of this study is the utilization of coffee plantation landscapes for educational agri-tourism using four sustainability strategies. First, an economic sustainability strategy by encouraging entrepreneurship by optimizing community efforts to increase income in order to create new jobs, economic growth that will have an impact on improving the quality of life of coffee farmers. Second, a social sustainability strategy through mutual cooperation, innovation, collaboration, creativity by involving various stakeholders in optimizing the potential of educational agri-tourism so that it can be sustainable, competitive, and improve the quality of service. Third, a cultural sustainability strategy by creating a cognitive image of tourists through cultural events, cultural heritage, and cultural heritage in order to offer various tourism experiences. Fourth, an environmental sustainability strategy supported by coffee farmers, coffee associations, tourism awareness

groups with environmental awareness, managing and using resources wisely, cost-effectively, and sustainably.

Although this research can theoretically and practically show the success of the strategy of utilizing traditional coffee landscapes based on community coffee in Indonesia for tourism, especially agroedutourism by using economic, social, cultural and environmental sustainability strategies, it is still necessary to improve the sustainability status of coffee plantations, namely through quintuple helix synergy consisting of universities , industry , government, civil society and media and culture-based communities as well as communities from the natural environment to be able to improve human resource capabilities, improve the quality and competitiveness of the products produced.

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Reference

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