



Development of Agro-tourism to optimize Village Potential in Mekarwangi Village, Sindangkerta District, West Bandung Regency

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Article History:

Received: July 15th 2022

Revised: Sept 27th 2022

Accepted: Nov 30th 2022

Abstract: *Tourism village innovation through the development of agro-tourism villages is an effort to encourage village development based on agricultural and plantation potentials owned by Mekarwangi Village, Sindangkerta District, West Bandung Regency.*

The implementation of activities is carried out with a participatory approach through three main stages, firstly increasing the capacity of the community to understand tourism, secondly increasing the institutional capacity of Kelompok Sadar Tourism (Pokdarwis), and thirdly testing various tourism products that have been produced. This activity resulted in several things, namely the identification of potential tourist attractions, the formation of Kelompok Sadar Tourism (Pokdarwis), the establishment of a pioneering Kampung Ganyol, the arrangement of the Mekarwangi agrotourism village tour package, and the creation of an increase in the quality of agrohometays.

Keywords: tourism village, agrotourism, agrohometay

Introduction

West Java Province is the province with the largest population in Indonesia which reaches 48,274,162 people or reaches 17.86% of the national population¹. The large population is a strength as well as a challenge for the West Java Provincial Government to be able to meet the various needs of the lives of its people. In addition to the increasing population, the pressure on the area is also increasing daily with the increasingly limited space of residence and the narrowing of agricultural land due to the change of land function for settlements.

To improve the quality of life of the people of West Java, the West Java Provincial Government is making village-based development efforts. The village, as the smallest and lowest government structure directly related to citizens,² is very strategically its

¹ (Central Statistics Agency of the Republic of Indonesia, 2021)

² RIFQI RIDLO PHAHLEVY, "KEDUDUKAN PEMERINTAHAN DESA DALAM SISTEM PEMERINTAHAN DAERAH DI INDONESIA" (Universitas Airlangga, 2010).

role in encouraging the improvement of the community's quality of life. In addition, the village is also a place for most West Java's population today to be mukim. Currently, the number of villages/kelurahan in West Java is recorded at 5,957 pieces spread across 627 districts and 27 regencies/cities³.

Increasing development and empowering rural communities is one of the development targets in realizing the acceleration of growth and equitable distribution of sustainable development in West Java Province. Village development in West Java is carried out through three main pillars: the digitization of village services, One Village ⁴*One Company* (OVOC), and the Village Building Movement. This is in line with the Central Government's program in the village development and tourism, which is encouraging the development of the village economy through ⁵the development of various tourism destinations.

With a total of 5,957 villages and 4,296 of them have a livelihood in the agricultural sector (BPS West Java Province, 2019), West Java Province has excellent potential to develop tourist villages with various themes, by the peculiarities and uniqueness of each town, especially those with agricultural themes or agric ultur . The development of thematic tourism villages can increase the competitiveness of villages it will accelerate the economic growth of towns and communities. In addition, West Java is one of the provinces producing various agricultural commodities, including the largest tea producer in Indonesia, which reached 68% of the total national tea production or 90,324 tons in 2015⁶. Most of the output of Javanese tea Barat is contributed by tea plantations located in the Cisarua (Bogor) and Ciwidey (Bandung) areas, including the surrounding area, namely the Gununghalu (Mekarwangi) plantation.

One of the regions in West Java Province that have initiated the development of thematic tourism villages in West Bandung Regency. The story of thematic tourism villages is expected to accelerate the realization of West Bandung Regency as an Agro-industrial and Environmentally Friendly Tourism Regency. ⁷ Tourism is one of the most significant contributors to regional indigenous income (PAD) in Kabupaten We,st Bandung is considered an environmentally friendly sector and can provide a *trickledown effect* to various other related sectors. Therefore, the development of Aerotourism is on of the priorities of development in West Bandung Regency. This is

³ (Central Statistics Agency of West Java Province, 2020)

⁴ (Draft Regional Regulation on Amendments to West Java Provincial Regulation Number 8 of 2019 concerning the West Java Province Medium-Term Development Plan for 2018-2023, 2019)

⁵ (West Java Prepares Three Pillars of Village Development for the Next Five Years, What Are They?, 2019)

⁶ Muhammad Basorudin et al., "KAJIAN PERSEBARAN KOMODITAS TEH: PENGEMBANGAN KAWASAN PERKEBUNAN TEH DI PROVINSI JAWA BARAT," *Jurnal Sosial Ekonomi Pertanian* 15, no. 3 (2019): 205..

⁷ (WEST BANDUNG REGENCY REGIONAL REGULATION NUMBER: 3 OF 2009 CONCERNING REGIONAL LONG-TERM DEVELOPMENT PLANS FOR 2007-2025, 2009)

also inseparable from the poverty data in villages in West Java which is still quite high, reaching 10.3%. Meanwhile, in West Bandung Regency alone reached 159,030 people or ranked 9th out of 27 districts / cities in West Java province.

Meanwhile, Mekarwangi Village, Sindangkerta District is a pilot location for the development of agro-tourism villages because it has the potential for international-scale natural resources, namely coffee. Mount Halu organic coffee from Mekarwangi Village has twice received world awards.⁸In addition to coffee, Mekarwangi Village is one of the largest community tea plantation locations in West Java which contributes to the production of the in West Java as the largest producer in Indonesia⁹.

Based on preliminary observations made in collaboration with the Daerah Research and Planning Agency (Bapelitbangda) Kabupaten West Bandung, it is known that Mekarwangi Village has a number of potentials to be further developed as a garden-based agro-tourism village with advantages that are not only nationally but also internationally competitive. In addition, the work ethic and development owned by the people of this region are quite high, as evidenced by the development of vegetable farming as one of the mainstay commodities of the village that can supply the needs of the surrounding area. This makes Mekarwangi Village very potential to develop as an alternative tourism destination with the theme of plantations around the South Bandung area (Ciwidey and its surroundings) which has been known as a nature-based tourism destination.

Method

Tourism village innovation development activities are carried out in Mekarwangi Village, Sindangkerta District, West Bandung Regency. The location of this village is about 50.9 Km from the West Bandung Regency Government Center via Soreang. At the same time, it is about 47.6 km if through Jalan Batujajar.

⁸ Cecep Wijaya Sari, "Kopi Sindangkerta, Dari Bandung Barat Menjelajah Beragam Ajang Level Dunia," *Pikiran-Rakyat.Com*.

⁹ Diah Indarti, "Buku Outlook Komoditas Perkebunan Teh," *Jakarta: Pusat Data dan Sistem Informasi Pertanian Sekretariat Jenderal Kementerian Pertanian (2019)*.; K Sita and D Rohdiana, "Analisis Kinerja Dan Prospek Komoditas Teh," *Radat Opini Dan Analisis Perkebunan 2*, no. 1 (2021): 1-7.

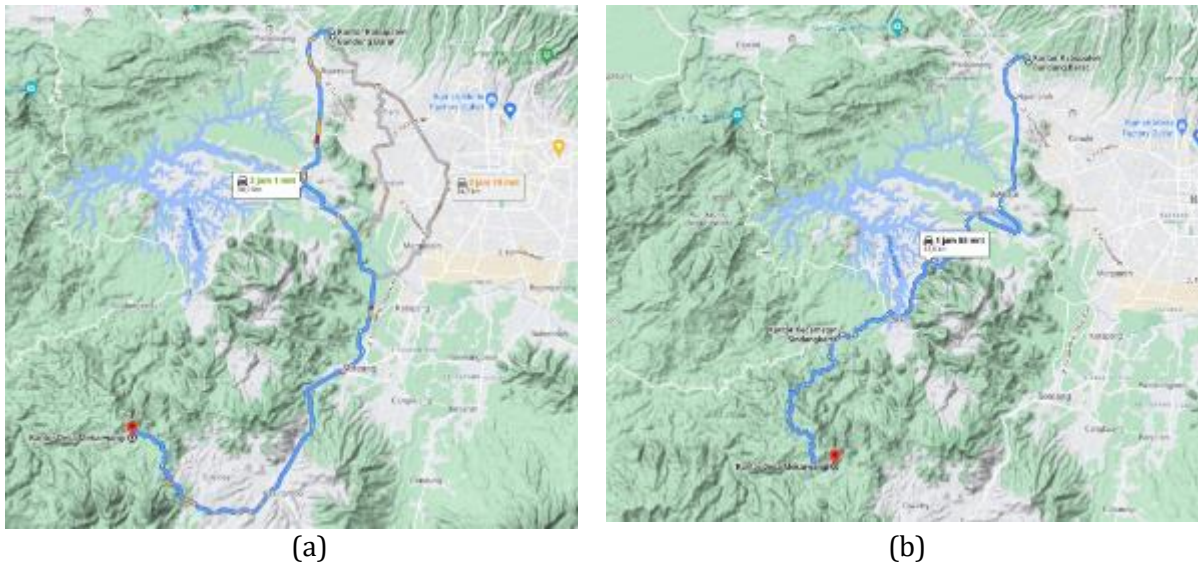


Figure 1. Distance of Mekarwangi Village from West Bandung Regency Government Center

(a) Via Jl. Terusan Soreang-Cipatik-Ciwidey; (b) Via Jl. Raya Batujajar

This service is carried out with a participatory approach in three main stages, namely the first, stage of increasing public understanding of tourism and tourism villages by providing training on the development of tourism villages and tourism awareness. The *second stage*, the stage of increasing the institutional capacity of the community as the spearhead of managing various tourism potentials in the village. This stage is directed to form a Tourism Awareness Group (Pokdarwis) of Mekarwangi Village. Phase *three* community capacity building in tourism product development which is carried out through training on tourism product development and product development assistance as well as preparation of tourism packages.

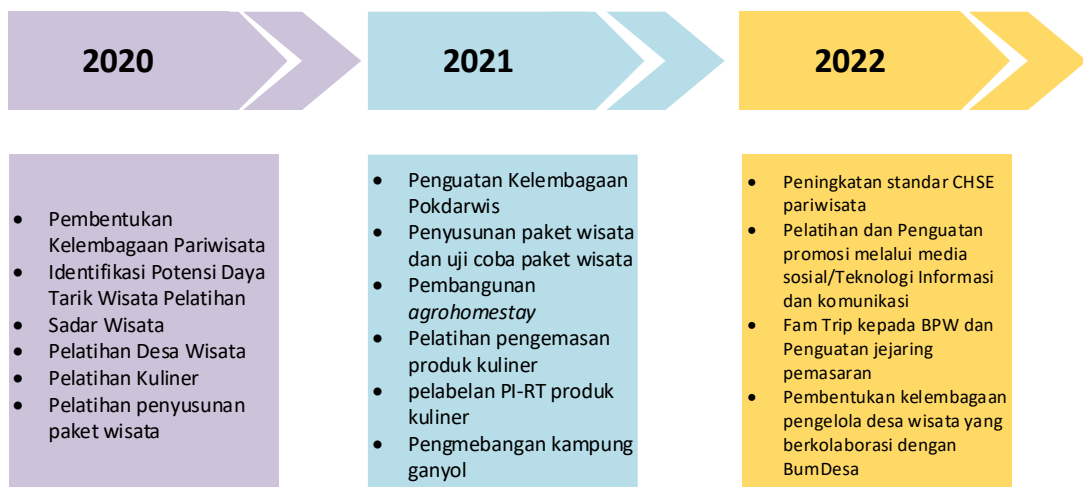


Figure 2. Roadmap of Community Service in Mekarwangi Village

This service has been carried out for two years from a series of service stages

that are planned to last for three years with measurable achievement targets at each stage, so it is hoped that at the end of the process it can produce Mekarwangi Village which has strong institutions and tourist products that are sold with a minimum standard of national standards.

Result

The implementation of community service in Mekarwangi Village begins by coordinating with Mekarwangi village officials using whatsapp social media. In the initial stage coordination, the village apparatus then facilitates the selection of potential participants to be involved in training activities and mentoring tourism villages from representatives of various elements in the village. The list of participants who have been selected by the village apparatus is then the core participants of the tourism village assistance program.

The Corona-19 pandemic situation and the implementation of Large-Scale Social Restrictions (PSBB) in Bandung and its surroundings followed by the Implementation of Community Activity Restrictions (PPKM) have forced the team to carry out initial coordination with all training participants and tourism stakeholders in Mekarwangi Village through an online system using WhatsApp social media. The initial communication process resulted in an agreement to carry out the mentoring activity process in a *hybrid* way, namely combining face-to-face physical activities and the use of social media on WhatsApp. The team then created a mentoring WhatsApp group consisting of all the names that had been received from the village apparatus. Whatsapp media is used as a tool to communicate and assist during this activity from the beginning to the end of the activity. Whatsapp social media is used with the consideration that everyone has this application and can be used for messaging, photos and videos. After an intense initial communication process, the implementation of activities for the first phase was agreed to conduct training on the development of tourism villages and the formation of tourism awareness groups (Pokdarwis) face-to-face.

The next stage is conducting training on increasing the capacity of the community in order to be able to create various competitive tourism products. Among them are training on the preparation of tour packages, training on processing ganyol, and training on homestay management (tourist huts).

Establishment of Tourism Awareness Group (Pokdarwis)

When the team entered to carry out tourism village assistance activities in Mekarwangi Village, an institution had yet to be found that collected all the village's tourism potential. In fact, institutions are one of the important things in the

management of tourist villages¹⁰. In Mekarwangi Village, existing tourism activists are still scattered in each institution even though in their activities there are some who have been in direct contact with tourism activities. Among them are activists at the Mekarwangi Customary Forest Community Institute (LMDH) who often manage *off road* activities from the motocross and car communities. On the other hand, the coffee community is also often visited by various groups who want to see firsthand the process of producing coffee from the beginning to the stage of being ready to brew. This is where the coffee community invites guests to tour the coffee plantation, and interact with farmers to see the production process at the sklala folk coffee factory in Mekarwangi Village. Meanwhile, the community that has been carrying out various arts, culinary and craft activities has the potential to also be used as a tourist attraction even though until the time the accompanying team came down to assist, this has continued.

Seeing the huge potential of various communities in Mekarwangi Village as a motor for tourism activists who can maximize the various potential attractions owned by Mekarwangi Village, the team facilitated the formation of a Tourism Awareness Group (pokdarwis) to gather all the potential of the existing community as a driver of tourism in Mekarwangi Village.

The establishment of a Tourism Awareness Group (pokdarwis) can run smoothly and well with the facilitation of the Mekarwangi Village Government, which provides space for meetings and gathers all the potential of the community so that they can attend the pokdarwis formation meeting. Pokdarwis' management structure can be produced by accommodating all the potential of the existing community in order to play a role and provide support for Pokdarwis. The management of Pokdarwis is then legalized by a decree from the Head of Mekarwangi Village to have the power of hukum and can be submitted to the Regent of West Bandung Regency through the West Bandung Regency Tourism Office.

¹⁰ Clara Shinta Paskasari, "Kapasitas Kelembagaan Pengelola Desa Wisata Brajan Kabupaten Sleman," *Jurnal Pariwisata Terapan* 4, no. 1 (2020): 12.



Figure 3. Discussion on the Formation of a Tourism Awareness Group (Pokdarwis)

Group Discussions

This discussion was attended by all mentoring participants and attended by representatives of Mekarwangi village officials. The purpose of this discussion is to *first* identify the potential for tourism development in Mekarwangi Village. *The second* chooses the priority scale of tourism potential that will be developed first.

In the discussion process, various potential tourist attractions can be identified in Mekarwangi Village both in the form of nature-based tourist attractions and cultural tourism attractions.

Table. 1 Potential Tourist Attraction of Mekarwangi Village

| Tourist Attractions | |
|--|---|
| Nature | Culture |
| 1. Mount Halu | 1. People's Tea Processing House in Citunjang Village |
| 2. Mount Halu Coffee Plantation | 2. Depok Lion – Cieter |
| 3. Coffee Education (<i>Track dirt bike / duck bike</i>) | 3. Pencak Silat PMP – Cieter |
| 4. Campground | 4. Pencak Silat SGPS – Cisuren |
| 5. Parigi Peak | 5. Pencak Silat PMP – Cidadap |
| 6. Hiking Pasir Ipis | 6. Pencak Silat - Marga Mulya |
| 7. River Rafting Upstream Cidadap | 7. Pencak Silat – Cibaliung (Giri Lawung) |
| 8. Curug Odong | 8. Calung/Kliningan/GS – Legok Solo |
| 9. Curug Domba | 9. Calung/Kliningan/LI – Cirangkong |
| 10. Local Honey Bee Livestock | 10. Calung/Kliningan – Cibaliung |
| 11. D'Bees Honey Cattle | 11. Kacapian – Citunjang |
| 12. Coffee Education (Off road car) | 12. Reog - Cikakak |
| 13. Cihanjavar Waterfall | 13. Karinding / Rampak Karinding |
| 14. Downhill | 14. Marawis – Ciringguy |

Tourist Attractions

| Nature | Culture |
|---------------------------------|--|
| 15. Spot Selfie | 15. Marawis – Cibaliung |
| 16. Colorful Village | 16. Marawis – Ciraden |
| 17. Sundanese Cofee dan Library | 17. Culinary Ranginang |
| 18. Cieter Village Honey Bees | 18. Culinary Sale Banana |
| 19. Jaya Rabbit <i>Farm</i> | 19. Culinary Kecimpring |
| | 20. Culinary Cassava Skin Crackers & Cassava Chips |
| | 21. Cassava Leaf Puppet Craft – Cikakak |
| | 22. Cassava Leaf Puppet Craft – Cieter |
| | 23. Bamboo Crafts |
| | 24. Eggplant Manufacturers |
| | 25. Sanggar Mustika Wangi |
| | 26. Ganyol Village |

In this group discussion, the tourism resources in Mekarwangi Village are very diverse, with a relatively large number reaching 45 pieces, consisting of 19 pieces of nature-based tourism resources and 26 pieces of cultural-based tourism resources.

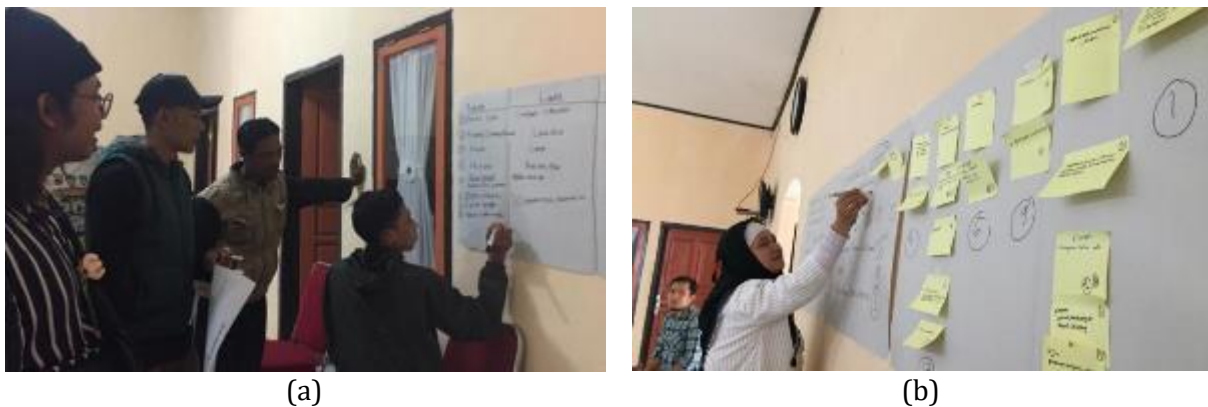


Figure 4. The Process of Identifying Potential Tourism Resources in Mekarwangi Village
 (a) Participants write down the results of self-identification; (b) The facilitator facilitates the process of identifying tourist resources

Training

Seeing the huge potential of tourist attractions in Mekarwangi, efforts are needed to improve the quality of these potential attractions into tourist attractions that can attract tourists while bringing economic value to the community. To achieve this, several pieces of training are held which are expected to improve the quality of human resources as well as the quality of existing tourist attractions. Some of the trainings carried out include training on tourism village management, training on the preparation of tour packages, training on culinary processing made from ganyol tubers and training on homestay management.

Tourism Village Training

All mentoring participants attended this training by inviting village officials. Assistance is directed to provide understanding related to tourism in general and to tourism villages. An understanding of tourism needs to be given so that participants have broad insight into tourism and can co-context can their natural and cultural potential. Meanwhile, insight and knowledge about tourism villages are given so that participants have knowledge about hknow village and get an idea of how to run a tourist village. The provision of theories regarding tourism villages is given by displaying several studies of tourism village theory. Meanwhile, an overview of how to manage a tourism village is given by displaying tourism village management's success (lesson learned) in various regions. some of the tourist villages that become benchmarks include Pujon Kidul Village in Malang, Nglanggeran Village in Gunung Kidul, Village For village stakeholders, the provision of this material aims to provide an overview of the relationship that can be built between villages and tourist villages. By providing an overview of the management of tourism villages in various regions to village officials, it is hoped that in the future the management of tourism villages in Mekarwangi Village can be formulated with the most appropriate considerations and management models.



Figure 3. Tourism Village Training

Training on Preparation of Tour Packages

Based on the table of the potential tourist attraction, the discussion participants are invited to make a grouping of thematic tourism packages that can be developed. This grouping is based on tourist attractions that have a high selling value as well as have been known by the public.

Table. 2 Tour Package Theme Plan

Thematic Tour Package Theme

| | About Coffee | Ngeteh Yuk | Vegetable Companions | Kelinciku | Ganyol Village |
|---------------------|--|--|---|--|---|
| Things to Do | <ul style="list-style-type: none"> ▪ Stay at a coffee homestay ▪ Coffee gardening ▪ Making culinary from coffee ▪ Making crafts from coffee ▪ Watch Calung/Karinding show | <ul style="list-style-type: none"> ▪ Enjoy morning tea and local cuisine at the tea homestay. ▪ Explore the tea garden/pick tea leaves. ▪ Learning tea processing in folk tea houses ▪ Watch calung/karinding/ lion depok show | <ul style="list-style-type: none"> ▪ Enjoy coffee/tea and breakfast menu from vegetables at the vegetable homestay. ▪ Planting / harvesting vegetables. ▪ Cooking creative vegetable culinary (food/drink s). ▪ Watching and learning karinding | <ul style="list-style-type: none"> ▪ Enjoy morning tea/coffee and culinary from vegetables at homestay. ▪ Visit "Kampung Kelinci" (explanation of rabbit body parts, rabbit behavior, like/dislike of rabbits, types of rabbits). ▪ Play with rabbits/see the rabbit mating process ▪ Watch calung / karinding / dayang dance performances | <ul style="list-style-type: none"> ▪ Stay at homesstay kampung ganyol ▪ Get to know the ganyol plant ▪ Learn to process ganyo from starting to take tubers, washing and preparing to be used as a variety of culinary ▪ Making abasic ganyol berba han quinery ▪ Watch art performance s |



(a)



(b)

Figure 4. Discussion on the Priority Scale for Tourism Potential Development

(a) The facilitator provides priority scale direction; (b) Participants discuss

From this discussion, it was then agreed that there are several tourism potentials that can be developed as a priority. First, this prioritization is based on the preference of tourism actors in the field. *Secondly*, the readiness of the resource (its tourist attraction). *Third*, the selling point or uniqueness that is owned. From these considerations, the priority for the development of Mekarwangi Tourism Village is the development of Ganyol Village (*Canna Edulis Kerr*) and Jelajah Kopi.

Training on Processing Culinary Products Made from Ganyol

One of the innovations initiated in Mekarwangi Village is to develop Ganyol Village. Ganyol is one of the tubers that can be obtained into various sources of carbohydrates¹¹. There is a past ganyol being one of the staple food sources in the region. However, the development of the times finally excluded these tubers from the daily menu of the people and changed to rice. Why ganyol which was later chosen to be one of the flagships of tourism village development in Mekarwangi. This is based on the history of the existence of Ganyol which was once one of the sources of food for the community, especially in the early days of the existence of Mekarwangi Village which was indeed geographically isolated and the pressure of the independence struggle period.



Figure 5. Ganyol-Based Culinary Product Processing Training
(a) trainees are mostly mothers; (b) the instructor explains the process of processing ganyol into a variety of culinary

Homestay Management Training

To increase the added value of tourism development in Mekarwangi Village, various products were created that can encourage tourist spending and the length of stay of tourists in this village. Therefore, agrohommestays were developed. Agrohommestay was developed by considering the advantages of this area, namely the existence of coffee and tea plantations and vegetable plantations that are spread widely.

The development of agrohommestays is expected to increase the value of tambah as well as to encourage positive interaction between tourists and the community. With positive interactions, it is hoped that people's views on tourism can also be more positive. While on the other hand tourists get new experiences.

Homestay training at the first stage is directed at increasing the capacity and knowledge of prospective agrohommestay managers in homestay management and displaying the

¹¹ Eni Harmayani, Agnes Murdiati, and Griyaningsih Griyaningsih, "Karakterisasi Pati Ganyong (Canna Edulis) Dan Pemanfaatannya Sebagai Bahan Pembuatan Cookies Dan Cendol," *Agritech: Jurnal Fakultas Teknologi Pertanian UGM* 31, no. 4 (2011).

hospitality of prospective agrohomes stay owners. Some material that was delivered was homestay management, cleanliness and sanitation of homestays, homestay services and marketing of homestays by ASEAN standards¹².

Ujicoba Tour Packages

After Pokdarwis has successfully compiled a tour package, the next step is to test the tour package. This trial was carried out to find out the advantages and disadvantages of tour packages that have been successfully compiled by Pokdarwis. The tests were conducted not only involving researchers but also involving other parties who were positioned as general tourists.

The entire implementation of tour package activities is carried out entirely by Pokdarwis so that in the implementation of this tour package, it can also be known the quality of the Pokdarwis organization, and the quality of tourist attractions offered to tourists.

The tour packages offered are with an educational theme that take advantage of tourist attractions in the form of Sundanese art and *kaulanan barudak* typical of Mekarwangi. In addition, in this tour package, tourists are invited to interact directly with rabbits on rabbit farms. Meanwhile, in Kampung Ganyol, tourists are given knowledge about the processing of ganyol tubers into various traditional foods typical of Mekarwangi. Then they taste various processed food products that have been served by the people of Ganyol Village.



(a)



(b)



(c)

¹² ASEAN Secretariat, "ASEAN Homestay Standard," Jakarta: The ASEAN Secretariat (2016).

Figure 4. Trial Tour Package in Mekarwangi Village
(b) along farmland; (b) processing ganyol; (c) visit the tea factory

Agrohomestay Candidate Mapping

Mapping of houses that will be used as agrohomestays is carried out in several stages. The first stage is to gather prospective houses from tourism awareness groups, village governments, homestay training participants and also from related agencies who carry out various programs to improve the house or rutilahu. After the data is obtained, conduct a census to the field to check each of these houses. The points assessed are the assessment of the readiness of homeowners, the feasibility of the house, and the suitability of the environment around the location of the homestay. After the assessment list is obtained, the next step is to choose the house with the highest rank. Of these ten five houses were selected as homes that were encouraged at the first opportunity as thematic homestays or agrohomestays.

In this mapping, data on 29 houses was obtained from various sources. Then from the survey results, it was found that 5 houses refused to use their houses as homestays, 3 houses could not be visited, and 5 follow-up houses recommended by the tourism awareness group. In total, the number of houses surveyed amounted to 26 houses.

Agrohomestay is a development of the conventional homestay concept by adding various facilities that will provide an overview, information and interpretation of the existence of plantations and farms around the homestay. This includes the addition of interpretation boards in each house and room, the addition of images that describe the atmosphere of farms and plantations in the rooms and or around the house, an increase in the understanding of homeowners to be able to interpret the existence of the homestay they manage and its relation to the surrounding environment.



Figure 5. Mapping the House of Agrohomestay Candidates
(a) the location of the house on the village map; (b) identifying and recording the homes of prospective agrohomestays

Diskusi

Identifying the various tourist resources owned by a village is very important to

determine the village development model to be chosen¹³. Sementara that improving the quality and capacity of human resources and institutional managers must be a concern so that the community can manage agrotourism independently. Independence in the management of agrotourism in Mekarwangi Village is very important so that the economic value obtained is received as much as possible by the community. In the development of agrotourism in Mekarwangi Village, a tourism awareness group was formed as an informal institution consisting of people who have the ability to develop tourism awareness in Mekarwangi Village¹⁴.

Agrotourism development is an alternative tourism development that actively involves the community in it¹⁵. In its development, agrotourism is at least based on the attractiveness (object) of agrotourism, distinctive agricultural culture, facilities and infrastructure, community support, capacity building of human resources, communities, and institutions, agro-tourism programs, institutions that support/manage agrotourism programs, services for agro-tourism activities, government and related party support, and interweaving cooperation with related parties¹⁶. Mekarwangi Village currently has tourism resources, community support and Tourism Awareness Groups that have received support from the Government of Desa Mekarwangi as well as from the Regional Research and Development Planning Agency of West Bandung Regency with various programs. Therefore, deficiencies in terms of human resource capacity as well as weak institutions, can be encouraged to be improved through various capacity-building programs.

The trend of shifting tourist behavior after covid-19 which prioritizes security and safety with a clean and healthy lifestyle (*CHSE / Cleanliness, Healthiness, Safety, Environment*) puts nature-based tourism as the solution to be chosen. Because nature-based tourism has a big health impact but is low risk. ¹⁷ Agrotourism as one of nature-based tourism finds momentum to grow and develop. Therefore, the development of agro-tourism in Mekarwangi Village is very appropriate in addition to the potential base

¹³ Siti Nurul Rofiqo Irwan, Hani Perwitasari, and Muhamad Muhamad, "Pendampingan Identifikasi Potensi Pengembangan Agrowisata Berbasis Partisipasi Masyarakat Di Desa Tirtomulyo, Kretek, Bantul, Yogyakarta," *Agrokreatif: Jurnal Ilmiah Pengabdian kepada Masyarakat* 7, no. 2 (2021): 122-130.

¹⁴ Firmansyah Rahim, "Pedoman Kelompok Sadar Wisata," *Jakarta: Kementerian Pariwisata dan Ekonomi Kreatif* 10 (2012).

¹⁵ Rudi Prasetyo Unknown Ardi and Bambang Unknown Dwiloka, "PENGARUH TINGKAT KETERGANTUNGAN TERHADAP TINGKAT PENDAPATAN MASYARAKAT DAN DAMPAKNYA PADA POLA PERUBAHAN HIDUP MASYARAKAT DI SEKITAR WISATA AGRO DESA KANDRI KOTA SEMARANG," *Jurnal Gema Wisata* 14, no. 1 (2018).

¹⁶ Tati Budiarti and Istiqlaliyah Muflikhati, "Pengembangan Agrowisata Berbasis Masyarakat Pada Usahatani Terpadu Guna Meningkatkan Kesejahteraan Petani Dan Keberlanjutan Sistem Pertanian," *Jurnal Ilmu Pertanian Indonesia* 18, no. 3 (2013): 200-207.; Rhey Pasha Visa Sandy, Hendrawati Hamid, and Hasna Azmi Fadhilah, "PENGEMBANGAN KAWASAN AGROWISATA KEBUN BELIMBING DI KECAMATAN TAWANGHARJO, KABUPATEN GROBOGAN, PROVINSI JAWA TENGAH," *J-3P (Jurnal Pembangunan Pemberdayaan Pemerintahan)* (2021): 75-90.

¹⁷ (Kemenparekraf Drafting Team, 2021)

that is owned also because of the current momentum. To optimize the role and added value of agro-tourism, various agro-based tourism products must be developed. The main theme is the development of Ganyol Village as an effort to revitalize the benefits of neglected ganyol tubers while encouraging community food security. In addition, the innovation carried out in Mekarwangi village is the development of agro-based homestays which are hereinafter referred to as agrohommestays. Agrohommestay is the development of homestay by creating an atmosphere and visibility of homestays that prioritize various things related to agriculture, plantations and the culture that comes with it.

Community assistance carried out in Mekarwangi Village not only encourages village communities to create added value to the existence of their farms and plantations, but also encourages the community to appreciate what they have more and be open to tourists who want to interact with agriculture and plantations in particular as well as the culture of the community in general.

Conclusion

Community service that has been carried out for two years in Mekarwangi Village has produced results including [1] the establishment of an institution of tourism activists in Mekarwangi Village in the forum of the Tourism Awareness Group (Pokdarwis) of Mekarwangi Village; [2] Increased understanding of pokdarwis and village officials towards tourism; [3] the establishment of the Ganyol Village pilot as the forerunner of the ganyol-based creative tourism village, as well as a food security village; [4] the development of various artistic and cultural potentials of the community that have not received attention; [5] The development of other livestock-based tourism products, including the education of rabbits and arrowroot sheep; [6] the availability of Mekarwangi tour packages that can be sold to tourists; [7] The identification of residents' homes that can be developed as agrohommestays.

Although the implementation of community service carried out has been hampered by the Covid-19 pandemic, with the support of various parties, most of the targets can be achieved properly. In the future, this achievement is expected to be completed with the support of various parties to realize a superior Mekarwangi Agrotourism Village.

Acknowledgment

This community service activity was carried out thanks to the full support of the Research, Community Service and Innovation (P3MI) program of the Regional and Rural Planning Research Group (PWD) of the School of Architecture, Planning policy Development (SAPPK) Bandung Institute of Technology. In addition, support from the

Mekarwangi Village Government, Sindangkerta District, and the Regional Planning, Research and Development Agency (Bapelitbangda) of West Bandung Regency has provided convenience in implementing the entire series of activities in the field. For this reason, we from the service team, would like to thank the parties who have participated in this activity

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