


Agri-tourism area development planning in mekarwangi village, sindangkerta sub-district, west Bandung district

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Article Info	ABSTRACT
Keywords: Agri Tourism Potential Planning Development Stages	The Government of the Republic Indonesia give opportunities for regional level authorities to develop their regional potential for communal prosperity in. Mekarwangi Village, a designated agricultural area of the village by the Government of West Bandung Regency's Regional and Spatial Planning as well as agritourism through its Engineering Detail Design, has agricultural potential to be developed and managed. This journal provides a model of agritourism development planning through such components as agri tourism activities, facilities, and management for the promotion of Mekarwangi Village as Agri Tourism Area. The outcome of this journal is executive planning by stage, by zone and recommendations based on identification and analysis done previously.
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INTRODUCTION

The development of potential tourist attractions owned by each region is an opportunity that can be utilized as an aspect that can improve the condition of areas that have tourism potential. In the era of regional autonomy, tourism is expected to contribute to the development of the economic sector for both the government and the community. Mekarwangi Village, Sindangkerta District with its tourism potential is currently spurring itself to develop its tourism. Tourism through tourism development, especially in the aspect of tourist destinations in Mekarwangi Village, Sindangkerta District. Mekarwangi Village has sufficient potential for tourist attraction.

Variety. In addition to tourism resources in the form of nature, Mekarwangi Village is an area that has a wealth of plantation products such as tea, coffee and honey. Mekarwangi Village, based on the Regional Spatial Plan of the West Bandung Regency, is designated as an agro-region. The potential for plantation products can be a special attraction for Mekarwangi Village. Geographically, Mekarwangi Village is close to the Ciwidey area, where the Ciwidey area itself has become a favorite tourist destination for tourists. This can be an advantage in taking the market share of Ciwidey tourists, Bandung Regency. From this potential, Mekarwangi Village can provide diversified tourism products.

The tourism products in the Ciwidey area and the Lembang area tend to be more mass tourism. Referring to this, a tourism development concept is needed that is in

accordance with the characteristics of the region and the suitability of development needs in Mekarwangi Village. Therefore, the big concept that is in accordance with the development plan of Mekarwangi Village, Sindangkerta District is agri-tourism supported by the establishment of Mekarwangi Village as an agri-tourism area based on the Detail Engineering Design of West Bandung Regency 2012. The development of this tourist area requires a more comprehensive spatial management that includes regulation, evaluation, control and review of space utilization as a tourist area, both in terms of ecology, economy and socio-culture. The arrangement of this area is very likely to overlap with the use of other areas such as residential areas and plantation areas. Prioritization needs to be done by considering long-term interests. Therefore, in its development, an area approach is needed that includes not only ecological, but also socio-cultural and economic aspects. So that in the long term, not only the preservation of environmental carrying capacity is achieved, but also stable economic growth and sustainable culture.

METHOD

This research aims for the establishment of a tourism product development plan in Mekarwangi Village through identification and analysis of agricultural and plantation activities managed by the community which are considered to have the potential to support the development of agri-tourism areas. Related to the need for data in the form of interviews, field notes, documentation and observations that are qualitative in nature as well as outputs in the form of agri-tourism area development plans that cannot be achieved using statistical procedures or by means of quantification, therefore this research uses a qualitative model (Ghony, 2012).

Qualitative research is research whose data is qualitative data so that the analysis is also qualitative analysis (descriptive). In line with this opinion, Sukmadinata (2009: 18) argues that qualitative data is data in the form of words, sentences, and images. Examples of qualitative data are interview results, field observation results, image data, and field notes. In this research, the data needed are the results of interviews to find out the potential for agriculture- based tourism development, the results of field observations of observations of the Mekarwangi Village environment, image data, for example in the form of regional maps, official documents, for example in the form of monographs of Mekarwangi Village, and field notes in the form of checklists.

Data Collection Tools

Field Notes

Field notes, according to Satori and Komariah (2013: 176) field notes are written records of what is done in the field heard, seen, experienced and thought in the context of data collection and reflection on data in qualitative research. In the process of data collection, field notes are used to record findings both in accordance with the research instruments and other things that can support the planning of the development of the Mekarwangi Village area.

Interview Guidelines

According to Basrowi & Suwandi (2008:138), interview guidelines are used to reveal qualitative data. In this study, interview guidelines were used to assist researchers when conducting interviews with resource persons in Mekarwangi Village.

Data Collection Technique

In collecting data, several techniques were used, namely observation, interviews, and documentation:

Observation

Observation is a data collection technique that requires researchers to go to the field to observe things related to space, place, actors, activities, objects, time, events, goals, and feelings. (Ghony & Almanshur: 2016). In observations made in the field, the research team observed.

1. Physical aspects in the form of land area, facilities,
2. Non Physical; agricultural activities, community life in Mekarwangi Village
3. Tourist products.

Interview

There is an involvement between the interviewee/informant and the interviewer. Interviews in this study will be conducted with several agencies and individuals who are considered capable of providing reliable information related to agri-tourism development planning in Mekarwangi Village. Some of the informants include; landowners, coffee planters, vegetable farmers, honey beekeepers, tea planters, tea garden managers, the community, lemon owners and planters.

Documentation

According to Sugiyono (2009:240) documentation can be in the form of writing, pictures or works. The documentation intended in this research is image/photo and video documentation. In this research, documentation is carried out intensely to add confidence to the evidence found in the field. Documentation will be carried out during observations in Mekarwangi Village, namely on February 18, 2020. March 16, 2019. Documents needed in the form of maps, official documents, or other supporting documents were collected through data needs maps addressed to relevant agencies or obtained using a tool such as the Global Positioning System (GPS) to determine the distance and area.

Data Validity Checking Technique

The technique used to check the validity of the data in this study is the data triangulation technique. In checking and testing the validity of the data under study, the researcher digs up data by not only sourcing it from one source or related parties but requires information from various data sources. Based on the definition of triangulation, according to Moleong (1999: 178) triangulation is a data validity checking technique that utilizes something else outside the data for the purpose of checking or comparing the data. The most widely used triangulation technique is checking through other sources. The following are data validity checking techniques used in this research.

Data Reduction

The data that was reduced included all data regarding the research problem. The reduced data will provide a more specific picture and make it easier for researchers to conduct further data collection and search for additional data if needed. The longer the researcher is in the field, the more the amount of data will be, the more complex and complicated. Therefore, data reduction needs to be done so that the data does not accumulate so as not to complicate further analysis.

Data Presentation

According to Miles and Huberman (1992: 17) data presentation is a set of arranged information that provides the possibility of drawing conclusions and taking action. Data presentation is directed so that the reduced data is organized, arranged in a relationship pattern so that it is easier to understand. Presentation of data can be done in the form of narrative descriptions, charts, relationships between categories and flowcharts. In this study, data presentation was used to facilitate researchers in making decisions from the results of observations, interviews and documentation that had been carried out previously.

Drawing Conclusions or Verification

This stage is the stage of drawing conclusions from all the data that has been obtained as a result of the research. Drawing conclusions or verification is an attempt to find or understand meaning, regularity, patterns, explanations, causal flow or propositions. Before drawing conclusions data reduction, data presentation and conclusion drawing or verification of the previous activities. In accordance with the opinion of Miles and Huberman, the analysis process is not one- time, but interactive, going back and forth between reduction, presentation and conclusion drawing or verification activities during the research time. After verifying, conclusions can be drawn based on the research results presented in narrative form. Drawing conclusions is the final stage of data analysis activities. This conclusion drawing is the final stage of data processing.

Analysis Technique

SWOT Analysis

The analysis technique used to support this research is SWOT analysis. According to Rangkuti (2008: 18) SWOT analysis is a systematic identification of various factors to formulate company strategy. This analysis is based on logic that can maximize strengths (Strengths) and opportunities (Opportunities), but can simultaneously minimize the strengths and opportunities of the company minimize weaknesses (Weaknesses) and threats (Threats). Some definitions of strengths, opportunities, weaknesses, and threats in SWOT analysis include:

Strengths

According to Amin W.T (1994:75) strengths are resources, skills or other advantages relative to competitors and the needs of a company's market. Tourism strengths are the natural resources, management, and relative advantages of the tourism industry from the market and tourism competitors.

Opportunities

According to Amin W.T (1994:74) opportunities are the main favorable situations / trends in the company's environment. Tourism area opportunities are the main situations / trends that benefit the tourism industry in the environment of a tourism area.

Weaknesses

According to Amin W.T (1994:75) weaknesses are limitations/deficiencies in natural resources, skills and abilities that seriously hinder the effective performance of a company. Tourism weaknesses are limitations/deficiencies in natural resources, skills and abilities of tourism industry management.

Threats

According to Amin W.T (1994:74), threats are the main unfavorable situations/tendencies in the company's environment. Tourism area threats are the main unfavorable situations/tendencies of the tourism industry in the environment of a tourism area.

First Stage

Carry out the calculation of points (a) and contents (b) of element points as well as the perfect sum of the multiplication of scores and weights ($c = a \times b$) on each S-W-O-T element. Calculating the value (a) of each element point is carried out mutually independent (the evaluation of one element point should not influence or affect the evaluation of another element point. The range of score options really ensures the accuracy of the evaluation but what is commonly applied is from 1 to 10, with the assumption that 1 means the lowest score and 10 means the highest score the highest. The calculation of the weight (b) of each element point is carried out by interdependent.

Second Stage

Subtracting the perfect sum of the S factor from W (d) and the O factor from T (e); The number obtained ($d = x$) then becomes the point on the X- axis, while the number obtained ($e = y$) then becomes the value or spot on the Y-axis

Spatial Analysis

As a study of the development of agri- tourism areas, the planned development in Mekarwangi Village uses the concept of Destination Planning area development related to the characters that fulfill the development model in (Gunn, 1972)

RESULT AND DISCUSSION

Aim of Planning

Basis for Planning (Origin of Proposal)

This plan is based on the designation of Desa Mekarwangi as a area Agri area by the Spatial and Regional Plan of West Bandung Regency and as an A g r i Tourism area by the Detail Engineering Design of West Bandung Regency.

Principal Goals of Planning

The purpose of this research is as a comprehensive planning study of the potential of agri-tourism in Mekarwangi Village which includes;

- a. Identification of physical, non-physical, and product characteristics of the Mekarwangi Village area, Sindangkerta District. Identify the potential for resource utilization in the development of the Mekarwangi Village area, Sindangkerta District.
- b. Identify the needs of tourism facilities and spaces in the Mekarwangi Village area, Sindangkerta District.
- c. Analysis of the physical and non-physical conditions of the Mekarwangi, Sindangkerta District.
- d. Analysis of facility and space needs in the Mekarwangi Village area, Sindangkerta District.
- e. Direction of visitor management and circulation.
- f. Direction of tourism product development plan.
- g. Indicative direction of activities and action programs for the development of the Mekarwangi Village area.

Resource Analysis

Natural Environment

Based on the results of identification in the field, it can be seen that Mekarwangi Village has a natural environment with the main potential in the form of:

- a. Coffee Garden
- b. The Garden
- c. Vegetable Garden
- d. Lemon Garden
- e. Bukit Pasir Ipi
- f. Cidadap River

Cultural Environment

Based on the results of observations and interviews in the field, there is no culture of the agricultural community or other cultures found in the village of Mekarwangi, however, there is a habit of processing coffee in a traditional way which has now been abandoned.

Industrial Environment

- a. D'Bees
- b. SBS Tea Factory
- c. Pak Ating's Coffee Factory

Recreational Environment

- a. D'Bees
- b. Sundanese Coffee and Library

Related Laws and Regulation

The policy relating to agro-tourism is the Minister of Agriculture's decree no.357/KPTS/HK.350/5/2002 about "plantation business licensing guidelines". Article 1 point 9 stipulates that plantation tourism, hereinafter referred to as agro- tourism, is "a form of activity that utilizes the plantation business as a tourist attraction with the aim of diversifying business, expanding employment opportunities, and promoting the plantation business." In addition, the Minister of Agriculture also established the Minister of

Agriculture Decree No. 319/KPTS/KP.150/6/2003 on "agro-tourism commission which aims to utilize agricultural resources as a tourist attraction in order to support national economic development." The tasks of the commission are: "making recommendations for the development of agro-tourism; submitting suggestions to the Minister of Agriculture regarding the development and construction of agro-tourism; promoting the development of agro-tourism; coordinating the development of agro-tourism objects; and develop a program of activities for the agro- tourism commission."

- Unwritten policy
- Village meetings are held three times a year
- The first meeting is to discuss the previous year's development report; the second meeting is to plan village development for the next year; the third meeting is to discuss the budget that will be needed.
- Mekarwangi Village Regulation of Sindangkerta Subdistrict, West Bandung Regency Number 6 of 2017 concerning Environmental Conservation of Mekarwangi Village, Sindangkerta Subdistrict, West Bandung Regency.
- Mekarwangi Village Regulation Number 8 of 2017 on Mekarwangi Asset Management.
- Mekarwangi Village Regulation of Sindangkerta Subdistrict, West Bandung Regency No. 7 of 2017 concerning Sources of Revenue of Mekarwangi Village, Sindangkerta Subdistrict, West Bandung Regency.

Analysis of Development of Potential Management Agriculture (Agricultural Management)

In the analysis of agricultural management, there is a management calendar that shows the schedule of agricultural activities in Mekarwangi Village. The calendar can determine when is the right time for tourists to visit Mekarwangi Village. An example is as follows:

Table 1. Coffee Farm Management Calendar

PROSES BULAN	JAN	FEB	MAR	APR	MEI	JUN	JUL	AGU	SEP	OKT	NOV	DES
Pemilihan jenis dan varietas												
Penyiapan bibit												
Penyiapan lahan												
Penanaman bibit kopi												
Pemindahan tanaman ke lahan baru												
Pemupukan												
Pemangkasan pohon												
Penyiangan gulma												
Pemanenan												

The figure above shows that the right time for tourists to come to Mekarwangi Village is in April-July where there is a coffee harvest. However, it does not rule out the possibility of tourists coming in other months to participate in the coffee harvest.

Characteristics Agriculture (Agricultural Characteristics)

Mekarwangi Village has agricultural characteristics that can be seen from 2 characteristics, namely the characteristics of Agri commodities and Agri commodity processing characteristics.

Characteristics of Agri Commodities

Most people in Mekarwangi Village grow coffee and tea for a living as landowners, land managers and farm laborers.

Processing Characteristics of Agri Commodities

In processing commodities The characteristics that emerge from the Agri sector in Mekarwangi village can be seen from the capital system to the harvest sales system. The capital system is divided into three types, namely Personal Capital System; Capital System from Savings and Loans Cooperative Village, and Crowde Capital System.

Farmers Willingness to Participate

Explaining that what is included in farmers is the people who live in an area (Hong, 1998). Sumardi said (in Andrean, 2014) that participation means the participation of a person or group of people in the development process both in the form of statements and activities by providing input of thoughts, energy, time, expertise, capital and/or materials, as well as participating in utilizing and enjoying the results of development. To find out the willingness of residents and farmers to participate in the development of Agro Tourism in Mekarwangi Village, we held a Forum Group Discussion on February 20 at the residence of Mr. Enan, Cieter Village with a total of 10 respondents (Table 5) who came from local communities who produce Agro Tourism. The conclusion is that the local community agrees with tourism development in Mekarwangi Village and is willing to have their land utilized as part of the tourist attraction.

Estimated Number of Tourist Visits (Estimated Number of Visitors)

The visitor number estimation scheme for Mekarwangi Village can only be done in a simple way because there is no data on the number of visits for tourism purposes in Mekarwangi Village. However, Mekarwangi Village already has two tourist attractions that have accommodated tourism activities, namely D'Bees and Sundanese Coffee and Library. The types of activities carried out at the two attractions can be categorized as Agrotourism. This is in line with the plan to develop Agritourism in Mekarwangi Village, so the visitor estimation is based on the estimated total visitors at D'Bees and Sundanese Coffee and Library.

Based on interviews with the managers of the two attractions about the number of visitors who come, the estimated total visitors at D'Bees and Sundanese Coffee and Library per month with the following details;

- a. Approximately 100 people visited Sundanese Coffee and Library.
- b. There were approximately 200 visitors to D'Bees.

Based on visit data from the managers of the two attractions, it can be estimated that visits to tourists to Mekarwangi Village for tourism purposes is 300 people per month. Of these, researchers took 200 people for an initial estimate of tourist visits to tourists in the early stage of development activities tourism activities in Mekarwangi Village. So it is

expected that every month, 200 out of 300 tourists who come to D'Bees and Sundanese Coffee and Library also will also visit the new agro-tourism attraction in Mekarwangi Village.

Development Tourism Rural (Development of Rural Tourism)

Issues of development

An issue is a consequence of some action that can have an effect (Hainsworth & Meng). Development is defined as Liberation from destitution, fostering self-respect and a sense of empowerment or the ability to make choices about the future. It implies the development of capacity for change, equity in economic distribution, empowerment of people, interdependence, and sustainability (Bryant & White, 1987: P. 20). The development of tourism in an area will bring many benefits to the community, namely economically, socially and culturally. However, if the development is not prepared and managed properly, it will cause various problems that complicate or even harm the community. From a social point of view, tourism activities will expand labor opportunities both from facility and infrastructure development activities and from various business sectors directly related to tourism. For this reason, tourism development in Mekarwangi Village is influenced by factors, both those that hinder and those that support.

Supporting Factors

Supporting factors related to the success of an agritourism in relation to the attractions offered as a tourist attraction, Syamsu et al, (2001) identify these factors as follows:

- a. Scarcity. If tourists travel in an agritourism area, tourists expect a treat of a stretch of plantation or garden that contains an element of rarity because these plants are very rarely found at this time.
- b. Naturalness. The naturalness of agritourism attractions, will also greatly determine the sustainability of the developed agritourism. If the tourist attraction has been polluted or full of falsehood, surely tourists will feel very deceived and are unlikely to visit again.
- c. Uniqueness. Uniqueness in this case is something that is completely different from existing tourist attractions. Uniqueness can be in the form of local culture, traditions, and technology where the tourist attraction is developed.
- d. Workforce Engagement. Agritourism development is expected to involve the local workforce, at least minimizing the displacement of local communities due to the development of these attractions.
- e. Land Use Optimization. Agricultural lands or plantations are expected to be optimally utilized, if this agro-tourism object can function properly. No more idle land is found, but the development of agro-tourism has a positive impact on land management, do not also exploit it arbitrarily.

Meanwhile, according to Spillane, (1994) to be able to develop an area into a tourism area (including agritourism) the following are supporting factors for tourism development in Mekarwangi Village:

- a. Attractions. In the context of agritourism development, the attractions in question are, the expanse of gardens/farmland, the beauty of nature, the beauty of the garden, the culture of the farmer and everything related to these agricultural activities. The diversity of agricultural and plantation commodities such as coffee, honey, tea, lemons and vegetables that can potentially be made into attractions and diverse activities based on commodities provided to tourists which is one of the important factors in tourism development in Mekarwangi Village.
- b. Infrastructure. The infrastructure in question is in the form of irrigation systems, communication networks, health facilities, transportation terminals, sources of electricity and energy, sewage/water systems, roads and security systems. All of these are already available in Mekarwangi Village, but there are some that are not. Some inadequate infrastructure conditions such as road conditions can, on the contrary, be a factor inhibiting development.
- c. Equity and Equitable Development Consideration Agrotourism is expected to mobilize the community's economy as a whole, as a whole, both the community farmers/villages, investors, regulators. By conducting coordination in the detailed development of existing inputs. Supporting factors for tourism that specifically focuses on agro-tourism have been presented as in the Detail Engineering Design in the conclusion section which states that the village of Mekarwangi is directed specifically towards the development of agro-tourism.

Inhibiting Factors

The main inhibiting factor in the development of agro-tourism areas is the lack of maximum management carried out by local communities. This is characterized by management that is still sporadic and still depends on demand at a certain time, the lack of community ability as a tour guide, the number of agro-tourism farmers who switch professions, and the lack of coordination with the government regarding efforts to develop and develop the area. This is also supported by the opinion stating that the problem of developing agritourism areas in the study area is that there is not enough availability of capable, skilled, and highly skilled personnel, and the mainset of the local community has not been formed as the main actor of the agritourism business. This then has an impact on several important aspects in the development of agritourism areas, such as the lack of attractions that showcase the culture of local communities, the lack of types of activities developed by local communities, and the absence of integration with surrounding tourist areas.

The following are the inhibiting factors in Mekarwangi village:

- a. Human Resources Based on the results of interviews conducted to community in Mekarwangi Village, the existing resources cannot be utilized with This is due to the competence and enthusiasm of human resources, which are considered incapable of managing these resources towards tourism.
- b. Facilities. Facilities needed may include additional public facilities, telecommunications, hotels and restaurants at market centers. Inadequate facilities

and infrastructure needs such as road conditions, shelters, trash bins, parking areas and other public facilities.

- c. Organization. No village organizations have been formed to manage tourism activities in Mekarwangi Village.

SWOT Analysis

In this study, SWOT analysis was used to determine important categories and primary regions for development that were concluded from the priority strategies. Based on the identification of internal and external factors, the strengths, weaknesses, opportunities and threats of Mekarwangi Village are as follows:

Strength

- a. Diverse and well-managed agri commodities Mekarwangi Village has a variety of agri commodities including coffee, tea, honey, vegetables, and lemons. This has potential as an agri-tourism activity in accordance with the commodities owned.
- b. Relatively easy to access from tourist origin area (Ciwidey).
- c. Has clean and cool air quality. According to observations, there are many fireflies in Mekarwangi Village. The presence of fireflies can be used as an indicator of whether the environment is healthy or not. These animals can live if the environment has fresh air, fertile soil, and clear water. It is evident from the habitat of fireflies in places with high air humidity.
- d. There is already a willingness from some communities to develop tourism.

Weakness

- a. There is no tourism destination manager yet.
- b. Lack of facilities transportation that operate to and from Mekarwangi Village.
- c. Lack of facilities public that support tourism development.
- d. People not know how to develop agri-tourism.

Opportunity

Increase in the Number of Tourists in the Future

According to data from the Ministry of Tourism and Culture, tourism trends in 2020 are estimated for world tourism trips to reach 1.6 billion people, of which 438 million people will visit the Asia-Pacific region and 60 percent of them will make nature tourism visits. This condition provides opportunities for the tourism industry in Indonesia, especially agro tourism in Mekarwangi Village.

Trend Visit Tourists Prefer Natural Tourist Attraction Destinations

According to Fandeli (2002) that there has been a shift in the concept of world tourism to special interest tourism or what is known as ecotourism, where at this time there is a shift in the concept of tourism now. There is a tendency for more and more tourists to visit nature-based objects and the culture of the local population. This is a great opportunity great opportunity for country Indonesia, especially Mekarwangi Village which has a natural landscape.

West Bandung Regency Government's Plan to Develop Agritourism in Mekarwangi Village

The government will provide a budget for tourism development in Mekarwangi Village because, Mekarwangi Village is designated as part of the agritourism area in the DED.

Reactivation of Bandung-Ciwidey Railway Line

The reactivation has the opportunity to facilitate tourists who will visit Mekarwangi Village.

Threat

- a) There is a competitor (Lebak Muncang Tourism Village) that has been developed earlier and is already popular.
- b) Erratic weather affects the harvest period and potentially disrupts tourism activities
- c) Located in landslide prone areas Judging from the landslide prone map, Mekarwangi Village is located in a moderate landslide prone area.
- d) The influx of investors who will dominate village economic activities.

From the results of the SWOT analysis, several priority strategies were obtained to develop agri-tourism in Mekarwangi Village, namely as follows:

1. Facilitation pioneering development of potential agri-tourism attractions
2. Route development of transportation facilities and infrastructure
3. Market share targeting planning
4. Initiate the establishment of tourism destination managers
5. Initiate the planning of supporting facilities in tourism destinations

Judging from the priority of the above strategies, the zones that are prioritized in the development of agri-tourism in Mekarwangi Village are the Attraction Zone and the Facility Zone.

Management Regulations and Organization (Managing Organization and Regulation)

According to Law No.50 of 2011 Article 1 No.16 Institutional Tourism is a unity of elements and their networks that are developed in an organized manner, including government, local government, private and community, human resources, regulations and operational mechanisms, which are sustainable to produce changes towards achieving goals in the field of tourism. Tourism Organization is an institution both within the government and private sector related to the implementation of tourism activities.

Details Plan Development (Detailed Development Planning)

Definition of Projects The division of zones in Mekarwangi Village is divided into 3 namely; nucleus (core zone), inviolate belt and Zone of Closure. based on the actual conditions of agrotourism potential scattered in Mekarwangi Village, based on the method of developing tourist destinations based on Gunn (1997), there is a tourist destination zone model with five key elements that need to be considered, namely circulation, acceptance, community, linkage and attraction. If adapting the concept from Gunn based on the tourist destination zone above, then in the development of agrotourism at Mekarwangi Village is divided into 2 zones agro tourism (agritourism) and non-agro tourism zone (agritourism).

Generally, in an attraction area there are activities that have the potential to be developed specifically as agrotourism activities, and these activities require facilities, where

tourists can directly participate in activities. The facilities developed must be in accordance with the related tourism activities. Broadly speaking, the description related to zoning for the specification of these facilities if sorted are Reception Facilities, Services and facilities, Attractions, and Buffers as will be explained as follows:

Zone of Closure

Included in this zone are:

Reception Subzone

The reception zone is a zone that functions to create tourists' first impression of tourist attractions in Mekarwangi Village or as a welcome area that marks the agro-tourism area. In addition, in this zone there is information related to tourism in Mekarwangi Village.

Facilities and Services Subzone

The facilities and services zone is a development zone that contains activities to fulfill various tourist needs for comfort, convenience and completeness in enjoying agrotourism.

Inviolate Belt Zone

Included in this zone are:

Linkage Corridors Sub-Zones

The connecting zone is a zone occupied by passive qfagrotourism activities. This zone is a transition zone that connects between attraction subzones, between supporting subzones, and between attraction subzones and supporting subzones. In this transition zone, efforts are made to optimize the use of the visual potential of the area to create a good first impression for tourists and at the same time as supporting passive agro-tourism activities planned in the area. The transition space delivers tourists before entering the attraction complex. This area generally opens and introduces tourists to the attraction complex. In it there are rest areas and view points.

Nucleus Zone

Nucleus Zone Included in this zone are: The Attraction Complexes subzone is the core zone that is the center of tourist activities in agri-tourism activities. In this zone, intensive utilization of intensive utilization to potential natural resources, namely agricultural commodities and the natural conditions of the site in the form of mountainous terrain with its climatic character that can be enjoyed. Within the zone there is an attraction complex consisting of 5 pointsagritourism area (agri-tourism) which can be developed.

The five points that are spread out present the potential attraction of vegetable gardens, beekeeping, lemon gardens, coffee gardens, tea gardens. The following are activities that tourists can do at each attraction:

Coffee Garden

Activities that can be done at the coffee plantation attraction are Coffee Tour. This Coffee Tour activity is divided into two, namely Coffee Tour ka Kebon and Coffee Tour ka Pabrik. In the Coffee Tour ka Kebon activity, tourists do their activities in the coffee garden. To get to the coffee plantation, tourists must walk or trek through a slippery dirt path when it rains or after rain with sight seeing tea gardens, coffee gardens, and pine forests. After arriving at the coffee plantation which is the main destination, tourists can follow the

activities that the planters are doing. These activities include weeding the grass around the coffee plants, picking coffee beans that are ready to be harvested or other activities related to the coffee growing process. After tourists complete the activity, they will be served coffee or tea (for those who don't like coffee) and some traditional snacks (banana and fried / boiled cassava). Then if tourists follow the harvest, then tourists will be invited to the coffee processing place that will be used as green bean. In the Coffee Tour ka Pabrik activity, tourists can observe or help workers in the process of processing coffee into green bean. After completing the coffee tour, tourists can buy coffee products that they have gone through the process at the gift shop located in the Visitor Center.

Tea Garden

Activities that can be done in the tea garden attraction are "Jalan Jalan Teh", tourists will take a walk along the vast tea garden, in the tea garden tourists can do photo sessions for those who are interested. In addition to the tea walk activity, tourists can also take a Tea Production Process Tour where tourists will carry out activities as garden workers when harvesting to the process of making tea in the tea factory.

Honey Bee Farming

Activities that can be done at the D'Bees Honey Bee attraction are honey harvesting educational tours and bee sting therapy. D'Bees is divided into two locations, the first is a honey shop that sells honey harvested from the forest directly, while the second location is the forest where the bees are farmed for honey, the estimated distance between the D'Bees honey shop and the forest is 30 minutes on foot. To get to the beekeeping forest, tourists must walk or trek through the path, along the way tourists can see sightseeing the expanse of tea plantations after entering the forest area. Tourists are given a face covering net before participating in activities carried out by farmers.

Vegetable Garden

Activities carried out at the vegetable garden attraction are picking your own vegetables. To get to the vegetable garden tourists must walk or trekking and can also use a motorcycle through the dirt path and slippery when it rains or after rain. In the Vegetable Garden located in Cibaliung Village, Mekarwangi Village, 4 types of vegetables are planted, such as red chili, curly chili, cabbage, and tomatoes. After arriving at the Vegetable Garden, tourists can do activities such as how to plant vegetable seeds, follow the harvest, and take care of the vegetable garden. After tourists do the activities, they will be given some of the results from the vegetable garden to be processed into food. At the Vegetable Garden tourists can also take photos with views of the vegetable garden around.

Lemon Garden

The activity that can be done at the lemon garden attraction is "Lemon Picking". To be able to reach the lemon garden, tourists must walk with an estimated time of 30 minutes, starting from the meeting point which is a stall owned by the local community then walk through a slippery path due to rain, passing through the ranks of rural homes, connected to the expanse of community gardens then through the pine forest, before finally reaching the lemon garden. Tourists will be greeted with Explanation on signboards containing information on the lemon garden area.

Bukit Pasir Ipis

Along the way, tourists can see a wide view from a height, namely rural areas, mountains, tea gardens, and coffee plantations. This is one of the activities that gives more impression and eliminates boredom to tourists with a travel distance of approximately 45 minutes. To carry out this activity, a special facility will be provided in the form of a wooden board made to resemble a wall but has a gap that allows tourists to see the eagle flying without being seen by the eagle itself.

Number of tourists who can do this activity is very limited, namely, 5 people in one group will be given 20 minutes to be at the top and then after completion will be invited back down by the guide. Once the group is on its way down, the next group will be dispatched. To fill the time waiting for a relatively long turn, the manager collaborates with Sundanese Coffee and Library will provide snacks traditional snacks for travelers. In addition to food which already provided, tourists can also order the menu sold at Sundanese Coffee and Library.

Cidadap River

An activity that can be done at Cidadap River is rafting. Cidadap River is located in Hamlet 4, Mekarwangi Village. The distance from the village office to the Cidadap River rafting start is 4.5 km but requires a relatively long travel time, which is approximately half an hour due to the condition of the road which is badly damaged at several points. Rafting is one of the activities that can be done by tourists when visiting the Cidadap River. The length of the rafting track is 2 kilo meters with a travel time of approximately 1.5 hours. Along the way tourists can do sight seeing activities, namely seeing the natural scenery of the valley, the expanse of agricultural land and rural settlements of Mekarwangi Village. Arriving at the finish area there is Situ Cibolang which is on the border of the Mekarwangi Village area with the Gununghalu District area, where there will be a shelter which will be a resting place for tourists and then enjoy various treats from Mekarwangi villagers, starting from food, namely liwet rice, and drinks such as tea and coffee typical of Mekarwangi Village which have been provided by the operator.

- a. Buffer Subzone. The buffer zone is a zone that separates the agritourism attraction zone in which there are active and passive agritourism activities and intensive resource utilization.
- b. Conservation Subzone. The conservation zone covers protected forest areas that need to be preserved.

Planning Facilities facilities at Village Mekarwangi is adapted to tourism activities shown in Table 7 Facility Needs.

Planning Management (Planning Management)

Institutions that are considered suitable for managing agriculture and agri-tourism in Mekarwangi Village are BUM Desa and Kelompok Sadar Wisata (POKDARWIS). BUM Desa has several business units including:

Agro Commodity Business Unit

This business unit organizes and manages the provision of capital, marketing, and sales of agri-commodity businesses in Mekarwangi Village, including vegetables, coffee, lemons, and tea.

Agro Tourism Business Unit

This business unit only provides capital for agro tourism management, while the implementation is carried out by POKDARWIS. This unit also manages and provides tour packages for tourist activities as well as shuttle buses that will be used by tourists for mobility within Mekarwangi Village.

Souvenir Business Unit

Driving activities tourism activities, especially in the agri sector in Mekarwangi Village. Role POKDARWIS for development of tourism agri-tourism at Village Mekarwangi is to manage all forms of agri-tourism. The operational system that will be carried out is the pokdarwis as organization that will receive reservations from prospective visitors who will then inform the landowner. Land owner in structure organization structure, there is a coach from Disbudpar of Bandung Regency. Bandung West Bandung Regency, Advisor from the Village Government, and the Chair until the entire management will be filled by the people of Mekarwangi Village.

Planning for environmental management Explanation of Chart 2 Environment Management Plan:

1. An environmental management program is a plan of activities to achieve goals and objectives.
2. Structure and responsibility: Define roles and responsibilities and provide the necessary resources.
3. Training awareness and competence (training, awareness, and competence): Provide training to employees so that they are able to take on responsibility environmental responsibilities.
4. CommunicationCommunication: Establish internal and external communication processes related to environmental issues.
5. EMS Documentation: Maintain EMS information and other documentation systems
6. Document Control: Ensure effectiveness management of procedure documents and other documents.
7. Operational Control (operational control): Identify, plan and manage company operations and activities in line with policies, goals and objectives.

Planning of Transportation System

In addition to using the train, tourists coming from Gunung Halu or Ciwidey can use public transportation in the form of minibuses with the Ciwidey-Gunung Halu PP route which passes through Mekarwangi Village. This transportation is available twice a day at a price of Rp. 80,000, - one way. The transportation system in the village uses a wara wiri car that has been provided by the manager to facilitate tourist mobility. This is also to limit the number of motorized vehicles entering Mekarwangi Village so as not to damage the soil

structure if passed by cars with frequent intensity and excessive quantity, besides that the use of wara-wiri cars in the village will minimize gas emissions that will cause air pollution.

The wara wiri car terminal is located at Gate 1 (from Ciwidey) in Cieter Village, Hamlet 1 and Gate 2 (from Cililin & Gunung Halu) in Datar Terong Village, Hamlet 4. So for tourists who come from Ciwidey will directly arrive at the southern entrance and then will take a wara wiri car that departs from the terminal at the southern entrance, heading for tourist attractions within Mekarwangi Village. The same applies to those from Cililin & Ciwidey. The wara wiri car operates from the terminal at the entrance and then drops off tourists at tourist attractions. When the escorted tourists have disembarked, at the same time transporting tourists who have finished their activities at the tourist attractions the attraction. So tourists who arrive at the attraction will be picked up by the next wara wiri car. Especially for rafting attractions, tourists will be dropped off and picked up at the start of the rafting. From the finish back to the start again tourists will be taken using a pickup truck by the rafting operator.

Planning for Introduction to Tourists

In order to introduce Mekarwangi Village to tourists, it is necessary to introduce it in various ways, namely:

Advertisement

Publicity

This form of publicity is more far-reaching and trustworthy as it turns a story into news. However, publicity through print and electronic media costs money to reach tourists.

Social Media

Publicity (Uploading interesting and interesting photos or videos of Mekarwangi Village describing the diversity of activities on offer) is perfect for travelers who spend more time on their devices. In addition, this publicity costs very little, to the point of being completely free.

CONCLUSION

The aim of the planning for Mekarwangi Village is based on its designation as an agri-tourism area by the Spatial and Regional Plan of West Bandung Regency and as an agri-tourism area by the Detail Engineering Design of West Bandung Regency. The principal goals of the planning study include the identification of physical, non-physical, and product characteristics of the area, as well as the analysis of the physical and non-physical conditions, facility and space needs, visitor management and circulation, tourism product development plan, and activities and action programs for the development of the village area. The resource analysis of Mekarwangi Village includes the natural environment, cultural environment, industrial environment, and recreational environment. The village has a natural environment with the main potential in the form of coffee, tea, vegetables, lemons, and natural landmarks such as Bukit Pasir Ipis and Cidadap River. The cultural environment is characterized by the traditional way of processing coffee, while the industrial environment includes businesses such as D'Bees and SBS Tea Factory. Recreational facilities in the village include D'Bees and Sundanese Coffee and Library. The

related laws and regulations that impact agro-tourism in Mekarwangi Village include the Minister of Agriculture's decree on plantation business licensing guidelines, unwritten policies, village meetings, and village regulations concerning environmental conservation, asset management, and sources of revenue. The development of potential in the village includes the analysis of agricultural management, agricultural characteristics, farmers' willingness to participate, estimated number of tourist visits, and the development of rural tourism. The SWOT analysis of Mekarwangi Village identified strengths such as diverse and well-managed agri commodities, weaknesses such as lack of tourism destination manager and facilities, opportunities such as an increase in the number of tourists in the future, and threats such as erratic weather and the influx of investors. The study also includes detailed development planning, management regulations and organization, and planning for environmental management, transportation system, and introduction to tourists.

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