

# Tea Plantation in Tourism, Conservation, and Economic Perspectives (a Study on Pagilaran Tea Plantation, Batang Regency)

Raras Gistha Rosardi\*, Sucihatiningsih Dian Wisika Prajanti, Hamdan Tri Atmaja,  
Juhadi Juhadi

Social Science Education Doctoral Program, Postgraduate Semarang State University ,Indonesia

\*Corresponding Author: [rarasgistha@students.unnes.ac.id](mailto:rarasgistha@students.unnes.ac.id)

**Abstract.** The plantation sector is a conflict-prone sector. The interests of various parties are disembody in the plantation sector. Policies, legal regulations, hopes to provide welfare and a vehicle for research and education are part of the dynamics of Plantation. The objectives of this research is to findings in the form of a new perspective on Pagilaran tea plantations. The method used in this research is qualitative. Tea plantation is the leading sector in Indonesia which is favored by beautiful natural scenery, superior tea commodities, and efforts to preserve nature. Pagilaran Tea Plantation has core businesses in the form of Production, Trade, and Agrotourism. Pagilaran tea plantation is an icon of family-based tourism and study tour. Pagilaran develops its plantations in accordance with RA (Rainforest Alliance) standards and government regulations. PT Pagilaran is also committed to always playing an active role in preserving the environment. Tour packages based on the potential of natural resources and education of tea commodities become the main attraction for Pagilaran, including Tea Walking, Tea Factory, and Sun Rise at Tea Plantation Peak. The management principle of PT. Pagilaran Tea Plantation is a Closed Cluster Economy that empowers local communities to be empowered in Pagilaran Tea Plantation.

**Key words:** tea plantation; nature tourism; conservation; local community.

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## INTRODUCTION

Indonesia is one of the few countries that have received the gift of natural resources luxury (Gunadi, 2020). Agriculture, Plantation, Fisheries, and Mining have become the attractions of Indonesia. However, the management needs to be improved professionally, independently, and empoweringly. Both biotic and abiotic natural resources certainly need to be managed with the principle of economic and environmental power.

In developed countries, agriculture has long been no longer considered as a main economic sector and its role as a contributor to national economic growth is often underestimated or ignored (Loizou et al., 2019).

Besides, agriculture and plantations are natural potentials that are not owned by every country. Tea and coffee commodities become primadonna in tropical countries because those are part of the culture of the people. These commodities became Indonesia's wealth. However, the tea commodity is starting to be neglected (Sanusi, 2020). Even in Japan, which places Tea as its own culture and regularly holds Tea ceremonies.

Tea plantations in Indonesia are wider.

Indonesia is the 7th largest tea producer in the World (Salsabila et al., 2020). Global tea consumption is growing well with an increase of 4.5% per year. However, it is paradoxical that Indonesian tea is losing its exports because production declines. The performance of Indonesian tea exports has continued to decline at an average of 3.1% per year. In the last 18 years, the number of exports has decreased by more than half. Even though tea in Indonesia has triumphed in the colonial era, which was in the 2<sup>nd</sup> rank of plantation export commodities, after rubber. In 1835, Javanese tea was the first tea outside China to enter the European market (Gunadi, 2020).

One of the tea plantations owned by Indonesia is in Central Java Province, namely in Batang Regency with an area of 1,200 ha. The tea plantation is located in Pagilaran, which is an area of Keteleng Village, Blado District, Batang Regency, Central Java. The management of the Tea Plantation is under PT. Pagilaran, which is a Business Entity under Gadjah Mada University with HGU (*Hak Guna Usaha*/Business Use Right) land status. Based on the interview results, it is obtained a statement that the Plantation Sector is a conflict-

prone sector. Various interests lead to in this sector both the interests of power, economy, and culture, so it is necessary to carry out a strategy of company management that is capable of reducing conflict.

The Pagilaran tea plantation has business fields not only for plantation but also for research, education, and tourism. Departing from its history that in 1964 through the Decree of the Minister of PTIP, Prof. Ir. Toyib Hadiwijaya, the plantation was handed over to the Gadjah Mada University to be used as a means of student education and research. In an effort to increase community empowerment, starting in 2005, by using Pagilaran building typical villa, this plantation has a business field, namely Agrotourism.

Tourism is a catalyst for development (A, Yoeti, 2010). The tourism sector is considered capable of being strategic support for economic growth for the country (Virgie Baker, 2017). Tourism development should be able to pay attention to environmental education and expansion of public insight who visit and the empowerment of local communities (Ardika, 2018). In fact, the economic benefits of the tourism sector cause problems with reduced natural resources, socio-cultural and environmental problems, as a result of the tourism concept that leads to mass tourism. The more severe damage to the environment has drawn a lot of criticism so that the current tourism development is directed at alternative tourism, which is more concerned with environmental sustainability, by implementing sustainable tourism such as agrotourism development (Swastika1 & Dewi, 2017).

The scenario of sustainable tourism for the region and to meet economic, socio-cultural, and environmental needs of stakeholders (Parga Dans & Alonso González, 2019) (McGehee, N. G., Boley, B. B., Hallo, J. C., McGee, J. A., Norman, W., Oh, C.-O., & Goetcheus, 2013). Sustainable Development Goals 2015-2030 can be realized one of which is through the tourism sector. In the sustainability principle, tourism can become a locomotive, which is expected to be able to bring people's welfare, economic equality, and environmental and socio-cultural preservation (Ardika, 2018). Talking about tourism is not only related to economic development. Economic interests which become the hegemony of most of the public officials' interest can tend to ignore the elements of conservation. In this case, it is very necessary to

understand and apply the geopolitics of ecology and conservation (Massé & Margulies, 2020). Tourism currently has a problem that is growth-oriented and incompatible with sustainability goals (Higgins-Desbiolles, 2018). Ecology and conservation elements are needed for sustainable tourism so that benefits can be felt in the long term.

Tourism, conservation, and economy are three interrelated elements. All of them can support each other to make Pagilaran tea plantations can excel economically, environmentally, and educationally. Education is an important factor to develop an area that has tourism potential. This is affirmed in the statement.

Education is needed to be provided to the community so that they are open and more willing to develop the potential in their region for tourism activities (Suryandari et al., 2015). For this reason, a new perspective is needed regarding the management of the Pagilaran tea plantation so that it can be used wider and avoid various conflicts of interest.

## METHODS

The type of this study was qualitative research. The data were collected by observation, interviews, and documentation. The researchers used four key persons to conduct in-depth interviews. This study was conducted at Pagilaran Tea Plantation, Dukuh Pagilaran, Keteleng Village, Blado District, Batang Regency. The coordinate is -6.924062, 109.721326. The uniqueness of this research location is that Pagilaran has potential in the agricultural sector, especially tea plantations. The commodity of tea is the pulse of the economy for most of the residents of Keteleng Village, Blado, Batang District. Whereas Batang Regency itself, which has an area of 78,864.16 Ha, relies on the fishery sector because it is located along the north coast.

Batang Regency, Central Java, has a topography of highlands, lowlands, and coastal areas. The natural appearance which is quite complete makes Batang Regency has tourism potential and a center for scientific research that can be used for the development of regional development and human resources improvement. In the highlands of Batang Regency, there is a large area of land that is planted with one world commodity, namely tea. The Pagilaran Tea Plantation is located in Pagilaran Hamlet, Keteleng Village, Blado

District, Batang Regency, Central Java. With an area of 1,130 hectares, Pagilaran Tea Plantation is above an altitude of 600-1600 meters above sea level. The Pagilaran plantation is divided into three afdeling based on the height and type of tea namely Afdeling Pagilaran, Afdeling Andongsili, and Afdeling Kayulandak.

## RESULTS AND DISCUSSION

### 1. Tea Plantation On Tourism Perspective

The Pagilaran tea plantation has natural and educational attractions. Pagilaran Tea Plantation Agrotourism presents green natural appearances of tea expanse and a highland atmosphere that makes tourists get an abundance of oxygen. Pagilaran Tea plantation agrotourism is the only tourist destination in Batang Regency which at the same time has lodging facilities. Other tourist attractions in Batang Regency, Central Java no one yet integrated with lodging facilities. It can be said that Pagilaran Tea Plantation Agrotourism has no competitor for Attractions, which offer the same facilities. A tourist attraction that has the same facilities is the Hot Spring Tourism Object in Gucci, Tegal Regency, Central Java. This is the only competitor for Tea Plantation Agrotourism, which is the closest area. This analysis is based on the interview with the informant Mr. AW which stated that:

“The advantage of Pagilaran Agrotourism is that it is the only tourist attraction in Batang Regency that also provides lodging”.

The same tourist attraction provides places to stay like Pagilaran Agrotourism which is the closest only Gucci tourist attraction in Tegal Regency, Central Java.

In addition, Tea Plantation Agrotourism is included in the type of family and official tourism. This is due to the atmosphere presented by the Pagilaran Tea Plantation and there is ODTW (Tourism Attractions) in the form of spot selfies of mill houses like in the Netherlands, treehouses, flying fox, duck boats, and tourist trains. In addition, there are educational tour packages, namely Tea Walking, Tea Factory, Chrysanthemum Cultivation, Camping, and Outbound.



**Figure 1.** Educational Tour Scheme in the Pagilaran Tea Plantation

Based on the interview result with Mr. SL who said that:

“The Pagilaran concept is family tourism, so there is a special segment, not general tourism. The potential is nature. There are two that want to be developed: conventional tourism (utilizing nature) and educational tourism. Pagilaran has already had Play Ground Area”.

The potential of Tea Plantation Agrotourism is in addition to educational and family tourism, it is also official tourism. The regional Government Office (Local Government) of Batang Regency is one of the regular customers in using Villas and Guesthouses officially owned by PT Pagilaran Tea Plantation. Lodging in Pagilaran tea plantation agrotourism has strict rules in the rental system because it is designed for family and business tourism so minimize use for asocial (eg: to stay non-husband and wife). Thus, the management of Pagilaran Tea Plantation Agrotourism has a principle that the use of lodging facilities is only for families and institutions. As for the lodging facilities owned by Pagilaran Tea Plantation Agrotourism:

**Table 1.** Lodging Facilities in Pagilaran Tea Plantation Agrotourism

No.	Names	Rental System	Capacity
1.	Villa Alamanda I	House	12 people
2.	Villa Alamanda II	House	12 people
3.	Villa Alamanda III	House	12 people
3.	Villa Amarilis	House	10 people
4.	Guesthouse Asalea	Room	60 people
5.	Guesthouse Bougenvile	Room	21 people
6.	Guesthouse Gladiola	Room	13 people

## Tea Plantation On Conservation Perspective

The Pagilaran tea plantation from a conservation perspective is that tea plantation's existence was originally handed over to the Faculty of Agriculture UGM after being used by the British and Dutch governments for research and education. The statement from Mr. GN confirms that:

“Pagilaran exists because of Tri Dharma of Higher Education, the consequence of UGM that managing Pagilaran is a necessity. The existence of Pagilaran is part of Devotion.”

PT Pagilaran is a company engaged in Plantation, Industry, Trade, Consultation, and Agrotourism is committed to always growing and developing to become a company that is not only profit-oriented. Pagilaran manages 2 Core Units and 4 Plasma Units with tea and cocoa commodities.

PT Pagilaran as part of Gadjah Mada University (UGM) is always active in carrying out the trust of Tri Dharma of Higher Education in order to create sustainability of the World of Tea Commodity Plantation, through various scientific researches by students, lecturers, and researchers and Farmer Empowerment of People's Core Plantation (PIR) Nationally.

Until now, the Pagilaran tea plantation is used as a place for Student Practices from the Agriculture Faculties of several Universities in Indonesia. Educational and research activities are going well at Pagilaran Tea Plantation even there is a researcher from Japan who is conducting research on tea plants at Pagilaran Tea Plantation.

PT. Pagilaran is committed to becoming a private company that has principles of wisdom and balance of nature for sustainability. The Pagilaran Tea Plantation is also committed to maintaining tea plants by considering the offer of sport Tourism, namely Paragliding in Tea Plantation area which the Directors regret that it has the potential to damage plants and make plantation area dirty because of the garbage brought by tourists to do Paragliding.

This statement was delivered by Mr. AW:

“From the point of view of the implementation of paragliding it is not damaging but the followers will definitely have an impact, regarding whether it is approved or not will be discussed with the commissioner”

PT. Pagilaran develops its plantation in accordance with RA (Rainforest Alliance) standards that is, committed to implementing the principles of sustainable agriculture: Principle 1 is effective management and planning systems, Principle 2 is Conservation and biodiversity, Principle 3 is Conservation of Natural Resources, Principle 4 is Improving Livelihood and Welfare Humans, Principle 5 is Sustainable CattleFarm .



**Figure 2.** Five Principles of RA (Rainforest Alliance) in the Tea plantation area

Plantation land-use regulations do have the potential to impede tourism activity innovation as examples of the ideas of Sport Tourism of paragliding and tourism trains carrying tourists to go around seeing the tea gardens are also the concern of the Board of Directors of Pagilaran will damage and leaving garbage in the tea garden.

As the statement delivered by Mr. AW:

“The tourist trains also have the potential to damage the garden, but from the Board of Directors there is no strategy to take preventive measures. Jeep road also uses the plantation area, the foreman joins and there is a security deposit of up to 5 million”.

Concerning the protection of the environment, PT. Pagilaran has proven to have a strong commitment to realizing a clean, everlasting, and sustainable plantation area. The rules regarding environmental care are also integrated with the Agrotourism business sector as an example of rules regarding environmental hygiene it is stated on the Agrotourism entry and parking retribution paper and there is a written rule that disposing of garbage carelessly will be subject to a fine of IDR 50,000.00.



**Figure 3.** Vehicle parking tickets at Agrotourism have rules regarding keeping the environment clean.

Conservation and Tourism can become complementary elements as the results of the following study: Agrotourism activities can be a tool for the preservation of cultural identity, to further develop local communities, and to offer a fair allocation of resources. Integration of ecological values into agrotourism activities including knowledge of Agro (Agriculture, Plantation, Livestock, and Fisheries), insight of protection and conservation of nature, efforts to save in use of natural resources and actions to protect the environment and do no harm (Gistha et al., 2020).

### Tea Plantation On Economic Perspective

Pagilaran tea plantation is a labor-intensive sector because it can absorb 1,500 workers who are all local people.

A statement from Mr. AP that:

“Pagilaran is the hope of the people of Keteleng Village, Blado District, Batang Regency. People who are absorbed are people with no high education which is not absorbed by other industries. For example, if the minimum manufacturing is junior high school, but the plantation sector can absorb labor from all levels of education”.

“There is an economic turnaround. There is a circulation of money due to evening wages. As long as you want to work hard and work in the field. Personnel Low education and women can be absorbed in the Plantation sector, Multiplier effect there are 6000 people because each employee has 2 to 4 members family”.

The Pagilaran tea plantation becomes the focus of the local community and PT. provide facilities in the form of emplacement (housing) for Pagilaran workers, Health Facilities in the form of Health Centers in the Emplacement area, and Educational Institutions (Early Childhood

Education Program and Kindergarten).

The Directors of PT. Pagilaran have the principle that the management of the company is a closed economic cluster by forming a BUMR (People's Owned Enterprise).

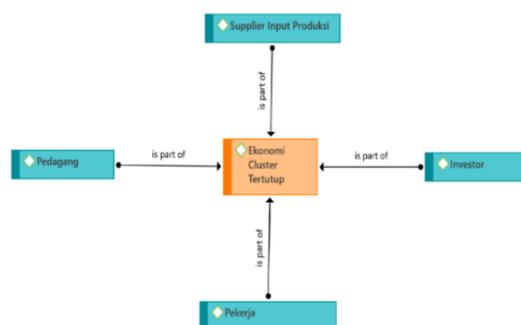
The interview result with Mr. RG that:

“The Board of Directors agreed that Pagilaran managed by Closed Cluster economy model . This model is prioritizing Pagilaran natives to be able to become part of PT. Pagilaran both as plantation workers and traders who support Agrotourism activities. In addition, in tea production activities related to fertilizer suppliers is prioritizing Pagilaran indigenous people or family relations so that the hope of increasing welfare will be realized”.

The affirmative statement from Mr. RG said that:

“The management principle of PT. Pagilaran Tea Plantation is the same as UGM, which is self-supporting so that PT involves alumni who have developed and have a position as CEO to contribute to the development of both plantations and agrotourism. The contribution of alumni can be in the form of buying shares”.

Thus, based on the interview result that PT. Pagilaran has typical principles in managing the company to realize the welfare of the community, especially the local community.



**Figure 4.** Atlas.ti 9 analysis result for the Closed Cluster Economy

Notes:

- Pedagang = Trader
- Pekerja = Worker
- Supplier Input Produksi= Production Input Supplier
- Ekonomi Cluster Tertutup= Closed Cluster Economy

## CONCLUSION

Tea plantations are a prominent sector in Indonesia because they provide a multiplier benefit not only on the economic side but also on the environmental and social aspects. Pagilaran tea plantation is a sector of the Indonesian economy as well as a representation of the means to realize Research, Education, and Community Service. Pagilaran Tea Plantation has core businesses in the form of Production, Trade, and Agrotourism. People recognize the Pagilaran tea plantation as a destination for tourism to enjoy the cool air and the beauty of the green expanse of tea gardens. Pagilaran tea plantation as a tourist icon based on Family and study tour In addition, Pagilaran is a priority destination for government, non-government, educational institutions, and social institutions to hold various training and education. Tour packages based on the potential of natural resources and tea commodity education are the main attractions for Pagilaran, including Tea Walking, Tea Factory and Camping Ground, and Outbound in the Tea Plantation area. The Pagilaran tea plantation is a labor-intensive sector that becomes the foundation of the welfare of the local community. The management principles of PT. Pagilaran Tea Plantation is a Closed Cluster Economy, self-supporting, and committed to forming BUMR (People-Owned Enterprises) which is empowering local communities to be empowered in Pagilaran Tea Plantation.

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