

Village-Owned Agrotourism Business to Promote Community Welfare: An Islamic Perspective

1st Renny Oktafia^{1*}, 2nd Fauzatul laily Nisa²

Faculty of Economics and Business, Universitas Pembangunan Nasional Veteran Jawa Timur, Surabaya, Indonesia
Email : renny.oktafia.es@upnjatim.ac.id

Abstract.

Tourism villages are now one of the factors that can drive the economy of village communities. Therefore, the potential of the village can be managed as a business that can support the village economy. One of the potentials that the village has is the agrotourism business. This research aims to determine the development of agrotourism businesses and their impact in improving community welfare according to an Islamic perspective.

This research uses a qualitative method with a case study research approach. Data collection techniques include observation, interviews, documentation in the form of photos of research results and written research results. Data analysis techniques include data reduction, data display and conclusions. Test credibility using source triangulation, technique triangulation, and time triangulation.

This research is related to the management of guava picking agrotourism in Kebaron Village, Sidoarjo district. The research results show that the agrotourism business is carried out by managing village land assets, which are leased to the community with an Ijarah agreement. This provides a platform for the community to open up opportunities to earn income through the agrotourism business. Apart from that, village land becomes more productive so it can be used to improve community welfare.

Keywords: Business, Agrotourism, Welfare, Islamic Perspective

I. Introduction

Village development can be done by managing village assets. There are various types of village assets, namely village land, village markets, animal markets, and village buildings. These village assets can be managed and utilized to increase village income. One of the village assets, namely village land, can be developed as a business unit that is in accordance with the village's potential, which is usually identical to agricultural development. In some villages, this superior agricultural potential is also used as a tourist attraction known as agrotourism.

The tourism sector in today's era has become one of the largest economic sectors and has experienced the fastest growth rate and has become one of the main sources of state income in the world (Tantowi, 2017). Tourism in the village can be an attraction for the village and can also increase village income and drive the economy of the community around the tourism. The attraction of village tourism can be in the form of agrotourism areas that are characteristic of each village.

Agrotourism is a series of tourism activities that utilize agro-business or agricultural sectors from the start of production until agricultural products/results are obtained as tourist attractions with the aim of expanding knowledge, understanding and recreation in the agricultural sector (Budiarti, 2013).

Sidoarjo Regency has the nickname of the delta city because its land/area is flanked by two large rivers, namely the Mas River and the Porong River, which are parts of the Brantas River. The nickname itself has its own meaning and meaning, namely fertile land so that the potential of the land encourages the agricultural sector in the Sidoarjo area. This agricultural sector was then developed by the Kebaron Village community led by the Village Head to be used as an agrotourism village, namely guava picking tourism.

Village land is rented to be managed so that the Village obtains increased income from rental transactions. Based on the increase in income and the existence of guava picking agrotourism, whether or not it has an impact on the welfare of the village community. Previous research conducted by Dewi Risnawati in 2017, described village asset management as an effort to improve welfare and also inhibiting factors in village asset management (Risnawati, 2017).

Based on the background above, this study aims to determine the implementation of agrotourism business that utilizes land assets in Kebaron Village, Tulangan District, Sidoarjo Regency and its impact on improving community welfare from an Islamic perspective.

II. Literature Review

A. Ijarah Contract

Ijarah is linguistically taken from the word *ajr* which means reward. However, in the terminology of Islamic jurisprudence, it means: Transferring ownership of facilities with compensation (Karim, 2004). An Ijarah contract is an agreement to transfer the use rights (*ujrah*) of an item for a certain period of time with payment of rent (*ujrah*), without being followed by a transfer of ownership of the item itself (Dewan Syariah Nasional, 2000). Ijarah is transferring ownership of a facility with compensation. There are two things about renting according to the sharia perspective, namely renting human resource potential and renting a facility. An example of renting human resource potential is renting someone to help with work for a certain period of time (personal worker) or to complete a certain job (general worker). While renting a facility can be in the form of renting a residence, transportation vehicle or cultivated land (Rizal & dkk, 2016).

B. Village Asset Management

Management comes from the word "manage", namely a series of efforts with the aim of exploring and utilizing all potential effectively and efficiently so that previously determined goals can be achieved, while village assets according to the Law are village property originating from the original wealth of the village, purchased or obtained at the expense of the Village Revenue and Expenditure Budget or other legitimate rights (Arifin & dkk, 2017).

C. Agrotourism

Agrotourism is a series of tourism activities that utilize agro-business or agricultural sectors from the start of production until agricultural products/results are obtained as tourist attractions with the aim of expanding knowledge, understanding and recreation in the agricultural sector (Budiarti & dkk, 2013). Agrotourism is the planning of a tourist trip to agricultural projects, plantations, nurseries and others, where groups of tourists can visit for study purposes or simply to enjoy the freshness of colorful plants, plants that bear fruit abundantly, and the fertile nurseries of various types of vegetables and secondary crops around the plantations they visit.

D. Welfare

Welfare is a condition that shows the state of people's lives that can be seen from the perspective of people's living standards. Welfare is a condition that refers to social conditions, namely the fulfillment of material and non-material needs. Welfare can be divided into three groups, namely, social welfare as a condition, welfare as an activity or service and welfare as a science (Risnawati, 2017).

E. Maqasid Sharia

Maqasid Sharia according to language is the intent or purpose that is prescribed based on Islamic law (Siddiq, 2017). Maqashid Syariah is the general goals that the sharia wants to achieve and is realized in life (Febriadi, 2017). Maqashid Al-Syariah is the wisdom that is determined by a law. Wisdom is something that is the goal or intention of the prescription of a law in the form of human welfare (Shidiq, 2009). Maqashid Syariah has core or main benefits that are agreed to include 5 things, namely (Hadi, 2012): Maintaining Religion (Hifdz Ad-Din), Maintaining the Soul (Hifdz An-Nafs), Maintaining Reason (Hifdz Al-Aql), Maintaining Descendants (Hifdz An-Nasl), Maintaining Property (Hifdz Al-Mal).

III. Research Method

A. Type of Research

This type of research is qualitative research. Qualitative research is usually called naturalistic research because it is used to examine the natural conditions of objects (Sugiyono, 2013). The research approach used is a case study. A case study is a series of scientific activities carried out intensively, in detail and in depth about a program, event, and activity, either at the individual level, a group of people, an institution, or an organization to gain in-depth knowledge about the event (Rahardjo, 2017).

B. Research Location

The research location in this study is: Kebaron Guava Fruit Picking Agrotourism, East Kebaron Village, Tulangan District, Sidoarjo Regency, East Java Province.

C. Data Sources

The data sources in this study consist of two data sources, namely (Sugiyono, 2013):

1. Primary data sources are data sources that directly provide data to data collectors.
2. Secondary data sources are data sources that do not directly provide data to data collectors.

D. Data Collection Techniques

The data collection techniques used in this study to obtain valid data are (Sugiyono, 2013):

1. Observation is a data collection technique carried out by observing the research object directly.
2. Interviews are data collection techniques by asking respondents/informants directly who can provide information related to this study.
3. Documentation is a data collection technique by searching for data through written documents of interview results, images, recordings of interview results, and journals related to the research as a complement to the use of interview and documentation methods in qualitative research.

E. Data Analysis and Interpretation Techniques

The data analysis technique in this study uses the Miles and Huberman model analysis, namely (Matthew B. Miles, 2014):

1. Data reduction is summarizing, selecting, focusing on things that are considered important/main, then looking for themes and patterns.
2. Data display is presenting data in the form of tables, graphs, pie chart, and the like so that the data can be organized and can be easily understood and then planning further work based on what has been understood.
3. Conclusion/verification is the conclusion in qualitative research is a new finding that has never existed before.

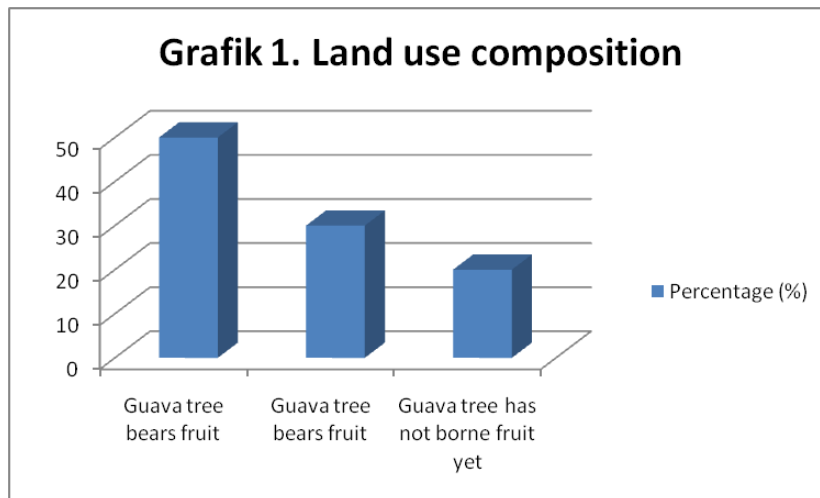
F. Credibility Test

Triangulation, in credibility testing is defined as checking data from various sources in various ways, and at various times, consisting of (Sugiyono, 2013):

1. Source Triangulation, to test data credibility is done by checking data that has been obtained through several sources.
2. Technique Triangulation, testing data credibility by checking data to the same source with different techniques.
3. Time Triangulation, data collected through interviews, observations or other techniques will be checked at different times and situations, if there is different data then the data validity test is carried out again.

IV. Results and Discussion

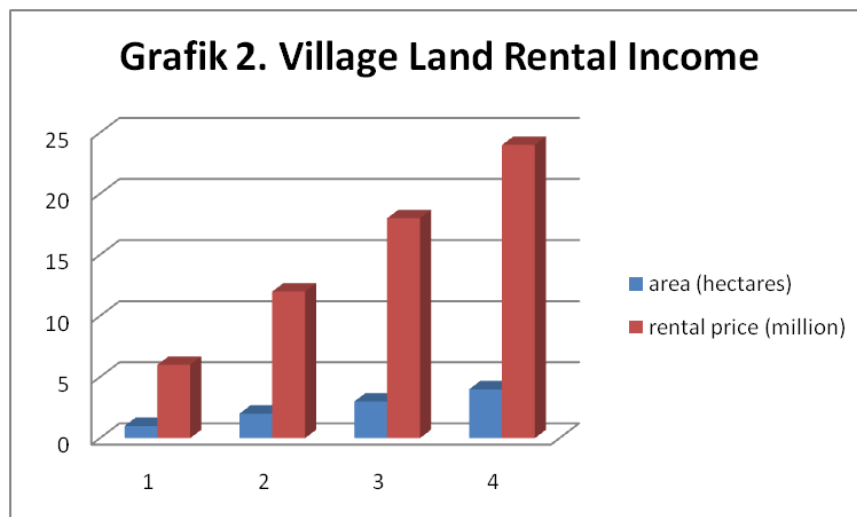
Petik Guava Agrotourism, starting from village assets in the form of 4 hectares of land, was opened in early February 2018, and there are around 1200 guava trees with various types. At the Petik Guava Agrotourism location, there are stalls selling food and guava products such as guava juice and vehicle parking managed by local residents. Utilizing village assets to be developed into a tourist village has many advantages in addition to being able to increase village income, drive the economy of the surrounding community, and can also be a special attraction for the village. For the composition of land use, it is shown in the percentage graph of Agrotourism land management below:



Source: Processed data

Graph 1 above states that on 4 hectares of village land, there are 50% guava trees that have borne fruit, 30% of land that has not been planted with guava trees, and 20% of guava trees that have not borne fruit.

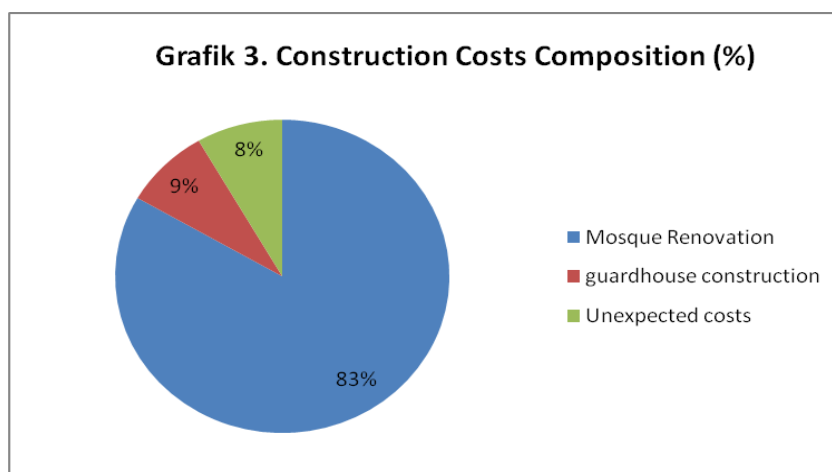
The transaction used in the Kebaron Village guava picking agrotourism land is Ijarah. This agrotourism was opened because the 4 hectares of land were not useful, so the Village Head had the initiative to develop it into Agrotourism, which is expected to increase Village income. The following graph 2 is the village income from land rent.



Source: Processed data

In the graph 2 above, it can be seen that the 4 hectares of land, if rented out, will earn an income of 24 million rupiah. The land is rented for an average of 5 years, so that the income earned by the village for 5 years is 120 million rupiah.

Welfare is the main reason for building the Petik Jambu agrotourism, welfare can be felt directly and indirectly. Welfare that can be felt directly is from the rental fees obtained, directed to village development in the form of facilities and infrastructure. In graph 3 below, you can see the facilities and infrastructure that have been built or renovated from village land rental income.



Source: Processed data

In addition to the welfare felt directly from rental income, which is used for village development, welfare is also felt indirectly by the entire surrounding community which includes 5 aspects in maqashid sharia, namely:

1. Hifdz Ad-Din

With the existence of Agrotourism, village communities also earn income by selling around the Agrotourism area. This income is set aside to pay zakat, which is obligatory in Islam. In addition, the income obtained is distributed in the form of infaq for the construction of a mosque. With the existence of the mosque facilities that have been built, the motivation of the surrounding community to carry out religious activities such as routine religious studies, commemoration of Islamic holidays, places for Al-Qur'an education for children, and so on.

2. Hifdz An-Nafs

The income obtained by the community is also used to meet the needs of recreation with the family, which can increase enthusiasm in activities and maintain mental health.

3. Hifdz Al-Aql

To maintain reason, the income earned by the community is used to increase their knowledge, especially those related to developing their business capacity. In addition, it is used to hold religious study activities aimed at increasing religious knowledge.

4. Hifdz An-Nasl

Income can also support family needs in improving their children's education, such as school fees, religious study fees, course fees, and others. This aims to maintain offspring, so that they become quality offspring.

5. Hifdz Al-Mal

Prosperity can also be seen from the increasing income earned by the community, which is the impact of agrotourism so that it can create jobs and sources of income for the community.

V. Conclusion

Based on the discussion above, it states that the indirect impact states that the existence of agrotourism provides benefits, including: providing a place for people to work, providing increased income. The direct impact of agrotourism provides benefits, including: village land becomes productive, villages earn income, improvements to village facilities. The people of Kebaron Village feel the welfare of the guava picking agrotourism directly or indirectly. Guava Picking Agrotourism has a positive impact on the welfare of the people of Kebaron Village, so it is hoped that the guava picking agrotourism of Kebaron Village can be developed again to further drive the economy of the surrounding community.

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