

## ANALYSIS OF POTENTIAL DEVELOPMENT OF AGRO-EDU TOURISM BASED ON COMMUNITY EMPOWERMENT IN THE CIPANAS DAM AREA

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### Abstract

One of the sectors that are progressing and are growing rapidly, especially in Indonesia today is tourism. Tourism has an important role in increasing the income of a region. In terms of employment, the tourism sector can also be a solution to reduce the unemployment problem which is currently rife in various parts of the country. In terms of cultural diversity and natural beauty, Indonesia can be one of the unique tourist destinations in this regard. This study aims to analyze the potential for developing agro-Edu tourism based on community empowerment in the Cipanas Dam area so that it has a positive impact on the economy, especially the economy of the local community. The research method used in this study is descriptive with a qualitative approach, where the descriptive qualitative method is a research method based on the philosophy of postpositivism used to examine the condition of natural objects (as opposed to experiments) where the researcher is the key instrument of data collection techniques carried out manually triangulation (combined), data analysis is inductive/qualitative, and qualitative research results emphasize meaning rather than generalization. The results of the research from the potential of Agro-Edu Tourism in the Cipanas dam area can be developed in several location spots, including by utilizing the edge of the dam as a pedestrian tracking path along the green belt in the form of trees; the development of a camping ground that can accommodate tourists to spend the night while still being able to enjoy the atmosphere of the outdoors on the edge of the lake; mango fruit agro-tourism area; The Tower of View in the Rest Area and the planned Cipanas Terrace area downstream of the dam.

**Keywords:** agro-Edu tourism, analyze, architecture, employment, unique tourism.

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## 1. Introduction

At this time tourism seems to be progressing rapidly. The number of tourists visiting Indonesia every year is increasing. In addition, domestic tourism (domestic tourism) is also developing beyond the state of tourism a decade or two ago. If we look at it from year to year, the government pays great attention to the development of tourism for two reasons, namely tourism activities, especially those related to foreign tourist arrivals, are one of the foreign exchange-earners and play an important role in increasing income in Indonesia and tourism as an industry provides opportunities considerable work in the creation of new jobs in Indonesia (Laili, 2019).

This study aims to analyze the potential for developing agro-Edu tourism based on community empowerment in the Cipanas Dam area so that it has a positive impact on the economy, especially the economy of the local community.

The reason tourists visit tourist attractions has shifted, no longer just filling their spare time. On one web page, dated April 26, 2011, the Secretary to the Director-General of Tourism(Permana, Srihartati, et al., 2020)(Permana and Wijaya, 2017) Destination Development at the Ministry of Culture and Tourism at that time, Winarno Sudjas, said, "The tourist trend is starting to show that he has changed, from traveling because he wanted to fill his spare time, now tourists are starting to associate with tourists. hobbies, lifestyle, and adventure aspects" (Permana, Susanti, et al., 2020)(Sudjas, 2016).

In addition, the Ministry of Agriculture plans to develop integrated agro-Edu tourism that integrates related commodities in an upstream-downstream cycle in a sustainable manner. The program, which is named Agro Edu Wisata (AEW)(Ghassani et al., 2019), is an area for the development of agricultural commodities with high economic value, has adequate economies of scale, is thematic, and uses an agricultural innovation approach (Inspectorate General of the Indonesian Ministry of Agriculture, 2020).

Tourism(Permana and Wijaya, 2017) (Runa et al., 2019)(Prabawa & Gunawarman, 2020) experts have recently suggested an alternative tourism industry that accommodates the management of the small-scale tourism industry, which is more democratic because it involves local communities in its development and management (community-based tourism) so that the programs are sustainable. and seeks to alleviate poverty in local communities (pro-poor tourism) (Susanti et al., 2020)(Scheyvens, 2015),(Telfer, 2015)

Community-based tourism as an empowerment approach that involves and places the community as an important actor in the context of the new development paradigm, namely the sustainable development paradigm, community-based tourism is an opportunity to mobilize all the potential and dynamics of the community, to balance the role of large-scale tourism business actors. Community-based tourism does not mean that it is a small and local effort but needs to be placed in the context of global community cooperation (Sastrayuda, 2010).

The government through the Ministry of Public Works and Public Housing (PUPR) encourages the construction of the Cipanas Dam in Sumedang Regency, West Java Province, to support national water and food security.

The Cipanas Dam has been under construction since 2018 with an implementation period of up to 2022(Akbardin et al., 2020). The dam, which is one of the National Strategic Projects (PSN) to support national water and food security, has a large enough capacity of 250 million m<sup>3</sup>. With such a capacity, the Cipanas Dam will be able to irrigate an irrigation network of 9,243 hectares for agricultural land in the Sumedang Regency and parts of the Indramayu Regency. It is hoped that the supply of irrigation water from the Cipanas Dam can help farmers increase their cropping intensity when compared to the rain-fed method which is only once a year (Wamenarno, 2020).

Tourism in Indonesia is a sector that has bright prospects and tremendous potential to be developed as one of the major foreign exchange contributors to the country. This is supported by the geographical location of Indonesia and its extraordinary cultural diversity, which makes Indonesia has its charm in the eyes of the world (Harisianti et al., 2021)(Utami, 2020)(Amsyah, 2019)(Wijaya & Permana, 2018).

More specifically, Dam Tourism is a breakthrough in the past few years, as a place that has its character in a tourism location. One of the dams which is a National Strategic Project that is being built is the Cipanas Dam, which is located in 2 (two) areas, namely Sumedang Regency and Indramayu Regency, West Java. This multifunctional dam also has another function to meet the need for raw water with a capacity of 850 liters per second and has the potential to be a source of 3 MW Mini Hydro Power Plant (PLTMH) (Wamenarno, 2020).

The dam with a total inundation area of 1,315 hectares will also be used as a flood control water reservoir for the Indramayu and surrounding areas because it can reduce flood discharge by 250 m<sup>3</sup>/second and has the potential for educational tourism.

## 2. Research Methods

The research method used in this research is descriptive with a qualitative approach. according to (Sugiyono, 2016) the descriptive qualitative method is a research method based on the philosophy of postpositivism used to examine the condition of a natural object (as opposed to an experiment) where the researcher is the key instrument. Qualitative research emphasizes meaning rather than generalization. Qualitative descriptive research aims to describe, describe, explain, explain and answer in more detail the problems to be studied by studying as much as possible an individual, a group, or an event. In qualitative research, humans are research instruments and the results are written in the form of words or statements that are following the actual situation.

In qualitative research, data collection usually uses the methods of observation, documentation, and interviews. It is also possible to use non-human sources of information, such as documents and available records. The implementation of this data collection also involves various other supporting activities, such as creating rappers, selecting informants, recording data/information on the results of data collection.

Qualitative data is data that cannot be numbered or is non-numeric. Qualitative data analysis techniques are generally a conceptual discussion of a problem. Several qualitative data analyzes were carried out, including:

- Content Analysis

Content analysis techniques are needed when we have to understand the overall theme of the qualitative data we have. In this research method, we can apply certain themes or ideas. Decomposition of textual data like this helps us find the most common data sets.

- Narrative Analysis

Narrative analysis techniques focus on how an idea is communicated to all related sections.

Narrative qualitative data analysis techniques can help us understand and develop the culture or culture of an organization such as a company. Narrative qualitative research methods also help us in planning a marketing strategy.

- Discourse Analysis

In addition to narrative analysis techniques, discourse analysis techniques are also used to analyze people's interactions. The difference between the two lies in the focus. Discourse analysis qualitative research methods focus more on the social context in which communication between respondents and researchers occurs.

The subjects in this study were the Cipanas Dam Area; while the object of this research is the Potential of Agro-Edu Tourism (Edutainment) (Wijaya et al., 2020). In this study, broadly speaking, the data collection process uses 3 (three) main methods that are interrelated and complementary, namely: In-depth interviews, observation, interviews, and documentation techniques. Data analysis is aimed at seeing more broadly the potential and problems, as well as how many opportunities can be developed in the planned area. Quantitative descriptive analysis in this study is through data relating to the biogeophysical components of the Cipanas Dam area by using the results of an inventory, photographs, analysis of maps, and maps of the development of tourism objects for each biogeophysical component by making it a potential for Agro-Edu Tourism associated with tourist activities which if it can provide opportunities for developing these objects as community activities to be involved in them such as job opportunities as tour guides, crafts, or others.

## 3. Results and Discussion

The potential of Cibuluh Village where the Cipanas Dam is now standing which is related to agriculture, plantations, and food processing is quite interesting to make Cibuluh Village an agro-tourism area in the Cipanas Dam area. The Cipanas Dam area has a large enough opportunity related to a very large plantation area for agro-tourism development. In addition, Cipanas Dam also has a very strategic land and has a beautiful view because it directly faces the inundation of the dam. By optimizing the potential of Cibuluh Village to become an agro-tourism area in the Cipanas Dam area, it is hoped that the people of Cibuluh Village have an increased income. In addition, agro-tourism can make the people of Cibuluh Village

have more knowledge in the field of entrepreneurship, community empowerment, and natural resource empowerment so that there is a significant increase.

Community empowerment is not permanent, but until the target community can be independent and released to be independent, thus empowerment through a learning process, to achieve independent status. Therefore, community empowerment will take place in stages. The stages that must be passed according to (Ambar Teguh Sulistiyani, 2004), includes:

1. The stage of awareness and behavior formation leads to conscious behavior and requires an increase in self-capacity.
2. Stage, the transformation of abilities in the form of insight into knowledge, skills, basic skills so that they can take a role in the development
3. The stage of increasing intellectual abilities, skills, skills so that innovative initiatives and abilities are formed to lead to independence.

Many sites have attractive landscapes but are still difficult to access, both in terms of transportation and telecommunications. This can be seen in Figure-1 as follows:

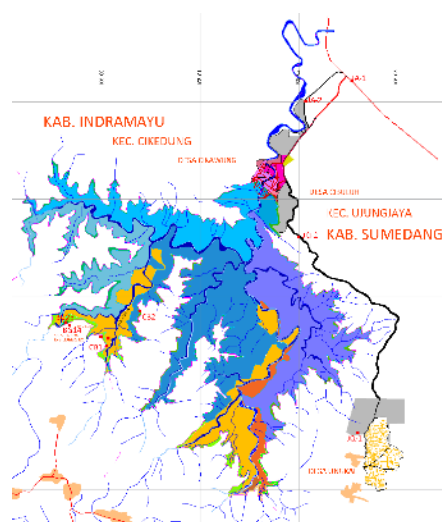


Figure-1 Cipanas. Dam Area

The potential of Agro-Edu Tourism in the Cipanas dam area can be developed in several location spots, including by utilizing the edge of the dam as a pedestrian tracking path along the green belt in the form of trees; the development of a camping ground that can accommodate tourists to spend the night while still being able to enjoy the outdoors on the edge of the lake, the agro-tourism area for mangoes, the Viewing Tower in the Rest Area and the Cipanas Terrace area plan downstream of the dam, as illustrated in Figure-2, below:

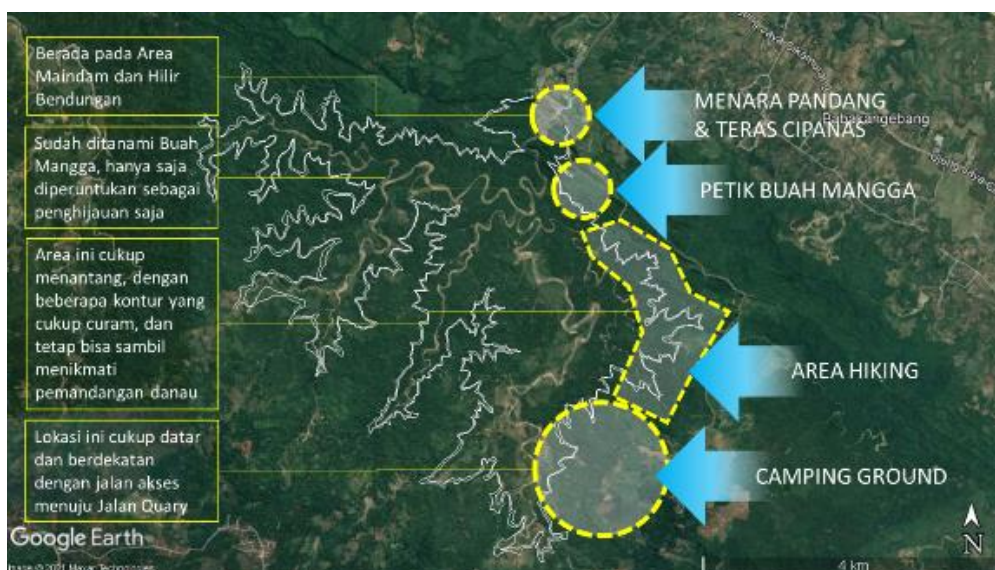


Figure-2 Potential of Agro-Edu Tourism in Cipanas Dam

### View Tower

The Viewing Tower is a building that functions as an observer facility during OP (Operation & Maintenance) later, or when the Dam is operational. There are 2 floors of the building, Floor 1 is a Diorama Room that presents visually, both in the form of animation displays and mockups that tell from the beginning of the construction of the dam to its completion. In addition to the main dam which is the main building, the functions of other buildings built within the Cipanas Dam area are explained from upstream to downstream. Then the 2nd Floor functions as an Observation Room where visitors can observe the dam area for 360°.



Figure-3 Location of the Viewing Tower

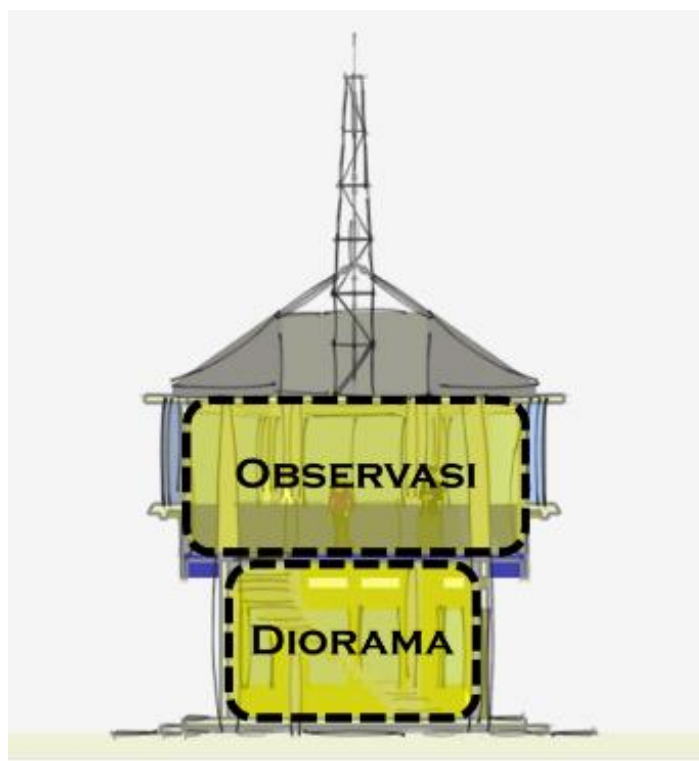


Figure-4 Functions of the Viewing Tower



Figure-5 The Viewing Tower as Part of the Rest Area



Figure-6 Bird Eye View Rest Area

### Cipanas Terrace

Teras Cipanas is an area located downstream from the main dam, in the form of a semi-public courtyard/plaza, meaning that only licensed visitors can visit this facility, for example, visitors from schools, universities, agencies, and so on.

In this area, several instruments can be studied as education regarding the function of these instruments.



Figure-7 Cipanas Terrace

### Gedong Gincu Mango Picking Tour

One of the famous and distinctive mangoes from the Sumedang Regency is the Gedong Gincu Mango. It is planned that in this dam area there is an area designated as a Gedong Gincu Mango Picking Tourism Area, where visitors are allowed to pick the fruit themselves and eat it immediately, or first process it by involving and empowering the community around the Dam Area.



Figure-8 Locations for Picking Mangoes of Gedong Gincu

### Hiking Area

This area is quite challenging, with some fairly steep contours, and you can still enjoy the lake view. Several shelters function as a resting place for hikers who do hiking activities while enjoying traditional snacks typical of Sumedang.



Figure-9 Hiking Area

**Camping Ground**

It is a special sensation when we are camping in the area around the lake. This location is quite flat and close to the access road to Jalan Quarry. Visitors who do not bring camping equipment such as Tents, Sleeping Bags, Stoves, and so on can rent the camping equipment in this place.



Figure-10 Camping Sites & Illustrations by the Lake

Agro-Edu Activities Tourism and recreation in forest areas hereinafter referred to as edutainment, are expected to be a reference for sustainable tourism or educational and recreational activities that do not destroy and cause disturbance to the existence of living natural resources and their ecosystems, so that tourism activities can be organized continuously and sustainably.

Until now, agro-edu tourism and recreation activities in forest areas are still experiencing some implementation constraints in the field as well as software completeness in the form of regulatory provisions related to Agro-edu tourism and recreation activities in forest areas, so it has not been able to encourage investment growth and activities exploitation of natural tourism as well as encouraging the improvement of the living standards of communities around forest areas.

The increasing income and welfare of people in some parts of the world and the increasing awareness of environmental sustainability have pushed the pattern of life back to nature. The global trend of returning to nature has not been fully responded to by the Indonesian people as an opportunity to earn foreign exchange from ecotourism activities. In developed countries, the potential for ecotourism has provided significant foreign exchange earnings and provided job opportunities for the people, in addition to providing a multiplier effect on surrounding economic activities (Wishnawa, 2017).

Tourism activities developed in reservoirs are usually nature tourism (ecotourism) in terms of attractions, the natural beauty factor around the reservoir provides a very attractive attraction. Water sports activities that can be done in the reservoir such as fishing, water skiing, and rowing are also things that can attract tourists. The existence of the reservoir will also affect the socio-cultural conditions of the surrounding community because the condition of the community around the reservoir develops following the existence of the reservoir ecosystem. One example is the change in the lifestyle of the people living around the reservoir, which at first were farmers/cultivators of rice fields to becoming fishermen or fish farmers because their rice fields had been submerged into reservoirs (Rosalina et al., 2014).

**4. Conclusion**

The potential of Agro-Edu Tourism in the Cipanas dam area can be developed in several location spots, including by utilizing the edge of the dam as a pedestrian tracking path along the green belt in the



form of trees; the development of a camping ground that can accommodate tourists to spend the night while still being able to enjoy the atmosphere of the outdoors on the edge of the lake; mango fruit agro-tourism area; The Tower of View in the Rest Area and the planned Cipanas Terrace area downstream of the dam. Increasing the institutional capacity for implementing ecotourism should pay attention to the principles of community empowerment through accelerating the process of structural adjustment, which includes changes from a traditional economy to a modern economy, from a subsystem economy to a market economy and from a weak economy to a strong economy and from dependence on independence.

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