

## Tulungagung Farmer Village Agrotourism Management Model Based on Green Economy

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### Abstract

*The sustainable development paradigm, which balances economic, social, and environmental aspects through the concept of a green economy, has emerged in response to environmental problems caused by exploitative economic development. Kampung Tani is one of the tourism destinations that plays a strategic role in supporting the implementation of a green economy, as it has significant potential as an agriculture-based tourism (agrotourism) destination that offers educational value, environmental conservation, and community empowerment. However, studies specifically examining the application of the green economy concept in this context remain limited. This study employs a descriptive qualitative method, with data collected through three stages: interviews, observations, and documentation. The data analysis technique follows the framework of Matthew B. Miles and A. Michael Huberman, including data reduction, data display, and conclusion drawing. The findings indicate that in efforts to realize a green economy, Kampung Tani implements several key principles, such as resource efficiency, reduction of greenhouse gas emissions, investment in renewable energy, development of green technology, and conservation of biodiversity.*

**Keywords:** *Tourism Development, Kampung Tani, Strategy, Green Economy*

### Abstrak

Paradigma pembangunan berkelanjutan yang menyeimbangkan aspek ekonomi, sosial, dan lingkungan melalui konsep *green economy* dilatar belakangi dengan permasalahan lingkungan akibat Pembangunan ekonomi yang eksploratif. Kampung Tani Adalah salah satu yang wisata yang berperan strategis dalam mendukung implementasi *green economy*, karena memiliki potensi besar sebagai wisata berbasis pertanian (agrowisata) yang menawarkan nilai edukatif, pelestarian lingkungan, dan

pemberdayaan Masyarakat namun belum ada penelitian mengenai *green economy*. Metode penelitian ini menggunakan metode kualitatif deskriptif dengan pengumpulan data terdiri dari tiga tahap yakni wawancara, observasi, dan dokumentasi. Teknik analisis data yang digunakan berdasarkan teori Miles dan Huberman yakni reduksi data, penyajian data, dan penarikan Kesimpulan. Adapun hasil penelitian menunjukkan bahwa dalam upaya mewujudkan *green economy*, kampung tani menerapkan prinsip-prinsip seperti efisiensi sumber daya, pengurangan emisi gas rumah kaca, investasi dalam energi terbarukan, pengembangan teknologi hijau, dan pelestarian keanekaragaman hayati.

**Keywords:** Pengembangan Wisata, Kampung Tani, Upaya, dan *Green Economy*

## Introduction

Economic development solely focused on growth has given rise to various environmental problems, such as natural resource degradation, pollution, and declining ecosystem quality. This is as stated by Ramadhan and Muhammad, who stated that exploratory economic development can lead to environmental degradation, including global warming and extreme climate change. Based on these conditions, this has encouraged the emergence of a sustainable development paradigm that balances economic, social, and environmental aspects. One concept that has developed in response to these challenges is *the green economy*. *A green economy* is an economic system that emphasizes resource efficiency, low carbon emissions, and improving community welfare without damaging the environment.<sup>1</sup>

One of the sectors that drives economic growth is the tourism sector.<sup>2</sup> The tourism sector plays a strategic role in supporting the implementation of a green economy, particularly through the development of community-based and environmentally friendly tourism. Rural-based tourism, or tourist villages, offers an alternative for local economic development that is not solely focused on financial gain but also on environmental preservation and community empowerment. This is stipulated in East Java Provincial Regulation Number 4 of 2022 concerning the Empowerment of Tourist Villages. This regulation emphasizes that the development of tourist villages must be integrated with regional development, while simultaneously maintaining environmental

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<sup>1</sup> Dendi Eka Muda Sitepu dan Bernard Hasibuan, "Dampak Ekonomi Hijau terhadap Pertumbuhan Ekonomi dan Lingkungan di Indonesia," *Jurnal Mahasiswa Ekonomi & Bisnis* 5, no. 2 (2025).

<sup>2</sup> Esta Azzahra dan Aji Ali Akbar, "Pengelolaan Eksternalitas Lingkungan dalam Sektor Pariwisata Melalui Penerapan Green Economy di Indonesia," *Venus: Jurnal Publikasi Rumpun Ilmu Teknik* 3, no. 4 (2025).

sustainability and preserving local cultural values and customs. Theoretically, the development of agriculture-based tourism (agrotourism) can create added economic value, create jobs, and strengthen the social resilience of rural communities while maintaining environmental sustainability.

Tulungagung Regency has significant potential for developing agricultural-based tourism, one example of which is through the Farmer Village. The Tulungagung Farmer Village offers unique characteristics such as agricultural activities, local wisdom, and pristine natural landscapes. This potential can be developed into an educational and recreational tourist attraction aligned with *green economy principles*, such as the use of environmentally friendly agriculture, organic waste management, and the sustainable use of local resources.

However, empirical research related to *the green economy* in the Farmer Village tourism area in Tulungagung is still very limited, with most studies focused solely on the biodiversity within the area. For example, research conducted by Anggraini (2023) focused solely on the morphology and benefits of medicinal plants, which would later be developed into learning materials.<sup>3</sup> Furthermore, research by Nakhroni and Sari (2025) also focused solely on marketing strategies for farmer village tourism to increase visitor interest.<sup>4</sup>

Based on these issues, an in-depth study is needed to understand the efforts of Kampung Tani Tulungagung tourism to realize *a green economy*. This research is important because it examines how management efforts align with *green economy principles*. Thus, it is hoped that the development of Kampung Tani tourism will not only boost the local economy but also contribute to environmental preservation and the sustainable well-being of the Tulungagung community.

## **Methods**

This study uses a qualitative research method with a descriptive approach. According to Best in Sukardi, a descriptive qualitative approach is a research method that attempts to describe and interpret objects as they are.<sup>5</sup> This method was chosen to gain a deeper understanding of the development of tourism in Kampung Tani Tulungagung and its relationship to realizing *a green economy*. Therefore, this descriptive approach was used to systematically and

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<sup>3</sup> Dwi Ayu Anggraini, Pengembangan Media Pembelajaran E-Booklet Morfologi dan Manfaat Tanaman Obat Keluarga (TOGA) di Kawasan Wisata Kampung Tani Tulungagung (Tulungagung: Skripsi yang diterbitkan, 2023).

<sup>4</sup> Mochamad Zulfika Nakhroni dan Citra Mulya Sari, Strategi Pemasaran Wisata Edukasi Kampung Tani Tulungagung dalam Meningkatkan Minat Wisatawan (Tulungagung: Skripsi yang diterbitkan, 2024).

<sup>5</sup> Sukardi, Metodologi Penelitian: Pendidikan Kompetensi dan Praktiknya (Yogyakarta: PT Bumi Aksara, 2003).

factually describe the actual conditions of tourism management, community roles, and the application of environmentally friendly principles.

The object of this research is the development of Kampung Tani tourism in Tulungagung Regency, which includes agricultural-based tourism management activities, natural resource utilization, and the application of *green economy principles* in tourism and local community economic activities. The analysis in this study includes Kampung Tani tourism managers, as the main implementers of tourism development, local communities/farmers, as economic actors and supporters of tourism activities, and tourists, as parties who directly experience Kampung Tani tourism services.

This study used three methods of data collection: interviews, observation, and documentation. Data analysis techniques included data reduction, data presentation, and conclusion drawing.<sup>6</sup> Data reduction involved sorting and simplifying data from interviews, observations, and documentation. Data presentation involved organizing data into a systematic narrative. Conclusion drawing involved interpreting data to address the research objectives. Data analysis was conducted continuously until a clear picture of the development of Kampung Tani Tulungagung tourism as an effort to realize a *green economy* was achieved using triangulation as a data validation technique.

## **Results and Discussion**

Based on interviews with the management (2026), the Tulungagung Farmer Village Tourism is an agricultural-based tourism destination that utilizes the community's agricultural activities as its main attraction. Activities offered include agricultural education, farming experiences, agricultural processing, and the presentation of local products to tourists.

In more depth, interviews were also conducted with visitors (2026), visitors explained that during agricultural education visitors will be given provisions regarding the basics of agriculture, cultivation techniques, and further education regarding environmentally friendly agricultural management, sustainable agriculture and so on. The farming experience carried out in this tour is divided into three types, namely the first seasonal activity where visitors can plant rice in the fields, pick fruit and others, the second daily activity is to fertilize, water, and clean weeds, special programs are carried out by choosing various packages including the packages offered are the "Farmer for a Day" Package, educational Outbound for school children, Family farming experience, and live-in Program (staying at a resident's house). Furthermore, the processing of agricultural products is carried out by providing education on making fresh processed products such as making juice and salad, traditional products such as

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<sup>6</sup> M. B. Miles dan A. M. Huberman, *Qualitative Data Analysis: A Methods Sourcebook* (California: SAGE Publications, 2014).

making cassava or banana chips, making local jam and others, processing of products is also supported by workshop activities such as training in making compost, organic fertilizer, and others. In addition, the presentation of local products to tourists is carried out by emphasizing authentic and farm-to-table experiences, namely by eating together in a rice field hut, garden picnics, typical village buffet dishes, and available hamper packages of agricultural products.

Visitors (2026) also explained that the Farmer's Village tour offers many benefits, including providing children with real-life experiences learning about agriculture and a place to play and learn. This is as seen in Figure 1.



### **Documentation Images During the Farmer's Village**

The Kampung Tani tourist area still maintains a relatively natural environment, with expanses of active agricultural land and the use of traditional farming systems, some of which have adopted environmentally friendly practices. This demonstrates that Kampung Tani Tulungagung has significant potential to be developed as a tourist destination that supports *green economy principles*.

The Manager (2026) also explained that the farming village has made efforts to realize a green economy, namely by implementing green economy principles, such as the application of resource efficiency principles, reducing greenhouse gas emissions, investing in renewable energy, developing green technology, and preserving biodiversity. In more detail, the Manager (2026)

explained that in supporting the principle of resource efficiency, the manager strives to save water with a drip irrigation system, utilizes organic fertilizer from agricultural and livestock waste, and implements an integrated farming system that minimizes waste. Previously unused organic waste can be processed into compost or animal feed, thus creating a circular economic system at the village level. Thus, the use of production inputs becomes more efficient and sustainable.

Furthermore, the principle of reducing greenhouse gas emissions is implemented by reducing the use of chemical fertilizers and synthetic pesticides, which contribute to carbon emissions and soil pollution. Organic farming practices, tree planting in tourist areas, and waste management without open burning are concrete steps to reduce emissions. Furthermore, providing pedestrian paths and using environmentally friendly transportation within tourist areas also support efforts to reduce the carbon footprint.

*Green economy principle* that is applied in farming village tourism is the effort to invest. Investments in renewable energy, such as utilizing solar energy for lighting in tourist areas, using biogas from livestock waste as an alternative energy source, and the potential for micro-hydro power generation where water sources are available, are investments that are not only environmentally friendly but can also reduce long-term operational costs. These renewable energies represent a transition from reliance on fossil fuels to a more sustainable energy system.

Furthermore, the development of green technology is a supporting factor for the success of *green economy-based farming village tourism*. Automatic irrigation technology, simple sensor-based farming systems, modern waste management, and digital marketing based on the green branding concept are forms of innovation that can increase production efficiency while expanding market access. The implementation of environmentally friendly technology not only increases productivity but also strengthens the competitiveness of tourist destinations amid growing public awareness of environmental issues.

The final, equally important principle is biodiversity conservation. Farmer village tourism provides a space for the conservation of local plants, family medicinal plants, and agroforestry systems that maintain ecosystem balance. The presence of diverse plant varieties and natural habitats not only provides ecological benefits but also serves as an educational attraction for tourists. Through educational tourism programs, visitors can learn about the importance of preserving biodiversity as part of sustainable development.

Overall, the development of farming village tourism within a green economy framework is oriented not only toward increasing village incomes but also toward transforming production and consumption systems to be more environmentally friendly. The integration of resource efficiency, emission

reduction, renewable energy, green technology, and biodiversity conservation forms a model for sustainable, resilient, and inclusive village development. With this approach, farming village tourism has the potential to become a concrete example of green economy implementation at the local level that supports global sustainable development goals.

*The Green economy principle* in the Farmer's village is in line with the principles put forward by Rahmawati and Ketut (2024), namely Resource efficiency by trying to minimize the use of natural resources efficiently and sustainably, Reducing emissions by minimizing the effects of greenhouse gases and other pollutants, Investing in renewable energy by developing and using renewable energy such as solar, wind and water energy, Developing green technology by developing and using environmentally friendly technology, Preserving biodiversity by caring for and maintaining it properly and responsibly.<sup>7</sup>

Based on the description, it is very clear that Kampung Tani is one of the destinations in Tulungagung Regency that has participated in the success of the green economy movement. This is in line with the statement of Murianto, Fathurrahim, et al (2025) that the green economy is an approach that pays attention to the balance between the 3P aspects or People, Profit, and Planet. This means that the economic aspect is not the main thing, but the need to be humane by trying to humanize humans and preserving the environment is also very important.<sup>8</sup>

However, in its implementation, the farmer village also faces obstacles as the results of the manager's interview (2026) namely the existence of limited capital and access to financing, lack of education and technical assistance, old culture and habits that are difficult to change, unstable access to the green product market, and suboptimal policy and infrastructure support. This is reinforced by the results of research by Koerniawan and Genius (2025) that the implementation of the green economy in developing countries faces several obstacles such as limited budget, technical skills, and minimal technology transfer from developed countries.<sup>9</sup>

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<sup>7</sup> Novita Rahmawati dan I. Ketut Bayangkara, "Peran Green Economy dalam Meningkatkan Aspek Kesejahteraan Sosial Masyarakat (Studi Literatur)," *Inisiatif: Jurnal Ekonomi, Akuntansi dan Manajemen* 3, no. 3 (2024).

<sup>8</sup> Murianto, Fathurrahim, dkk., "Pengembangan Destinasi Wisata Berbasis Green Economy di Desa Batu Kumbang, Lombok Barat," *Jurnal Ilmiah Hospitality* 14, no. 2 (2025).

<sup>9</sup> Rina Nurlaeli R. Koerniawan dan Genius Umar, "Kritik terhadap Green Economy dalam Praktik Pembangunan di Negara," *Social Sciences and Education* 3, no. 1 (2025).

## **Conclusion**

As an effort to realize *a green economy*, *the farming village tourism has implemented green Economy principles* including the application of resource efficiency principles, reducing greenhouse gas emissions, investing in renewable energy, developing green technology, and preserving biodiversity. These principles are a form of building sustainable tourism, without harming any aspect. Resource efficiency is carried out by encouraging saving water use and reducing waste use by processing it into something useful such as fertilizer. Reducing greenhouse gas emissions is done by providing environmentally friendly vehicles and preventing the abundance of burned plastic. Development of green technology by developing simple sensors, modern waste processing, and digital marketing of the green economy. Conservation of biodiversity by providing various varieties of biodiversity.

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