

Analysis of Village Potential and Development of Post-Harvest Product To Be the Village of Guava Gondangmanis Tourism

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Abstract: Guava gondang manis is One of the guava varieties that has become a national superior variety and it has been known and has a high market in the supermarket, the guava gondang manis is one of the superior product of Jombang because it has the potential, high economic value and very attractive fruit colors. Based on the first survey it was found that this fruit can produce 3.5 tons of Guava with intensity harvest 3 times a year, if it is assumed an average selling value of Rp. 12,000 / kg, the total money turnover in the 3 villages is $46 \times 3 = 136,000,000$ / year. Jambu Gondangmanis which is known as Jambu Darsono, the population is not much, even though it can be said that only in Gondangmanis Village we can see this fruit, almost all of the people has owned these plants and lined up almost every road, so that it is looks shady and cool, this condition give the reason that it is needed for research to reviews the potential of the village and the readiness of post-harvest products to be Gondangmanis Tourism Village. This study use a descriptive qualitative method approach. The results of the study concluded that from the production of Guava and post-harvest products and other readiness, the gondangmanis Village is worthy to be a potential new tourist destination to visited in Jombang Regency.

Key word: Village Potential, Post Harvest Products and Jambu Gondangmanis Tourism Village

INTRODUCTION

Gondangmanis guava (*Syzygium malaccense*) is including of the family Myrtaceae originating from Southeast Asia whose existence is limited to Java, Sumatra and Peninsular Malaysia. Some parts of the *Syzygium* group plant are used in traditional medicines because it has antibiotic. Especially the bark, leaves and roots of guava are often used to cure diseases.

One of the guava varieties that has become a national superior variety is becoming known and its market share is high in the supermarket, Guava Gondang Manis from Jombang district. The Gondangmanis guava is a superior product of the Jombang because it has the potential, quite high economic value and very attractive fruit color (purple black if the fruit is old and purplish pink if the fruit is still young), it has medium shape and size, the taste is fresh fruit, white flesh and the texture is soft like cotton and fragrant fruit aroma. Consumers really like the taste of fresh, slightly sour, thick and chewy flesh and the appearance of a typical guava nut.

The result of the first survey was shown that the potential of Gondang Manis guava lies in superior fruit quality, high production and high economic value. The Gondangmanis guava trees which are the first fruits is from the seed (from the age of 2 years) it can produce the fruit as much as 40-50 kg, at the age of 4 years produce 100-200 kg / tree / year, if guava trees are above 10 years old, produce 300 -400 kw / tree / year with two harvest seasons. If the average guava plant produces 200 kg / tree and the price of guava fruit in 2016 is around Rp. 10,000, - - Rp. 17,000 per kilogram at the farm level, one plant can produce around Rp. 2,000,000 until Rp. 3,400,000,- [1]

Table 1. Data on guava farmers, Gondangmanis Village, Kec. Bandarkedung Mulyo, Jombang regency 2019

Nu	Description	Gondang manis Village	Prayungan Village	Gondanglegi Village
1.	Number of Farmers	278	295	369
2.	Number of Trees			
	(0-20)	96	59	13
	(21-40)	2	2	3
	(41-60)	1	1	2
3	Production	25 kg – 1000 kg	50 kg – 1000 kg	50 kg – 1500 kg
4	Maintenance of Manure	50 kg /tree	70 kg ton	90 kg/tree

Based on the table above, it shown that from the 3 villages it can produces 3.5 tons of guava with harvest intensity 3 times a year, if it is assumed that the average selling value is Rp. 12,000 / kg, the total money turnover in the 3 villages is $46 \times 3 = 136,000,000$ / year.

Furthermore, by looking at the number of guava production in Gondangmanis Village, the Government of jombang district together with the related participant who care with this village did the accompaniment to Make post-harvest products to Gondangmanis Village Community they are fertilizer, Jam, Beverage, Candied, and other products so that the Village community can increase the Selling Value of guava Gondangmanis. Finally, it was be able to improve the welfare of the local community.

The tourism of fruit picking was to be attraction for tourists both foreign countries and domestic, this can be seen from the number of tourist villages and there are many tourism fruit picking in other places get appreciation and suck up a lot of visitor from other regions. Guava Gondangmanis which is known as

Jambu Darsono, the population is not much, moreover, it can be said that only in Gondangmanis Village we can see Guava Gondang manis (Darsono) almost all of people in this village has owned these plants and lined up almost every village road, so that, it looks shady and cool, this condition gives the reason why it was needed to research the potential of the village and the readiness of post-harvest products to Gondangmanis Tourism Village.

METHODS

This study used a descriptive qualitative method approach so that the results obtained were a collection of field results through observation, observation and interviews conducted during the research process takes place [2]. This research was natural because the results of the research presented were more natural without any natural setting.

The subject of this study was not based on the research population, but it was called a social situation with three indicators, they were: place, actor or person, and activities carried out in synergy. Subjects taken in the study used a Purposive sampling technique where sampling through various considerations, for example the perpetrator was the owner of the garden, has sufficient knowledge for reference and or as the ruler in the place (head village, Chief of Staff and Others) so that the research results can be reference and / or as the ruler of the place (Village Chief, Chief of Staff and Others) so that the research results can reflect what is expected [2]

The subject of this study was Mr. Munadi whose has the largest Guava garden in Gondangmanis village, Mr. Slamet and Mr. Sukiati (Kampung Village). The main objective of this research was in the real condition of Gondangmanis Village in the form of the number of Gondangmanis Guava production and Post-harvest Production carried out by local villagers.

Below will be presented a roadmap that will be carried out in this study, as follows:

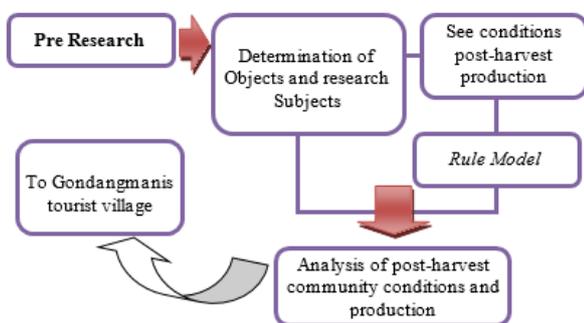


Figure 1. Research Roadmap

RESULT

A. Production Readiness

1. Land Conservation

Cultivation of Gondangmanis Guava which has long been in Gondangmanis Village, includes 3 village they were: Gondangmanis. Gondang legi and Prayungan,

have decreased soil and land fertility, therefore these villages need to be done land conservation . Land Husbandry is a new paradigm of land conservation in a holistic and comprehensive manner, covering a combination of handling technical, social, economic and cultural problems that were very complex interactions. So that, there were 3 main keys that can be used as entry points for land maintenance, they were; a) The goal of farmers to cultivate agricultural crops is to obtain sustainable high yields, b) Agricultural crops are related to soil quality. This means that the management of soil quality is one of the keys to successful land maintenance (Land Husbandry), c) The parties that carry out land maintenance work are farmers, not researchers or experts. Because the success of land maintenance lies in how we treat farmers.

The principle of implementing land improvement (land conservation) in the Land Husbandry method is land improvement by adding soil minerals needed by plants, and activating the biology of soils and soil microorganisms. So that the productivity and fertility of the soil increases again.

2. Organic fertilizer

Organic fertilizer is a better fertilizer for continuing crop production. Organic fertilizers are composed of several compound fertilizer elements obtained from livestock manure and dried leaves, which are fermented and then obtained by fertilizers which are already in the process. Then cooling is done and the fertilizer is ready to use.

Farmers in Gandangmanis Village have been able to produce Organic Fertilizer independently with production capacities of up to 3 tons, this condition will make it easier for farmers to maximize the yield of Gondangmanis Guava. There are several advantages to independently produced organic fertilizers as follows:

- a. Increasing ability to bind nutrient elements
- b. Improve soil structure
- c. Increases absorbing water, moisture and soil aeration
- d. Organic molecules can reduce metal toxicity and pesticides
- e. Stimulates the activity of soil microorganisms (bioactivators)

In addition, Guava farmers in Gondangmanis Village have also been able to make Organic Pesticides which aim to activate soil microorganisms and materials for their fermentation.

3. Organic Pesticides

The control of plant pest organisms is carried out periodically and for the success of the program a POT team has been formed produced by Gondangmanis Gapoktan and Gondanggigi which consists of plants from plant sap containing polyphenol compounds used for prevention of pest attacks while the ingredients of essential oil compounds are used to prevent disease attacks .

Control of plant pest organisms such as many caterpillars in guava trees. The caterpillar enters the tree

and is difficult to remove, because the caterpillar feeds on the capillary layer of guava trees. So it's not in daunnya but in the tree. Control must be done periodically with organic pesticides. Organic pesticides produced by Gondangmanis group consisting of vegetables from plant sap containing polyphenol compounds are used for prevention of pest attacks while vegetable pesticides from essential oils are used to prevent disease attacks.

Gondangmanis fertilizer production readiness has been neatly arranged, starting from the nursery process to making organic fertilizer and making Vegetable Pesticides (Pesnab), this is an added value besides increasing production of Guava from year to year and antosiasme of villagers to plant Guava on their own land -one.

Large-scale planting of guava by residents cannot be separated from the potential seen and felt especially by Mr. Munadi and Mr Selamat whose economy has increased from year to year [5]. In addition, the costs incurred are not necessarily every year, but starting from the first year up to the 5th year, the next is to carry out maintenance regularly so that the next harvest is not reduced or even increased [6].

B. Place / Location



Figure 2. Location of Gondangmanis Village

The location of Gondangmanis Village is very strategic, where the location of this village is between Tol Baru Roads in Jombang (west of the Salatiga-Kertosono Toll Road and the Kertosono-Mojokerto Toll Road East), so it is easy to show its location to the wider community. Besides that, Bandarkedung Mulyo Subdistrict is a Sub-District which was previously part of Perak District.

C. Post-Harvest Products

The post-harvest production is ready in the form of syrup and jam drinks from Jambu Darsono fruit. This product will be an added value for visitors so that there are souvenirs that they get when they visit Gondangmanis.

Some people who come to Gondangmanis according to the results of the researchers will ask for the fruit so that this will provoke residents to always produce and store it well [3], [4].

D. Rule Model

There is no denying that the condition of the Village people tends to see examples of success that already exist so that the model / person who consciously and voluntarily wants to be a differentiator from the other is to make their Jambu farmland a tourist spot, they are Mr. Munadi and Mr Selamat .

The selection of both is based on the number of Guava Plants which are quite a lot and neatly arranged, in addition to the position or location of their garden on the side of the road making it easier for tourists to enter and enjoy fruit picking in these two locations.

Not only limited to the production readiness carried out, but at Mr. Munadi's house there is also a place to relax such as a Gazebo, a selfie place and public toilet facilities (residents' toilets rented out to the public) and seating so that the visitors / visitors feel comfortable and at home in the tourism environment [4].

CONCLUSION

Based on the results of the research and discussion that have been mentioned above, it can be concluded as follows.

Jambu Gondangmanis production readiness has been arranged neatly, starting from the nursery process to making organic fertilizer and making Vegetable Pesticides (Pesnab), this is an added value besides increasing production of Guava from year to Year and antosiasme of villagers to plant Guava on land each of them.

The location of Gondangmanis Village is very strategic, where the location of the village is between two Tol Baru Jombang Roads (west of the Salatiga-Kertosono Toll Road and the Kertosono-Mojokerto Toll Road East), so it is easy to show its location to the wider community. Besides that, Bandarkedung Mulyo Subdistrict is a Baru Sub-District which was previously part of Perak District.

Production after harvest which was ready in the form of syrup and jam drinks from Jambu Darsono fruit. This product will be an added value for visitors so that there are souvenirs that they get when they visit Gondangmanis.

There is no denying that the conditions of the village people tend to see examples of success that already exist so that models / people who consciously and voluntarily want to be a differentiator from the others, namely by making their Jambu farmland to be used as tourist attractions, they are Mr. Munadi and Mr. Selamat.

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