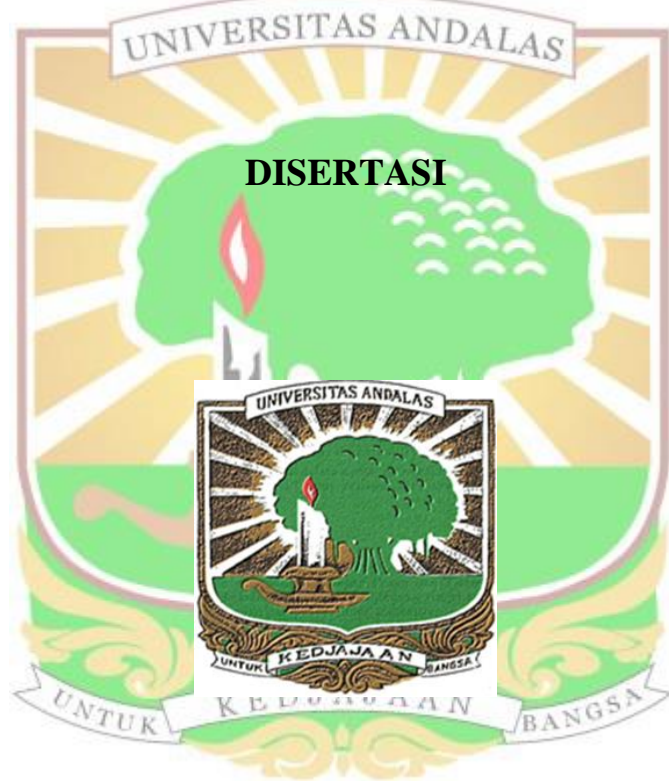


**MODEL KELEMBAGAAN AGROWISATA BERBASIS PADI
DENGAN KEWIRAUSAHAAN SOSIAL DI KABUPATEN SIAK**

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SUMMARY

Jamalludin. Rice-Based Agrotourism Institutional Model with Social Entrepreneurship in Siak Regency Supervised by Melinda Noer Rahmat Syahni and Mr. Nofialdi.

Rice-based agrotourism is a sector that combines agricultural activities with tourism, where tourists can learn about life in an agricultural area and provide economic benefits while raising public awareness about sustainable agriculture. By adopting the concept of social entrepreneurship, this agrotourism is not only oriented towards financial gain, but also focuses on empowering local communities and sustainable social solutions, thereby creating shared social value and providing long-term impacts for the community and the surrounding environment. In the era of globalization and rapid development of the tourism industry, agrotourism has emerged as an attractive alternative for integrating the agricultural sector with tourism. The problem of farmers not receiving benefits from rice-based agrotourism is caused by the fact that the concept of agrotourism is still only a backdrop, there is no education and profit distribution is uneven, there is a lack of farmer involvement and capacity in management, and there is dependence on external parties. Therefore, empowerment, fair partnerships, and the application of social entrepreneurship are needed so that farmers can obtain sustainable economic benefits. The study aims to analyze the potential and perceptions of rice farmers regarding rice-based agrotourism in Siak Regency and to formulate a rice-based agrotourism institutional model with social entrepreneurship in Siak Regency. This study was conducted in Bunga Raya District, Siak Regency, Riau Province. The method used in this study was a mixed qualitative and quantitative approach. The data collected was primary data using a survey approach, through interviews with rice farmers and informants to obtain in-depth views from individuals or groups, as well as observations involving direct observation of behavior or phenomena in their natural context and Focus Group Discussions (FGD). Secondary data included published literature and books, previous studies, statistical data obtained from government agencies or international organizations, and official documents such as reports and policies published by various government institutions related to agrotourism. The research sample consisted of rice farmers to determine the potential and perceptions of rice farmers regarding rice-based agrotourism, and a sample of 92 farmers and 17 key informants from government agencies, stakeholders, academics, and agrotourism entrepreneurs to determine rice-based agrotourism institutions with social entrepreneurship. The data analysis method used was Likert analysis and the Analytical Hierarchy Process (AHP), and a rice-based agrotourism institutional model with social entrepreneurship was formulated by combining network models, institutional theory, and social entrepreneurship. The results of the study show that the potential for rice-based agrotourism in Bunga Raya District, Siak Regency, includes attractions such as vast rice fields as rice-based agrotourism, educational tours about rice farming, Sigaran Jiwa Agrotourism, Sakabura, Taman Harmoni and local culture, fun bike tours of the rice fields, soccer and volleyball in the rice fields, tractor racing, grandong racing, kite flying competitions, fishing competitions, and cultural tourism covering local history and traditions. In

addition, there is also culinary tourism offering a variety of local specialties. Bunga Raya District is easily accessible from the center of Siak Regency and Pekanbaru City by land and water with good road conditions and a smooth telephone and internet network. Amenities include parking lots, clearly marked toilet facilities, places of worship, security posts, and media and information centers. However, parking lots and parking attendants are still inadequate, especially on holidays when there are many visitors. Ancillary services include restaurants and food stalls with easily accessible rural menus, providing rest areas and affordable food for the convenience of visitors without having to leave the tourist area. Rice farmers' perceptions of rice-based agrotourism tend to be less favorable because income is not evenly distributed, involvement and profit sharing are unfair, and there are limitations in capital, knowledge, infrastructure, and training. The benefits of agrotourism have not been fully realized due to limited participation and a lack of educational concepts. The development of the home industry is hampered by ineffective planning, resources, stakeholder support, and profit-sharing systems. Agricultural land has not been optimally utilized in agrotourism due to organizational weaknesses, low participation, lack of integration between tourism and production, market limitations, support, and incentives. The participation of farmers is still not very active due to minimal communication and empowerment, as well as a lack of understanding of the benefits of agrotourism. However, rice-based agrotourism is able to increase employment and the local economy through labor and training, and farmers support the collection of levies as part of agrotourism development. The sensitivity graphs show that Regional Public Service Agencies (RPSA) are the top priority, indicating their greatest contribution to the achievement of the decision model's objectives. The rice-based agrotourism development model with an institutional and social entrepreneurship approach requires active participation and synergy between various stakeholders. The government acts as a policy director and provider of regulations that support the development of rice-based agrotourism through the provision of infrastructure and a collaborative framework. Regional Public Service Agencies (RPSA) function as efficient and transparent management institutions, improving public services and as drivers of social entrepreneurship that are financially profitable and have a positive social impact, with flexibility in resource management, community collaboration, entrepreneurship training, and job creation to reduce poverty. Business actors, local communities, academics, the media, and financial institutions collaborate in developing agrotourism, increasing productivity, welfare, and authentic tourism experiences. Social entrepreneurship is an important approach that integrates business and social aspects to create innovation, social solutions, and sustainable local economic development.