

Potential Analysis and Development of Educational Tourism Objects for Citaman Indah Coffee Plantation, Cijeruk Village

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ABSTRACT

The potential of coffee plantations to become an educational tourism object is very high. This community service was carried out in Cijeruk Village, Dayeuh Luhur District, Cilacap Regency, Central Java Province. Cijeruk Village is located in the westernmost part of Cilacap Regency and Central Java which is directly adjacent to West Java Province. Its territory is in a mountain valley which is a series of three corner mountains. The altitude of the Cijeruk village area is between 200-1,200 m above sea level with several mountain peaks such as Mount Subang (1,206m), Mount Karang Gumantung (1,185m), Mount Palasari (1,062m) and others. Cijeruk Village is one of the villages that has high natural tourism potential, but has not developed into a mainstay tourist village. The objectives of this service are (1) to identify the potential of the Citaman Indah coffee garden educational tourism object, (2) to identify the problems that become obstacles in the development of the coffee plantation educational tourism object, and (3) to determine the priority scale for the development of the Citaman coffee garden educational tourism object. Beautiful. The results obtained (1) The potential of the Citaman Indah coffee plantation educational tourism object is quite high, but the tourism object has not been managed. (2) The obstacles faced are quite diverse, starting from internal factors: wild animals such as wild boars are still abundant, land boundaries with Perhutani land, some lands are still managed by individuals. Constraints from external factors: the long distance from the sub-district city center, road access can only be passed by dirt bikes and walking, accessibility infrastructure has not been developed, there are no development and promotion activities. (3) create photo spots to introduce and promote the beautiful Citaman coffee garden educational tourism object.

Keywords: analysis, potential, educational tourism, tourism development

INTRODUCTION

The Indonesian government continues to promote the tourism sector, one of which is by launching Visit Indonesia Year 2008. This is because tourism foreign exchange earnings are in third place after oil and gas and palm oil receipts, amounting to US\$5345.98 million in 2007. (www.bupdar.go.id).

Cijeruk Village is located in the westernmost area of Cilacap and Central Java Regencies which is directly adjacent to West Java Province. The area is in a mountain valley which is a series of three corner mountains. The height of the Cijeruk Village area is between 200-1,200 m above sea level. Cijeruk Village has a village treasury area of 15 hectares which is managed by farmer groups and residents. There are around 8 hectares of coffee plantations in Citaman Indah which have the potential to become educational tours.

The Citaman Indah coffee plantation land is about 3 KM from Cibengang Hamlet by road which can only be accessed via dolak (motorcycles designed to carry heavy loads and roads that have a lot of mud) and on foot, has an area of 8 hectares, is at an altitude of 900-1000 The MDPL is adjacent to Perhutani's pine plantation land and Cilumping Village treasury land. Most of the Citaman Indah coffee plantation land is contracted by residents outside the village and even outside the province to fulfill Village Original Income, only a small portion of the land is managed by the residents of Cijeruk Village themselves.

One year ago the village government had only discussed developing coffee plantation educational tours using the BUMDES budget with a priority scale for building access roads, prayer rooms and toilets, due to the COVID-19 pandemic. 19, until now the discourse on the development of educational tourism has not been realized. From the village government itself for the design, concept, layout, for this educational tourism object it is still unclear.

With this in mind, I am interested in analyzing the potential and development as an initial concept designer for an educational tour of the Citaman Indah coffee plantation in Cijeruk Village.

RESEARCH METHOD

Implementation of community service through the Field Work Lecture activity which was held in Cijeruk Village, Dayeuh Luhur District, Cilacap Regency. The Field Work Lecture will be held on 10 August-12 September 2021. The goal of this dedication is to develop the potential of the Citaman Indah coffee plantation which is used as an educational tourism object with a clear and structured design and concept, building simple photo spots as a form of introduction and promotion while waiting for next year's development budget to be disbursed. This community service method is in the form of participating in ideas and concepts in planning the development of educational tourism objects with indicators of my involvement in making photo spot development plans starting from concept, layout and design. helped in the implementation of making photo spots with the assigned village staff and Karangtaruna. This community service program is a form of effort to increase PAD (Village Original Income) and open business opportunities for the surrounding community.

The implementation of this community service activity for the construction of photo spots consists of several stages as follows:

1. Preparation Stage

At this stage I discussed with the Village Secretary regarding the village government's plan to manage the Citaman Indah coffee plantation to increase PAD (Original Village Budget Revenue), then visited the location with the village staff assigned to make observations for materials for drafting, concept, layout and grand design.

2. Implementation Stage

At the implementation stage, I, my colleagues, village staff and Karangtaruna returned to the location to make photo spots using the bamboo trees around them to be effective and efficient. The type of bamboo used is rope bamboo and almost 90% of the photo spot constructions use this bamboo. The roofing material uses palm leaves which are woven using bamboo. at this stage it takes about 2 weeks due to rainy weather which makes road access difficult to pass.

3. Evaluation Stage

At this evaluation stage, I evaluated the readiness of the Cijeruk village government regarding the long-term development planning of a coffee plantation educational tour with the results of a potential analysis and development of the Citaman Indah coffee plantation educational tour.

RESULT AND DISCUSSION

The implementation of photo spot development activities as an initial form of commitment from planning for the development of long-term educational tourism objects and efforts to introduce and promote on social media, at the Citaman Indah coffee plantation, Cijeruk Village, has been well implemented from the preparation stage to the evaluation stage. As we know, social media is one of the promotion sites that has a very broad target. The results of the analysis of the potential and development of the Citaman Indah coffee garden educational tour in Cijeruk Village are as follows:

1. Planning the concept of coffee plantation educational tourism development

Planning the concept of developing a coffee plantation educational tour considering that at the preparatory stage I had discussed with the village secretary regarding the plan for the development of a coffee garden tourism object, with the first stage of construction namely, making an access road whose budget was diverted to the COVID-19 countermeasures budget, therefore the construction of an access road was not realized this year.

In this design, I provide a tourism concept that can educate about coffee, starting from the types of coffee, how to process coffee from the fruit until it can be consumed by the community, then build the original Citaman Indah coffee shop, make outdoor game rides such as plying fox, spider webs. profit etc. and of course photo spots which are one of the tourist destinations to take good and beautiful photos. For now, my team and I are only designing and making photo spots, due to insufficient time and the budget from the village being diverted to handling COVID-19.

2. Development of photo spots in the Citaman Indah coffee plantation

Considering that the development plan will be carried out in stages, I took the initiative to build a photo spot by utilizing existing materials without having to spend a large budget, in order to introduce and promote it on social media, which has a very broad target. The photo spots built are made of bamboo around the Citaman tourist spot

Spot creation, this photo begins with looking for bamboo first, in collaboration with village officials and youth organizations. Then after getting quite a lot of bamboo we started to design the photo spot by

upholding the photo spot foundations. After establishing the foundation, we again designed the basis for how we could stand at the photo spot. After that, we started decorating or decorating it by giving the name “Citaman” to the photo spot, so that people know that the place they are visiting is called the Citaman tourist spot. We deliberately made this photo spot with a traditional design so that visitors are more interested in its uniqueness. It is hoped that with the photo spots, many people who take pictures there will then be updated on social media and then more people will get to know the Citaman Indah gardens.

CONCLUSION AND SUGGESTION

Community service activities in the form of Real Work Lecture activities carried out for 32 days by making long-term planning with a clear design, concept and layout for the development of coffee plantation educational tourism objects, then making photo spots using existing materials to reduce the budget. It is hoped that this photo spot can introduce and promote that in Cijeruk Village there is a coffee plantation called Citaman Indah.

His suggestion is that the government of Cijeruk Village can continue to be consistent with planning the development of this coffee plantation educational tour, by consistently carrying out gradual development according to existing plans.

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