

**ANALISIS DAN STRATEGI KOMUNIKASI PENGEMBANGAN  
AGROEDUWISATA KEBUN BUAH KANDI DI KOTA SAWAHLUNTO**

**Tesis**

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# ANALISIS DAN STRATEGI KOMUNIKASI PENGEMBANGAN AGROEDUWISATA KEBUN BUAH KANDI DI KOTA SAWAHLUNTO

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## ABSTRAK

Penelitian ini bertujuan untuk: (1) Menganalisis proses komunikasi pengembangan Agroeduwisata Kebun Buah Kandi; (2) Menyusun rancangan strategi komunikasi pengembangan Agroeduwisata Kebun Buah Kandi. Penelitian ini menggunakan paradigma konstruktivis dengan pendekatan kualitatif. Penentuan informan secara *purposive*, dimana para informan ditetapkan berdasarkan pengetahuan dan keterlibatan mereka dalam pengembangan Agroeduwisata Kebun Buah Kandi. Jumlah informan sebanyak 34 orang, terdiri dari: pengelola, mantan pengelola, *stakeholder* terkait dan pengunjung. Analisis data dilakukan secara deskriptif kualitatif menggunakan *NVivo* dan analisis SWOT. Hasil penelitian menunjukkan: (1) Proses komunikasi pengembangan Agroeduwisata Kebun Buah Kandi berjalan memenuhi unsur-unsur komunikator, pesan, media, komunikan dan efek berupa kunjungan dengan komunikasi pariwisata mengangkat pesan edukasi melalui media sosial yang sasarannya pelajar namun membutuhkan koordinasi dan birokrasi yang jelas dalam proses komunikasinya; (2) Strategi komunikasi pengembangan Agroeduwisata Kebun Buah Kandi sebaiknya memanfaatkan *branding* Agroeduwisata Kebun Buah Kandi yang berasal dari lahan bekas tambang menjadi kebun buah produktif, disampaikan melalui sejumlah media sosial dan media promosi lainnya agar semakin mudah membangun citra positif bagi wisatawan. Pengelola Agroeduwisata Kebun Buah Kandi memerlukan kerjasama dengan semua *stakeholder* terkait, guna menyukseskan pengembangan agroeduwisata secara berkelanjutan dengan segala kebermanfaatannya di masa mendatang. Untuk itu perlu peningkatan kualitas dan kuantitas sumberdaya manusia dan kelembagaan pengelola Agroeduwisata Kebun Buah Kandi sehingga mampu berinovasi dalam menghadapi tantangan persaingan antar objek wisata.

**Kata kunci** : Strategi komunikasi, agroeduwisata, lahan bekas tambang, Kota Sawahlunto

# ANALYSIS AND COMMUNICATION STRATEGY OF DEVELOPMENT AGROEDUWISATA KANDI FRUIT GARDEN IN SAWAHLUNTO CITY

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## ABSTRACT

Research This aims to: (1) Analyzing the communication process communication process of Kandi Fruit Garden Agro-tourism development; (2) Developing a communication communication strategy for the development of Kandi Fruit Garden Agro tourism. This research uses a constructivist paradigm with a qualitative approach. Determination of informants purposively, where informants are determined based on their knowledge and involvement in the development of Agro-tourism Kandi Fruit Farm. their knowledge and involvement in the development of the Kandi Fruit Farm, Kandi Fruit Farm. The number of informants was 34 people, consisting of: managers, former managers, stakeholders and visitors. Data analysis was carried out descriptively qualitative using NVivo and SWOT analysis. The results showed: (1) Communication process communication process of developing Kandi Fruit Garden Agro-tourism runs to fulfill the elements of elements of communicator, message, media, communicant and effect in the form of visits with Tourism communication raises educational messages through social media which is targeted at students but requires coordination and biology. target students but requires clear coordination and bureaucracy in the communication process; (2) Communication strategy for the development of Agroeduwisata Kandi Fruit Garden Kandi Fruit Garden should utilize the branding of Agroeduwisata Fruit Garden Kandi which comes from ex-mining land into a productive fruit garden, conveyed through a number of social media and other promotional media to make it easier to build a positive image for tourists. Kandi Fruit Garden Agroeduwisata Manager requires cooperation with all relevant stakeholders, in order to succeed in the development of agro-tourism in a sustainable manner. development of agroeduwisata in a sustainable manner with all its benefits in the future. For this reason, it is necessary to improve the quality and quantity of human resources and institutional management of Kandi Fruit Garden Agro-tourism so that they are able to innovate in facing the challenges of competition. so that they are able to innovate in facing the challenges of competition between tourism objects. tourism objects.

**Keywords:** *Communication strategy, agroeduwisata, ex-mining land, Sawahlunto City*