

Persepsi Masyarakat terhadap Integrated Farming System dan Inovasi Wisata Digital dalam Mendukung Ekonomi Lokal Berkelanjutan

(Community Perceptions of the Integrated Farming System and Digital Tourism Innovation in Supporting a Sustainable Local Economy)

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ABSTRAK

Pertanian dan pariwisata merupakan dua sektor strategis yang berperan penting dalam pembangunan ekonomi pedesaan. Penerapan Integrated Farming System (IFS) dan digitalisasi pengelolaan destinasi wisata menjadi pendekatan yang dinilai mampu mendukung optimalisasi pemanfaatan sumber daya serta peningkatan ekonomi masyarakat secara berkelanjutan. Penelitian ini bertujuan untuk menganalisis persepsi masyarakat terhadap implementasi IFS dan digitalisasi Taman Wisata Gurgur dalam upaya memperkuat circular economy di Kabupaten Toba, Sumatera Utara. Kegiatan dilaksanakan dalam program Dosen Pulang Kampung IPB University pada Agustus 2025 dengan melibatkan 50 responden yang terdiri atas pengelola wisata, kader PKK, dan masyarakat desa. Pengumpulan data dilakukan melalui pre-test dan post-test, observasi, Focus Group Discussion (FGD), serta dokumentasi lapangan, kemudian dianalisis secara deskriptif. Hasil penelitian menunjukkan bahwa seluruh responden memahami konsep dasar IFS, tujuan circular economy, serta komponen digitalisasi wisata, dengan persentase pemahaman 100%. Pelatihan IFS meningkatkan wawasan masyarakat terkait pemanfaatan limbah pertanian, integrasi tanaman–ternak–perikanan, dan optimalisasi sumber daya lokal. Selain itu, digitalisasi wisata melalui pemasaran online dan sistem informasi digital terbukti memperkuat promosi destinasi serta potensi produk lokal. Masyarakat menilai bahwa kombinasi IFS dan digitalisasi berpotensi meningkatkan pendapatan, efisiensi sumber daya, serta daya tarik wisata. Penelitian ini menegaskan pentingnya sinergi pertanian terpadu, ekonomi sirkular, dan digitalisasi untuk menciptakan model pengembangan desa wisata yang berkelanjutan. Pendampingan lanjutan diperlukan untuk memastikan implementasi nyata di lapangan dan keberlanjutan program.

Kata kunci: ekonomi sirkular, integrated farming system, persepsi masyarakat, wisata digital

ABSTRACT

Agriculture and tourism are two strategic sectors that play an essential role in supporting rural economic development. The implementation of the Integrated Farming System (IFS) and the digitalization of tourism management are considered effective approaches to optimize resource utilization and enhance community economic growth in a sustainable manner. This study aims to analyze community perceptions of the implementation of IFS and the digitalization of Gurgur Tourism Park in strengthening the circular economy in Toba Regency, North Sumatra. The program was carried out under the Dosen Pulang Kampung initiative of IPB University in August 2025, involving 50 respondents consisting of tourism managers, Family Welfare and Empowerment Cadre (Kader PKK), and local community members. Data were collected through pre-tests and post-tests, observations, Focus Group Discussions (FGD), and field documentation, and were analyzed descriptively. The results show that all respondents demonstrated an understanding of the basic concepts of IFS, the objectives of the circular economy, and components of tourism digitalization, with an overall comprehension rate of 100%. IFS training enhanced community knowledge regarding agricultural waste utilization, plant–livestock–fish integration, and the optimization of local resources. Furthermore, tourism digitalization through online marketing and digital information systems proved effective in strengthening destination promotion and increasing the visibility of local products. The community perceived that integrating IFS and digitalization could increase income, improve resource efficiency, and enhance tourism attractiveness. This study highlights the importance of synergy between integrated farming, circular economy principles, and digitalization in creating a sustainable rural tourism development model. Continued assistance is needed to ensure practical implementation and long-term program sustainability.

Keyword: circular economy, community perception, digital tourism, integrated farming system