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Sinergi Ketahanan Pangan, Digitalisasi, dan Pemberdayaan Masyarakat melalui Agrowisata Edukatif

Synergizing Food Security, Digitalization, and Community Empowerment through Educational Agro-Ecotourism

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Abstract: *Educational agro-ecotourism has emerged as an innovative strategy to integrate food security, economic value-added, and digitalization within community-based development. The community service program at Pleret Dam 1904 was conducted through nine structured stages, including modern agricultural training, post-harvest processing, institutional strengthening, and digital promotion activation. The program resulted in a 200 m² educational garden, three ready-to-market processed products, and improved governance capacity of the Tourism Awareness Group (Pokdarwis) through basic SOPs and bookkeeping. These findings confirm previous studies emphasizing the role of social capital and technological innovation in sustaining community-based ecotourism. The main contribution of this study lies in demonstrating that the synergy of educational agriculture, downstreaming, and digital promotion can serve as both a conceptual framework and a practical model for community empowerment. The implications are closely aligned with national and global agendas, particularly SDGs 2, 8, and 11, and provide opportunities for replication in other destinations with similar characteristics.*

1. INTRODUCTION

Each region has unique potential which, if managed well, can become a source of community welfare. On a global scale, the tourism sector contributed around 10.3% to world GDP before the COVID-19 pandemic, demonstrating its significant role in the global economy (Liu et al., 2023). However, these potential faces serious challenges such as climate change, the food crisis, and economic inequality, which demand a new, community-based development model as an alternative strategy (Savary et al., 2022). This approach emphasizes the active role of citizens in managing local resources, so that development benefits are long-term and strengthen socio-economic independence (Hariyadi et al., 2024).

One concrete form of community-based development is the development of community-based tourism (CBT). This model does not merely offer entertainment, but rather

presents an experience that brings together cultural, agricultural, and environmental sustainability values (Priatmoko et al., 2021). Previous research has shown that CBT can increase family income by 20–30% in several Indonesian tourist villages (Nugroho & Numata, 2020), while also strengthening local cultural identity (Jaya, 2022). However, limited institutional capacity, low digital literacy, and minimal participation by the younger generation remain major challenges. Barriers to community participation in ecotourism can be seen from operational, structural, and cultural aspects (Zakia, 2021).

The 1904 Pleret Dam in Pasuruan Regency is an area with significant potential for community-based tourism (CBT) development. Originally constructed during the Dutch colonial era, the dam has evolved into an agricultural-based educational and tourism space (Prayitno et al., 2024). The role of the Tourism Awareness Group (Pokdarwis) is very important in managing this destination. Since 2021, Pokdarwis has organized educational programs for students and local communities to raise awareness of sustainable agriculture (Hariyadi et al., 2024). However, tourist arrivals remain volatile, averaging <500 visitors per month, with conventional tourism promotion methods and limited institutional support (Azni, 2020). Pleret Dam's strategic location is only 5 km from the center of Pasuruan City, which has a potentially large visitor base (Wahyudi et al., 2022).

Apart from the tourism sector, there are also problems in the productive economic sector. Most of the community's agricultural products are still sold in raw form with low selling value, so they do not provide maximum profits for farmers. The lack of product downstreaming and limited processing infrastructure are factors hampering the competitiveness of local agriculture. In fact, studies show that product downstreaming can increase added value by up to 40% for smallholder farmers (Clark et al., 2020). Kalalo (2023) emphasized that the development of community-based tourism villages cannot be separated from the balance between economic, social, and cultural aspects. This situation demonstrates the importance of strengthening community partnerships based on the Tourism Awareness Group (Pokdarwis), a collaborative pattern involving the community and universities. With the support of strong partnerships, Pokdarwis not only plays a role as a tourism manager but also as a driving force for socio-economic innovation through training, digital literacy, and facilitating market access (Wahyudi et al., 2022).

The community partnerships coordinated through the role of Pokdarwis are also aligned with the sustainable development agenda. From a Sustainable Development Goals (SDGs) perspective, these partnerships support goals 2 (food security), 8 (inclusive economic growth), and 11 (sustainable cities and communities). At the national level, this strategy strengthens the

President's Asta Cita policy and the National Research Master Plan (RIRN) in the areas of food security and community empowerment (Hariyadi et al., 2024). Ecotourism has also proven to be a catalyst for sustainable development through collaborative conservation governance involving multiple stakeholders (Salman et al., 2024). For universities, involvement in this partnership supports the achievement of Key Performance Indicators (KPI), especially KPI 2 and KPI 3 which emphasize student experiences outside the campus and lecturers' contributions to community service (Anwar et al., 2024).

2. METHOD

Socialization and Needs Mapping

The activity began with a socialization session with the Pokdarwis management, village government, and local residents at the Pleret Village Hall. At this stage, the team and the community exchange views to align perceptions regarding the direction of the program, as well as mapping the potential and problems faced. Through open discussions, it was agreed upon the technical steps that would be implemented together. To facilitate understanding, the work plan

Table 1. Work Plan for the Pleret Dam PKM Program 1904

Implementation Flow	Activity Implementation	Output/Goals
Stage 1	Socialization & needs mapping	Achieving technical agreements, mapping partner potentials & problems
Stage 2	Training on hydroponic farming, tabulampot (fruit plants in pots), verticulture, and post-harvest processing practices into value-added products	Partners are able to conduct modern post-harvest cultivation
Stage 3	Training on post-harvest processing & product downstreaming	Partners have at least 3 post-harvest processed products ready for distribution
Stage 4	Institutional management training, including SOP drafting, simple bookkeeping, and business planning to make Pokdarwis (Tourism Awareness	SOPs, simple bookkeeping, and a draft ecotourism business plan

	Group) more professional	
Stage 5	Digital marketing training, including packaging design, product identity, and skills in managing digital media to support tourism and local product promotion	Partners have an active website & social media, as well as 3 packaging designs
Stage 6	Technology application through educational gardens and digital promotional media	Partners have an educational garden (±200 m²) and active processing tools
Stage 7	Digital promotion & content activation	Partners have uploaded digital content
Stage 8	Intensive mentoring and scheduled evaluation	Conducting evaluation reports, reflection, and partner achievements
Stage 9	Strengthening community independence through business units, MoU, and working groups	Asset handover and program sustainability commitment

Sources: Authors, 2025.

The program work plan is carried out in nine stages. Activities begin with outreach and needs mapping, ensuring the program's suitability to the partner's conditions. This is followed by training in modern agriculture (hydroponics, tabulampot, vertical farming) and post-harvest processing to produce value-added products. The program also includes institutional management training, so that Pokdarwis is able to prepare SOPs, simple bookkeeping, and more professional business plans. The next stage focuses on digital marketing, through packaging design, product identity, and website and social media management. This innovation is reinforced by the construction of an educational garden of approximately 200 m² and the activation of digital content. Afterward, the team carries out intensive mentoring and regular evaluations to monitor program achievements. The final stage aims to strengthen community independence through the establishment of business units, MoUs, and working groups, ensuring the program's sustainability even after.

Table 2. Logframe of the Pleret Dam PKM Program 1904

Component	Performance Indicators	Means of Verification	Assumptions
General Objective	Improving community welfare through ecotourism	Achievement reports, economic data, community	Partner support &

	revitalization	testimonials	community participation
Specific Objectives	Educational farming garden, product downstreaming business, active digital promotion	Documentation, program reports, digital platforms	Simple technology can be adopted by partners
Outputs	Educational Garden ±200 m², Institutional SOPs & Simple Bookkeeping, Market-Ready Processed Products, Digital Promotional Content	Photos/videos, training reports, screenshots of digital media	Cooperative partners, internet availability
Main Activities	Socialization, training, technology implementation, digital promotion	Attendance lists, activity reports, practice evidence, digital content	Consistent partner participation
Resources	Lecturers team, students, agricultural equipment, digital devices, support from village government & Tourism Awareness Group (Pokdarwis)	Facilities list, task distribution	Sustainable facilities & funding

Sources: Authors, 2025.

The Pleret Dam 1904 Community Empowerment Program Logframe was designed to ensure that each program component has clear performance indicators, measurable verification methods, and realistic assumptions. The program's overall objective is to improve community welfare through ecotourism revitalization. Success indicators are measured through achievement reports, economic data, and community testimonials. This aligns with a study by Djuwendah et al. (2023), which emphasizes that the sustainability of agrotourism is largely determined by its direct impact on community income and welfare.

Specific objectives include the establishment of an educational garden, product downstreaming efforts, and active digital promotion supported by program documentation and online platforms. The main outputs include an educational garden of approximately 200 m²,

institutional SOPs, ready-to-distribute processed products, and digital content demonstrated through activity reports and promotional media. All activities, from outreach to digital promotion, are verified through attendance lists and practical content. The success of this logframe depends heavily on consistent partner participation, institutional support, and the sustainability of facilities and funding.

3. RESULTS

The community service program at the Pleret Dam 1904 showed a real contribution to increasing community capacity, both in aspects of agricultural production, product processing, institutions, and marketing strategies. Program interventions at the Pleret 1904 Dam demonstrated increased production capacity and local-scale food security through two main channels: (a) improving cultivation and water management practices taught in the educational garden, and (b) increasing community food literacy (including crop diversification and modern farming techniques). The literature confirms that community-based interventions in agro-ecotourism can improve local food security when combined with agricultural practices that are adaptive to climate change.

Djuwendah et al. (2023) demonstrated in a study of agro-ecotourism in West Java that social and institutional dimensions, including community participation in management, improved community food sustainability indicators. The same was reflected in field observations: the Pleret Dam educational garden (approximately 200 m^2) served as a demonstration center for water-efficient cultivation techniques and food diversification, directly addressing the limited technical capacity of local farmers (Djuwendah et al., 2023). Quantitatively, the literature shows that programs that combine training in cultivation techniques and access to markets can reduce family food insecurity by a significant proportion in the medium term (Savary et al., 2022; Sadhana et al., 2025). In the Pleret Dam context, the presence of educational programs is an important parameter for assessing the impact of food security on partner families.

The educational garden developed at the Pleret Dam in 1904 serves as a learning platform for modern agricultural techniques and as a model for local food security. Recent studies confirm that agro-ecotourism can increase food availability through crop diversification and the integration of cultivation practices with water conservation (Liu et al., 2023; Sukardi et al., 2024). These findings are consistent with field programs, where the application of hydroponics and vertical farming are adaptive solutions to land constraints. The production training attended by 30 participants, consisting of farmers, youth, and Pokdarwis

administrators, increased the understanding of sustainable cultivation techniques by 72% based on pre-tests and post-tests (Savary et al., 2022).

Research emphasizes that community participation in agrotourism strengthens household capacity to cope with food shocks, particularly in the post-pandemic context (Altieri & Nicholls, 2020). Thus, educational agricultural ecotourism can be seen as a sustainable development strategy that is not only oriented towards tourism but also towards meeting the community's basic food needs

Figure 1. Educational Agricultural Training

Sources: Authors, 2025.

One of the key outcomes of the program is the encouragement of downstreaming of agricultural products from the sale of raw products to simple processing into ready-to-distribute products. This downstream literacy has been proven to increase the economic value of agricultural products by up to 40% according to a study by Clark et al. (2020). Recent research also highlights that strengthening value chains through locally processed products can encourage economic inclusion and expand opportunities for village-based micro-enterprises (Dudensing, 2023; Turtureanu, 2025). Field findings indicate the emergence of at least three partner processed products, in line with the program's output objectives. Literature on value-added agriculture confirms that downstreaming can directly increase farmers' profit margins and reduce cross-income vulnerability (Clark et al., 2020; Dudensing, 2023).

However, real obstacles arise on the value chain side, such as limited processing capacity (equipment and hygiene standards), fragmented market access, and the need for marketing learning. This is similar to Dahal's (2024) findings, which state that increasing income from value-added products often requires initial capital support, quality coaching, and micro-

certification (Dahal, 2024). Therefore, the technical steps prioritized by the post-harvest processing training program, packaging design, and small market tests seem appropriate for the initial phase, but a clear roadmap is needed for production scale and food standard compliance if larger markets are to be reached.

Figure 2. Processed products resulting from downstream training
Sources: Authors, 2025.

Digital marketing training is also a strategic component to support program development. Evidence from cross-country studies shows that digital marketing effectively improves destination image and visitor interest, especially when the content is educational, user-generated, and emphasizes the uniqueness of local products (Khan et al., 2022). The digital marketing training, involving 30 participants, resulted in the activation of an official website and active social media accounts.

Pleret Dam 1904 after the digital promotion activation stage, saw an increase in digital interaction (number of content uploads, engagement) and an increase in school visit bookings. Another study showed that local content-based digital marketing can increase user engagement by up to 35% in the context of village tourism (Veseli et al., 2025). This demonstrates the effectiveness of local content in enhancing a destination's image.

Figure 3. Digital marketing training & official partner website

Sources: Authors, 2025.

However, the literature emphasizes that digitalization must be accompanied by a consistent content strategy and management capacity (community managers) to achieve long-term impact. Research by Ayu et al. (2025) shows that story comics tourism can be an effective approach to overcome these obstacles, because it places more emphasis on cultural narratives and local identity in digital promotion. Strengthening digital literacy for the younger generation and technical support from universities are reasonable solutions in this context.

Pokdarwis, as the driving force of the community, plays a central role in bridging the agricultural aspects, product downstreaming, and digitalization of promotion. The literature confirms that strong local institutions are a prerequisite for the success of community-based ecotourism, in line with empirical evidence emphasizing the role of social capital and local governance in the sustainability of CBT (Hariyadi et al., 2024; Nugroho & Numata, 2020). Eighty percent of administrators stated a better understanding of simple bookkeeping and business planning after mentoring. Literature studies show a positive relationship between multi-stakeholder involvement (village government, universities, private sector) and the success of community-based destination development (Salman et al., 2024; Castillo-Salazar et al., 2025). In the context of the Pleret Dam, institutional strengthening is carried out through

the preparation of SOPs, simple bookkeeping, and more professional business planning.

Observations indicate that Pokdarwis institutional effectiveness depends on internal management capacity and continuous external support. Without a clear task-sharing mechanism and adequate economic incentives, there is a risk of low long-term participation. Therefore, key recommendations include strengthening local incentive mechanisms (benefit-sharing), administrative support, and sustainable marketing networks. The integration of higher education institutions into Pokdarwis also supports the achievement of higher education institutions' Key Performance Indicators (IKU) while strengthening the position of the community as a subject of development.

From a policy perspective, the development of the Pleret Dam is aligned with SDGs 2, 8, and 11, and supports the 2025–2045 National Research Master Plan (RIRN) and the President's Asta Cita in the areas of food security and community empowerment (Anwar et al., 2024). Literature shows that community-managed ecotourism programs have a greater chance of sustainability when linked to national policies and access to formal funding (Wibowo et al., 2023). The Pleret Dam can be used as a model for good practices in integrative, community-based educational agricultural ecotourism, while also supporting the national development agenda.

4. DISCUSSION

Field findings indicate that the educational garden at Dam Pleret 1904 not only generates new technical skills but also demonstrates the social process of transforming local knowledge into modern agricultural practices. This is in line with Djuwendah et al. (2023), who emphasized that the success of agro-ecotourism is determined by the extent to which agricultural innovations are accepted and internalized by the community. Thus, the existence of the educational garden not only increases technical capacity but also serves as a social learning medium that strengthens community solidarity in facing the food crisis..

Downstreaming of agricultural products achieved through post-harvest processing training shows the potential for increasing economic added value, although the scale is still limited. International literature shows that value-added initiatives often face initial obstacles in the form of limited capital, equipment, and quality standards (Dahal, 2024). A similar situation was observed at Dam Pleret, where new skills have been developed, but business sustainability is highly dependent on continued technical support and formal market access. In other words, the success of downstreaming cannot be separated from the connection with the wider supply chain.

The digitalization aspect shows different dynamics. While official website and social media activations do increase destination exposure, their effectiveness is only seen in increasing initial interactions, such as content engagement and bookings of small group visits. Khan et al. (2022) emphasized that digital marketing only has a significant impact if the content strategy is consistent and emphasizes local narratives. This highlights the importance of digital innovation at Dam Pleret, which is still in its early stages and requires further strategies, such as a culture-based storytelling approach (Ayu et al., 2025).

The role of Pokdarwis in integrating food security, downstreaming, and digitalization emphasizes the importance of local institutions as coordination centers (Maulana et al., 2022; Maulana et al., 2023; Maulana et al., 2024). Nugroho and Numata (2020) show that community participation in ecotourism can only be sustainable if facilitated by institutions that have social legitimacy. Observations at Pleret Dam show that the existence of SOPs, simple bookkeeping, and business plans are positive initial steps, but long-term effectiveness still requires a clear economic incentive mechanism to prevent participation from declining.

From a policy perspective, the results of the Pleret Dam program are relevant to SDGs 2, 8, and 11 which emphasize food security, inclusive economic growth, and sustainable communities. This connection demonstrates that local initiatives can be instrumental in implementing both global and national policies, such as the President's Asta Cita and the RIRN. Salman et al. (2024) emphasize that ecotourism sustainability depends on multi-stakeholder collaboration, and in the case of the Pleret Dam, university involvement strengthens technical capacity while providing academic contributions through the achievement of Key Performance Indicators (KPIs).

Overall, this discussion demonstrates that the 1904 Pleret Dam can be positioned as a model for good community-based educational agricultural ecotourism practices. However, long-term success can only be achieved with a roadmap for strengthening downstream processes, a sustainable digital strategy, and consistent institutional support. With this approach, the program not only provides a short-term impact, but also strengthens the socio-economic resilience of local communities in facing global dynamics (Maulana & Wardah, 2023).

5. CONCLUSION

The Pleret Dam 1904 educational agricultural ecotourism development program proves that a community-based approach can produce real impacts on the three main dimensions of sustainable development. First, food security is strengthened through educational gardens and

the adoption of modern agricultural practices, which enhance food literacy and production diversification. Second, the downstreaming of agricultural products has successfully driven the creation of added value through post-harvest processing and local product design, although it still requires technical support and broader market access. Third, innovations in digital promotion increase destination visibility while opening up more inclusive networking opportunities for the younger generation.Institutionally, the role of Pokdarwis has proven crucial as a driving force for the integration of communities, universities, and other stakeholders in ecotourism governance. This synergy is in line with global development goals (SDGs 2, 8, and 11) as well as national policy directions such as RIRN and the President's Asta Cita. Therefore, the Pleret Dam can serve as a model for good practice in community-based agrotourism development that integrates social, economic, and digital technology dimensions. The academic contribution of this research lies in the integration of three aspects, such as food security, product downstreaming, and digitalization of promotion within a single community-based agro-ecotourism framework. Practical implications include the need for a gradual downstreaming roadmap, a sustainable digital content strategy, and strengthening local institutions to ensure sustainability. Further research is recommended to examine the long-term quantitative impacts on increasing household income, family food security, and community adaptive capacity to climate change and market dynamics.

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