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Salatiga Cassava tourism development strategy

Ahmad Fikri Sabiq

Universitas Islam Negeri (UIN) Salatiga, Salatiga, Indonesia

Corresponding Author: ahmadfikrisabiq@gmail.com

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Abstract:

This study aims to determine the development of cassava Argowiyoto Salatiga Village. This research is a field research conducted in Cassava Village Argowiyoto, Ngaglik, Ledok, Argomulyo, Salatiga. Primary data sources come from field data obtained through interviews and observations. While the secondary data comes from written sources both in books, journals, and from online media. While the analysis of this study using descriptive analysis. Kampung Singkong Argowiyoto Ngaglik begins with Gethuk Kethek Dua Rasa which then develops with the existence of many culinary-based SMEs. This development continued with the emergence of cassava cheese D-9 as a tourist attraction. The next development is the emergence of Argotelo which develops educational and recreational aspects that are attractive to tourists. From the existing MSMEs, it then developed until dozens of MSMEs appeared in the Argowiyoto cassava Village area. Some of the strategies for developing cassava tourism are building a community of entrepreneurs, holding promotional events, cooperating with various parties, developing culinary variations, and using social media as a means of promotion.

Keyword: Salatiga; Strategy; Development; Tourism



INTRODUCTION

Cassava is a familiar food ingredient in Indonesia. Almost all regions in Indonesia there are plants that contain these carbohydrates. In fact, many regions make cassava into food that can be processed into various types of preparations (Wulandari et al, 2023). Cassava (*Manihot Utilisima*) or also known as cassava or cassava comes from South America. There, cassava grows wild in the forests. By the Portuguese who at that time had traveled the world, this plant was also brought to all corners of the world (Zekarias et al., 2019). According to Haryono Rinardi, cassava plants entered Indonesia around the 16th century brought by the Portuguese to the Moluccas.

The advantage of this plant is that it can be harvested as needed. Therefore, this plant is often referred to as an underground storehouse of supplies. This is relevant to the conditions in the 16th century in the early days of the entry of Europeans into

Indonesia, where at that time the staple food is still scarce (Rinardi, 2022). Cassava spread to the island of Java around the 19th century. Approximately in 1852, cassava plants were first introduced in a district in East Java. Although in that century is still not well known by the public. As noted by the controller in Trenggalek named J. van Swieten in *De zoete cassave* published in 1875, that around 1876 cassava is less known in Java. But at that time, cassava has begun to be grown massively in several other areas (Purwanto et al., 2024).

In 1875, cassava consumption in Java was still low. Furthermore, cassava consumption increased rapidly at the beginning of the 20th century where cassava cultivation began to expand (Van der Eng, 1998; 2000). At that time, the population on the island of Java experienced rapid growth. This is not balanced with the income of rice plants as a staple food. Therefore, people are encouraged to grow cassava as an additional source of food. Cassava is also a substitute for rice in some areas in Central Java when people experience a famine before harvest or when rice crop failure. In some communities, cassava is seen as inferior to rice as a staple food (Utami, 2017).

Cassava has a lower protein content than rice. And consuming cassava is usually seen as a sign of poverty. However, the events of the transition to cassava have proven the dynamics of food crop agriculture that occurred on the island of Java in the late colonial period. By grounding cassava and processing cassava into various processed foods in this modern era, at least it can change the paradigm of cassava to be seen as a dignified food ingredient (Isnaeni, 2014). Cassava, the tuber that is easily obtained and processed, has long been an important part of people's lives in various parts of the world. Known by the scientific name *Manihot esculenta* Crantz, this plant is native to South and Central America, and has now spread to all corners of the world, including Indonesia.

In Indonesia, cassava is not just a rice complementary food. For some people, cassava is a staple food rich in carbohydrates and calories. Its ability to grow in a variety of soil and climate conditions, makes it an easy crop to grow and harvest, making it highly reliable as a source of food, especially in rural areas. Cassava has many varieties with a variety of flavors, shapes, and textures (Bechoff et al., 2018). The tuber can be processed into a variety of foods and processed products, ranging from traditional foods such as boiled cassava, fried, and getuk, to modern foods such as cassava chips, tapioca flour, and bioethanol.

Not only rich in carbohydrates, cassava also contains various important vitamins and minerals, such as vitamin A, vitamin C, potassium, and iron. Its high fiber content is also beneficial for digestion and intestinal health. Cassava is not only important as a food source, but also has great economic potential (Montagnac et al., 2009) Cassava preparations such as tapioca flour and bioethanol are in great demand in the international market. This opens up business opportunities and jobs for people around cassava production centers.

Cassava (*Manihot utilisima*) is the third staple food after Rice and corn for the people of Indonesia. This plant can grow all year round in the tropics and has a high adaptability to the conditions of various soils. Nationally, production from 2016 amounted to 79,354,767 in 2017 amounted to 81,148,594, and in 2018 amounted to 83,037,150. Rice production growth from 2017 to 2018 amounted to 2.33%. Corn production in 2016 amounted to 23,578,413, in 2017 amounted to 28,924,015, and in 2018 amounted to 30,055,623, corn production growth from 2017 to 2018 amounted to 3.91%. In addition to being an alternative food, cassava is used as a basic ingredient in

the food industry and feed industry raw materials. In addition, it is also used in the drug industry (Susilowati, 2016) cassava is also called cassava (*Manihot Esculenta* Grant) is one of the agricultural commodities of tubers that are widely found in Indonesia.

This is because cassava is easy to grow and has high productivity, besides that this plant has several advantages compared to other food crops, including being able to grow on dry and less fertile land, relatively high resistance to disease, the harvest period is not hunted so that it can be used as a living barn. In addition, the leaves and tubers of cassava can be processed into a variety of foods, both main meals and interludes. The ease of cassava plants to be cultivated, many farmers and citizens in Indonesia who plant either planted specifically, or just a distraction plant, but the price of cassava on the market is relatively cheap (Purnomo & Kusuma, 2022).

Cassava has many benefits, including: (1) food source: cassava is rich in carbohydrates and calories, making it an important source of energy for the body. (2) easy to process: cassava can be processed into a variety of processed foods and products. (3) durable: cassava can be stored for a long time without being easily damaged. (4) affordable price: cassava is generally cheaper compared to rice. (5) economic potential: cassava preparations such as tapioca flour and bioethanol are in great demand in the international market. (6) health benefits: cassava contains a variety of important vitamins and minerals, as well as fiber that is beneficial for digestion and intestinal health (Kementan, 2020).

Hearing the word "Salatiga", of course there are many things that come to mind when hearing the word. For example, a small city in Central Java, a tolerant city, a city of Education, a miniature Indonesia mini, tumpeng koyor, a cool city, and of course there are many other memories that characterize this Salatiga City. In the last decade, there is one additional word when hearing the word "Salatiga", namely cassava cheese or cassava village. Why is that? Because in Salatiga there is a village that became the center of the cassava industry. Even some processed cassava is also widely known by the public and always dikangenin by people who have lived or stopped in Salatiga.

This cassava village is located in Ngaglik, Ledok, Argomulyo, Salatiga City. In this area, there are dozens of SMEs that sell a variety of processed cassava as its main commodity. Because of the many typical processed cassava, the village is referred to as kampung singkong and carries the name Kampung Singkong Argowiyoto. This cassava village has also been inaugurated by the Minister of Agriculture, Sahrul Yasin Limpo, on Thursday, September 30, 2021. The hope is that this confirmation can encourage the optimization of cassava potential and move the economy for MSMEs in Salatiga, especially in the kampung singkong area.

RESEARCH METHOD

The approach of this study uses a qualitative approach because the problems discussed in this study do not use numbers but by describing, outlining and describing tourism activities in kampung Singkong Argowiyoto, Ngaglik, Ledok, Argomulyo Salatiga, by interviewing business actors and local leaders. With a qualitative approach, this study is expected to reveal the facts globally about the cultural value of cassava as a tourist attraction in the village of cassava Argowiyoto, Ngaglik, Ledok, Argomulyo Salatiga.

In this study, the chosen research method is closely related to the procedure, tool and design of the selected research. The method used in this study is a descriptive

method. Descriptive method is chosen because it is considered in accordance with the problems to be studied.

Informants in this study, the determination of informants selected by the researcher based on the assumption that the informant is able to provide information that is considered appropriate and related to the problems that researchers do. In this study, the types of data analyzed by researchers include primary data obtained through observation, interviews and documentation, while secondary data obtained through literature studies.

Data analysis in this study used several techniques including through data collection methods, data reduction, presentation of data and conclusions by verification (Creswell et al., 2017). These data were then tested through the test tgriangulasi research data to test the validity of the data with the confirmation of research data obtained from the use of research theory, through observation, interview or documentation. Triangulation of data was conducted in cassava village tourist destinations Argowiyoto, Ngaglik, Ledok, Argomulyo Salatiga.

RESULT AND DICUSSION

The Power of Cassava: A Village's Journey to Success and Sustainability

Kampung Singkong Argowiyoto is located in Ngaglik, Ledok Village, Argomulyo District, Salatiga City. This location is close to the Solo-Semarang highway so it is easy to access by anyone. This village is famous for its various cassava preparations, such as cheese cassava, gethuk, and tiwul. Kampung Singkong Ngaglik Ledok Salatiga offers various educational tourism activities, such as

1. Learn to process cassava: visitors can learn how to process cassava into a variety of foods and processed products
2. Exploring the cassava garden: visitors can see firsthand how cassava plants are grown and harvested
3. Cassava culinary tasting: visitors can taste a variety of delicious cassava culinary specialties
4. Buying souvenirs: visitors can buy a variety of typical cassava souvenirs, such as cassava cheese, gethuk, and tiwul. Kampung Singkong Ngaglik Ledok Salatiga is open daily from 06.30 to 17.30.

In Argowiyoto cassava village, Ngaglik, Ledok, there are many destinations in the form of stalls / shops and cafes with various cassava preparations that can be visited. Among these destinations are Gethuk Kethek Satu Rasa, cassava cheese D-9, cassava cheese Argotelo, Gethuk "P2", Ubay cassava cheese, Gethuk cassava Mango Sogo, cassava Salatiga, Gethuk Satriyo, cassava cheese frozen Bu Sri, banana Nugget and cassava Sweet cheese, Ceriping cassava Cap Presto Pak Nur, Toko Azzahra: Aneka oleh-oleh khas Salatiga

Of the many cassava-themed MSMEs, the largest MSME is cassava cheese D-9 which has absorbed more than 100 workers. Processed cassava has been varied, namely more than 20 variants. In addition there are various shops or stalls and cafes, in the Kampung Singkong Ngaglik area there are also various cassava preparations that can be selected by visitors. Some processed foods from this cassava are cassava cheese, gethuk, thymus, gemblong cotot, combro, cassava cheese ready to fry, ceriping presto, purple yam thymus, klenyem, gethuk kimpul, honey thymus, and several other menu variants.

The existence of this cassava village is also a blessing for local residents. The crowd of people passing by to hunt for cassava culinary provides opportunities for the community to develop by setting up stalls, maintaining parking, and various other economic opportunities. One of the early pioneers of the establishment of kampung singkong is Gethuk Kethek "one taste". As the name suggests, this MSME sells gethuk as the main item sold in this company. While the name of the monkey was taken because in front of the seller's house there is a pet in the form of a monkey. In Javanese, ape means monkey. Gethuk Kethek location is precisely located on Jln. Single Argo No. 9 Argomulyo Salatiga, approximately 100 meters into the alley to the east of the T-junction ABC Salatiga.

Gethuk Kethek "one taste " is well known by people from various regions. The taste is good and distinctive enough to be sought after by culinary hunters who come or pass through the city of Salatiga. This monkey Gethuk is packaged in a container labeled "Gethuk Satu Rasa " with a picture of a monkey on the wrapping cardboard. Typical of this gethuk is processed without the use of preservatives, dyes and other chemicals so that customers gethuk no need to worry about the content of free radical elements that endanger health. Because it is processed in the original without preservatives, gethuk kethek is only able to survive for 5 to 6 hours in air conditions outside the refrigerator, if you want to consume the rest of the time must be stored in the refrigerator before gethuk conditions become sayub/stale.

This ketek Gethuk is in the form of a box that is jammed and sprinkled with grated coconut to give a savory sensation. One of the traders who made the name gethuk ketek widespread, Santoso, admitted that in a day, hundreds of boxes are produced and spend an average of 150 kg of cassava. One of the typical souvenirs of Salatiga is made without preservatives so that it only lasts at most six hours after being produced (Wisnu, 2021). About gethuk kethek's business history, it is said that the story is a business pioneered by great-grandfather Usreg who patiently pursued the family business in the form of various foods made from cassava, including the type "Gethuk" which is sold in the market and location around ABC Salatiga in 1965's where the conditions in the period of those years were very difficult for some people to get food that makes the stomach full and gethuk great-grandfather usreg sold hard bought as additional food or an alternative to rice rice.

From year to year along with the tidal dynamics that color a family business and then this gethuk business continued by Suwarni grandmother/Mbah Samsi. Along with the advancement of the modern trend era and the shift in tastes / consumption patterns of society which is characterized by a lot of the spread of modern snacks manufacturers, gethuk snacks which are traditional foods are felt to be abandoned by the buying public. This is a "brilliant idea" by Grandma suwarni / Mbah Samsi, a simple idea that is realized with strong determination and turns out to produce very valuable results for families, namely a more stable and sustainable market share.

With humility and simplicity grandmother Suwarni / Mbah Samsi started introducing snacks gethuk flavored "sweet savory fragrant"with a blend of the right composition of the raw materials of coconut cassava and sugar. A "step" by Suwarni grandmother / Mbah Samsi in maintaining the family business and peddling gethuk to keep buyers interested. As a result, gethuk Nenek Suwarni/Mbah Samsi began in the 1990s with a new taste that can be accepted by buyers, in line with the interest of some

people who are again interested in traditional foods by choosing snacks without chemical content. Gettysburg is one of them.

Until now the traditional gethuk managed by Grandma Suwarni / Mbah Samsi assisted by her children (Mr. San and Mr. To) Which is then packaged with the Gethuk Kethek label "One Taste" of Salatiga is still exist sold among the vibrant rapid emergence of modern snacks. Unlike the colorful gethuk that you will find, this gethuk is naturally colored according to the color of cassava and tastes like only one original flavor. Ingredients for making gethuk kethek are grated cassava, squeeze a little water 500 grams, water 50 ml, granulated sugar 100 grams, gelatin white powder 1 tablespoon, salt 1/2 teaspoon, enough food coloring, enough sprinkling ingredients, coarsely grated coconut 200 grams, enough salt, enough sugar, pandan leaves 2 sheets.

Besides Gethuk Kethek, one of the well-known MSMEs is cassava cheese D-9. This business was founded by Mr. Hardadi, one of the residents of Ngaglik, Ledok. Pak Hardadi's success as the owner of cassava cheese D-9 does not come just like that. This success also did not come from inheriting the efforts of his parents. The success of Pak Hardadi is a gift from Allah Swt coupled with his efforts and hard work so far. Before owning this cassava business, Mr. Hardadi had worked odd jobs to support his wife and children. His character who does not want to be a servant of others makes him a firm and independent person in work so he will rack his brains to be able to stay alive and support his family. Mr. Hardadi had a dark time. To be precise, he had been undergoing dark Correctional House (Rutan) Class 1 in Surakarta because he stumbled over a drug case. He spent 6 months in prison in early 2009.

This stay in prison became a turning point in his life. He wants to be better when he gets out of prison. He also realized that Allah Swt will always open the door of forgiveness and Allah Swt will love his servants who repent and change for the better. When he got out of prison, he wanted to do a good job. Because he did not want to be someone else's employee, he tried to start a business from a small scale. Mr. Hardadi started by selling ice juice and rice. He sells this rice because his house is adjacent to a boarding school, namely Annida boarding school. He prepared rice for the students to buy at the cottage. Mr. Hardadi explained that he sells rice in addition to making a little profit as well as eating for his family. In his mind, if selling rice does not sell, his family can still eat. In addition to selling rice, Pak Hardadi also sells ice juice.

Once he was selling in a crowded place at a time when there was a momentum of August 17. At first, he was seen as strange because there were ex-convicts selling. But the mental qualities that make it strong and there is no shame. For the sale of rice and Ice Juice, Pak hardadi's capital is only tens of thousands. Slowly the trade is growing little by little. And if there is money left over from groceries, he buys cassava to be processed into cheese cassava. Mr. Hardadi has had the intention to sell cassava since he was in prison. At the end of 2009, he started selling cassava cheese in gerobag angkriangan. At that time, cassava cheese is not so familiar in the community.

But he still diligently peddled this processed cassava cheese and offered it to relatives and friends through short messages. Slowly cassava cheese processing is becoming known by the public and can finally be successful as it is today. Mr. Hardadi should be grateful for his life accompanied by a kind and faithful wife, Mrs. Dyah Kristanti. Especially at a time when he was experiencing a dark period of stay in prison for a case of drug abuse. During his time in prison, Mr. Hardadi received support from his wife, family and friends. During these 9 months languishing, his wife had also worked in a

furniture company. It was a sign of her loyalty and devotion to her husband. The heavy burden he had experienced at the time of this case was the burden to convey this bad news to his parents. However, when Mrs. Dyah delivered bad news to this old man, she received support from the parents. They received the news well, then embraced and cared for Mrs. Dyah and her children. This is an amazing parental love.

She also lied to her children about her husband's death. He told his children that his father worked in Kalimantan. In the end, the children were told what had happened to their father. When interviewed on a talk show called Kick Andy some time ago, Mrs. Dyah explained that there were 3 reasons that made her still survive. First because of love. "Love is willing to accept all the advantages and disadvantages. And with love, it can make everything easier." he said on the talk show Kick Andy. Secondly, the heart of her husband is very kind and loving, as well as the same concern for his family and children. Third, he realized that Allah Swt alone is proud of his servant who wants to repent. Moreover, she, Of course, is proud that her husband repents and wants to walk the path to heaven together.

Mr. Hardadi, owner of cassava cheese D-9, started this cassava cheese business at the end of 2009. He started with limited capital, some of which was obtained from the sale of rice. Little by little the profits he gets are collected and used for capital to buy cooking oil, cheese and cassava. Currently, the business turnover of cassava cheese D-9 reaches 4-5 tons of cassava per day on weekdays and can reach 6 tons per day during the long holidays or Eid. He gets a supply of cassava raw materials from his partner farmers in the Wonosobo area.

Cassava cheese D-9 name taken from the room where he languished in prison Class 1 Surakarta. He lives in Block D which is a drug block and he is in Cell Room Number 9. This name was used because in this room he intended to change for the better and thought to sell cassava cheese. Even in his outlet, Pak Hardadi displays examples of objects that are closely related to drugs to always remind himself and educate his customers to be careful and vigilant if at home such objects are found.

Currently, cassava cheese D-9 is the largest MSME in Argowiyoto cassava village by having the most varied food preparations, having the most employees, and being able to sell the most cassava products. The main product is fried cassava cheese with the addition of a varied topping. The specialty of cassava cheese D-9 is the taste of the cassava itself. The cassava is cooked or stewed together with the cheese. So that it becomes more tasty and tender. The outside is crispy but the inside is soft.

Success Story of Cassava Cheese D-9: A Business that Combines Quality, Humanity, and Faith

In 2012, Mr. Hardadi make cassava frozen (frozen) ready to fry for 2 months without preservatives. It is also one of the favorite products of consumers because it is practical and durable and suitable for taking home as a souvenir. In terms of Product Marketing, cassava cheese D-9 still uses the method of coming directly to the outlet or placing an order by phone. This is because at this time, cassava cheese D-9 is still focused on meeting customer demand is quite a lot every day. Products that are usually ordered and sent to customers is cassava cheese original frozen ready fried. Currently cassava cheese D-9 has not opened an official agent or reseller although many people want to register. Those who participate in the market are still using the buy break up system at their own risk.

Cassava cheese D-9 raw materials are imported directly from the Wonosobo and Magelang regions as well as several areas in Salatiga. Pak Hardadi only uses cassava which has super quality to make his products. If the cassava raw material is not good, the taste he gets will not be maximal and he will not use such materials. Cassava cheese D-9 has certain quality standards that must be met for processed cassava. Once Upon a time cassava that comes not so cooked because the quality is not up to standard.

It is this quality that makes D-9 cheese cassava special among its fans. As a result, per day, the production of cassava cheese D-9 is able to produce cassava as much as more than 4-5 tons per day. Even the number is still less due to the large number of requests. Purchases are sometimes limited. Currently, employees of cassava cheese D-9 is more than 100 people. These employees come from the surrounding area and from outside the area. Mr. Hardadi also recruited workers who had fared like him, that is, had been prisoners. It also recruits people with disabilities. When the condition of the job applicant is in dire need, then the greater the chance of being accepted as an employee.

With this determination, Mr. Hardadi has dispatched several employees to umrah to the Holy Land. Mr. Hardadi also requires employees who are Muslims to always pray 5 times. If there are employees who are Muslims but do not perform prayers, then he advised to stop working for him. The life slogan of Mr. Hardadi is to worship while working. Not otherwise. So, there is an obligation for employees to recite the Qur'an. This recitation activity is not carried out during employee breaks but is routinely carried out while working. In the hope that it does not interfere with the employee's rest time. In other words, if we obey God, everything will be fine.

With regard to the many neighbors who imitate the preparation, namely by equally making cassava cheese, for Pak Hardadi this is not a problem. There are even some former employees who also make the same processing. Mr. Hardadi principled that sustenance already set. "The recipe can be copied, but sustenance can not be copied paste." he said in an interview on one of his Youtube channels. The more confident and the more resigned and aware the only giver of sustenance is Allah Swt, then we will be calm.

"The person should be completely sincere and patient. Patience has its fruits. God's patience and effort will bear fruit. And the most important thing is also prayer. God's promise to us is that if we obey His commands, we will be saved."

Turn to God when we are wrong. God loves those who repent. One of the MSMEs that developed further was Argotelo. This effort develops culinary business techniques that are packaged into educational concepts, giving rise to the eduvacation program. Here not only presents a variety of processed cassava, but also provides a very interesting educational tour packages. There are at least 7 educational activities that we can participate in with family members. In addition to being full of culinary delights, we can also learn how to plant cassava properly, process it, play exciting games to build cohesiveness, take a walk using a rabbit train around the village, play fish in the river, to learn business together with the owner directly.

With regard to efforts to maximize the potential of tourists, businesses in kampung singkong 80% implement the governance of culinary tourism village. 80% of businesses implement Sapta pesona. 90% of business actors have behavioral insights in

entrepreneurship. The realization of more regular parking area governance 75%. The realization of adequate drainage building layout 80%. Increasing business actors who are able to increase productivity by 80%. 80% of marketers use an 80% marketing strategy. Efforts to increase the potential of the creative economy in which as a business seeks to improve governance, Sapta pesona, behavioral insights, parking governance, drainage building, increase productivity and marketing strategy, where all the development of the culinary business sector should be able to improve all its culinary products (Samtono et al., 2022).

Tabel 1. Activities from various Eduvacation activities held by Argotelo

No.	Activity	Description	Suitable for
1	Fun Cooking Class	Cooking together with family, classmates, or office group	All ages
2	Cassava Processing Education	Learn and process cassava cheese in an open kitchen	Children and adults
3	Cassava Farming	Planting, harvesting, and processing cassava in the garden	All ages
4	Enjoy Cassava	Taste traditional cassava dishes and enjoy nature in a cassava garden	All ages
5	Natural Fish Feeding and Enjoying Nature	Feed fish and enjoy nature in Salatiga with a rabbit train	All ages
6	Outbound and Playing	Train cooperation and coordination skills through outdoor activities with friends or family	All ages

Source: processed by the author, 2024

Overall, the table suggests that Argotelo's Eduvacation activities are designed to be engaging, interactive, and educational, with a focus on promoting the use and appreciation of cassava.

Development of Agro-Tourism in Argowiyoto Cassava Village: Strategies for Increasing Diversity and Quality of Products

The next strategy undertaken by business actors in Kampung Singkong Argowiyoto is to pay attention to the halal aspects of the product. The knowledge of cassava processing entrepreneurs related to halal certification is quite high. However, their understanding of the halal certification registration procedure is still low. The majority of entrepreneurs are receptive to the implementation of these rules, but only a small percentage have implemented halal certification on their products. This is due to the lack

of knowledge and understanding of the legislation in force, as well as the vagueness and indecision of the sanctions imposed (Aminarso, 2023).

Tabel 2. Strategies for Developing Cassava Tourism

Strategy	Description
Build a Community of Entrepreneurs	Form a community of cassava entrepreneurs to work together to develop the tourist village
Promotional Events	Hold promotional events, cooperate with various parties, and develop culinary variations
Establish Cooperation with Parties	Cooperate with jeep community, odong-odong, and other parties to build a broader tourism concept
Develop Culinary Variety	Offer a variety of culinary products to attract tourists
Develop Social Media	Use social media to promote Cassava Tourism Village and reach a wider market

Source: author's analysis, 2024

From the explanation of the data findings above, it is known that the village of cassava Argowiyoto Ngaglik, Ledok, Argomulyo, Salatiga is standing with the beginning by one of the culinary entrepreneurs in the form of cassava Gethuk Ape two flavors. This business is in great demand by the community and has spread in various regions and still exists today. Furthermore, in 2009, other culinary entrepreneurs emerged namely cassava cheese D-9 founded by Mr. Hardadi and his wife. With a variety of flavors that are in demand by the public, as well as the durability of this preparation that can last longer, the culinary cassava cheese is easily accepted and in demand by the public. With the development of Gethuk Kethek and cassava cheese D-9, many tourists come to this Ngaglik cassava Village. From these developments, then emerged other entrepreneurs who are looking for luck by making a business with the main ingredient cassava. Until now, there have been dozens of cassava entrepreneurs in Argowiyoto Ngaglik cassava village.

CONCLUSION

Kampung Singkong Argowiyoto Ngaglik begins with Gethuk Kethek Dua Rasa which then develops with the existence of many culinary-based MSMEs. This development continues with the emergence of cassava cheese D-9 as a tourist attraction. The next development was the emergence of Argotelo which developed educational and recreational aspects of interest to tourists. From the existing MSMEs, then developed to dozens of MSMEs springing up in the village of cassava Argowiyoto. Some cassava tourism development strategies are building a community of entrepreneurs, holding promotional events, cooperating with various parties, developing culinary variations,

and using social media as a means of promotion. In addition, the development of halal product branding in Kampung Singkong Argowiyoto.

It seems that the text is discussing the development of a village called Kampung Singkong Argowiyoto, specifically the growth of its culinary-based small and medium-sized enterprises (MSMEs) and the emergence of new attractions and products. The text begins with the sentence "Kampung Singkong Argowiyoto Ngaglik begins with Gethuk Kethek Dua Rasa...", which implies that the development of the village started with a particular culinary product or event. The text then goes on to describe how this initial development led to the emergence of new MSMEs, including the creation of cassava cheese D-9 and the recreational attraction Argotelo. The text then discusses various strategies that have been implemented to promote the development of cassava tourism in the village, such as building a community of entrepreneurs, holding promotional events, cooperating with various parties, developing culinary variations, and using social media as a means of promotion.

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