

## INCREASING REVISIT INTENTION THROUGH INTERPRETATION MEDIA DESIGN IN GUNUNG WAYANG AGROTOURISM

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### ABSTRACT

The purpose of this Community Partnership Program is to enhance the visitor experience at Gunung Wayang Agrotourism through the development of interpretation media. Interpretation connects visitors with attractions by providing essential information, particularly when direct communication is not feasible. Gunung Wayang Agrotourism, located in Gunung Endut Village, Sukabumi Regency, offers various facilities such as swimming pools, playgrounds, gazebos, coffee shops, exhibition stages, fruit gardens, traditional culinary experiences, and nature exploration. Despite its diverse attractions, the absence of effective interpretation media negatively affects visitor satisfaction, with approximately 40% of visitors expressing dissatisfaction due to limited informational tools, such as inadequate signage and information boards. The methods employed in this program include participatory and collaborative approaches, involving surveys, interviews, discussions, trials, and evaluations. The outcomes of the program include recommendations for improving interpretation facilities, such as creating a more detailed and visually informative 3D layout map and designing clearer directional signage to provide easy-to-follow guidance for visitors. These enhancements aim to improve visitors' understanding and enjoyment of the site, fostering a more engaging experience. With these improvements, it is anticipated that visitor satisfaction will increase, encouraging repeat visits and supporting the sustainable development of Gunung Wayang Agrotourism.

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**INTRODUCTION**

The tourism sector plays a significant role in affecting the country's economy, contributing significantly to national revenues, job creation and infrastructure development. Tourism is a shift or rotation from one particular point and will return again to the same point, making it worth the ride (Wirawan, et al. 2022). As tourism becomes more and more popular, agrotourism has become an innovative form of tourism that integrates agricultural experiences such as garden and farm visits. Sukabumi Regency has a main agrotourism attraction by offering an interesting combination of mountain beauty and agricultural activities namely Gunung Wayang Agrotourism located in Gunung Endut. Tourist attractions such as swimming pools, playgrounds, gazebos, an orchard and a host of dishes are available on Gunung Wayang Agrotourism. On a strategic site, the agro-tourist industry has the potential to be a superior tourist attraction incorporating agricultural and natural beauty experiences, as well as data of the last one year's visit to the following pictures:

**Table 1. Target and Realization Gunung Wayang Agrotourism**

Years	Target Visitors (Person)	Realization Visitors (Person)	Target Achievement (%)
2021	50.000	18.000	36
2022	50.000	28.000	56
2023	50.000	36.000	72
Average Target			55
Achievement			(%)

Source: Gunung Wayang Agrotourism, 2024.

Table 1 shows that over the past three years, the number of tourists visiting has increased. However, when compared to the set targets, the average target achievement is only 55%. This shortfall is suspected to be caused by many factors.

Based on community services done for 34 days from 19<sup>th</sup> July to 22<sup>rd</sup> August, research on 30 visitors' testimonials, there have been major complaints regarding the providing of information and interpretation media at Gunung Wayang Agrotourism. As many as 40% of visitors complain that the lack of information they have received regarding their destinations points to the lack of information interpretation media such as information boards, brochures, and signposts that are still considered insufficient and inadequate. Such factors are thought to discourage tourists from making the trip. This is supported by visitors' testimonials such as complaints as:

- 1) The lack of information they receive about purpose.

- 2) There was not yet enough information to give a thorough picture of what they could enjoy on the agro-tourist attraction of a volcano.
- 3) Available media interpretations such as information boards, brochures, and signs are still very poor and adequate.

This lack of media interpretation has affected the lack of visitors' understanding of various aspects, so it can affect a return point in the number of marionettes. Interpretation media is one of the implementations of promotional activities which have great potential to influence revisit intention in Gunung Wayang Agrotourism. Interpretation is a process by which a visitor develops traction in an interesting way in explaining a location or by describing and describing the characteristics of the location and the relationship between them (Nugroho, 2019). The use of interpretive media has several significant benefits for tourism:

- 1) Interpreting media use such as boards, signpost, and interactive applications can enhance the experience by providing more comprehensive information about attractions, culture, history, or areas around it.
- 2) Educating visitors on the importance of conservation, local history, and culture is being achieved through interpretive media.
- 3) Use of interpretive media can help manage a stream of visitors, reduce their environmental impact, and provide safe and pleasant experiences for visitors.
- 4) Interactive information media can increase involvement and participation of tourists, leading to more meaningful visits.

This lack of media interpretation has affected the lack of visitors' understanding of various aspects, so it can have an impact on the revisit intention of Gunung Wayang Agrotourism. The presence of media interpretation can enhance the quality of the experience of tourists in ecotour destinations. Interpretation media enable visitors to obtain information and knowledge when they visit Gunung Wayang Agrotourism.

## **LITERATURE REVIEW**

### **a. Revisit Intention**

Revisit intention is related to a positive back for an organization (Yang et al., 2020). Second, revisit intention is characterized as the behavioral intention of a guest to visit the goal once more within the future. It is regularly called the most grounded marker of goal dependability. The estimation of return to think is common since it is closely related to the concept of rehash tourism, which states that the supportability and advancement of a tourism objective depend (and got to point) on the guests who repeat their visits rather than on the first-time guests because it were (Van Dyk et al., 2019). Revisit intention

has profound implications for the tourism industry. Destinations with high revisit intention rates are more resilient to economic fluctuations and can develop a loyal customer base. This dependability can lead to expanded income, positive word-of-mouth, and a more grounded goal brand. Then again, goals with low return to deliberate rates may confront challenges in attracting and holding visitors.

### **b. Interpretation Media**

Interpretation media is refers to the tools used to convey messages from the source to the audience through specific communication devices (Habibie, 2018). Another definition of interpretation media is as a way or means used to communicate natural and cultural heritage values to audiences, with the trust of increasing their appreciation and understanding (Scalice, et al., 2017). The definition of interpretation is an educational activity pointed at communicating meaning and relationships through the utilize of original objects, with first experiences, and illustrative media, that is not just communicating information (Pramadika, et al., 2020). Another definition of interpretation is social expressions as a shape of educational tourism village development implemented in the form of interpretive facilities that are able to enhance visitors experiences and encourage them to learn about the place (Bouzekraoui, Barakat, El Youssi, et al., 2018). Interpretation Media is a complex and dynamic process, which is meant to be built and formed by interactions between media and visitors in a tourism industry. Media interpretation is a concept related to the way individuals or groups get it, interpret and give meaning to media. Having interpretive media in a region or the tourism industry can make it easier for visitors to get to know the region.

### **c. Agrotourism**

Agrotourism could be a frame of tourism action that utilizes agribusiness as a visitor fascination with the point of expanding knowledge, involvement, recreation and trade connections within the rural division. The experience of agritourism is a key factor influencing visitor satisfaction and loyalty. Experiential learning opportunities, such as workshops, demonstrations, and hands-on activities, have been identified as crucial elements in creating memorable experiences.

Additionally, the role of food in agrotourism cannot be overstated, with farm-to-table dining and culinary experiences emerging as popular attractions. Understanding the factors that contribute to positive visitor experiences is essential for agrotourism operators to develop and refine their offerings. Agritourism as a show that enables agriculturists to offer tourism as an extra financial action of the cultivate (Campbell and Kubickova, 2020). It is a mounting showcase that gives provincial communities some improvement prospects that arise from the developing patterns in tourism demand and which tend to appreciate the values of the culture and food of local situations (Ghadiri-Masoum, Minaie, & Darban-astaneh, 2020).

## MATERIAL AND METHOD

The Pemberdayaan Kemitraan Masyarakat (PKM) team proper approach to creating media interpretation of tourist attractions can be implemented through both participative and collaborative approaches. The first step is to identify the needs of the local people and travelers regarding the information needed in the tourist destination. This was done through surveys, interviews, and discussions with the management of tourist and visitors to understand what information there was to convey, such as history, culture, and the natural uniqueness of the place.

In turn, interpretation media can include various formats, including information boards, interactive maps, mobile applications, digital displays. This design process should consider different targeting groups, such as the age, education level, and language used. As Ferkins & McDonald (2018), highlighting the importance of communication effectively in the interpretation of tourism, using storytelling techniques can make information more interesting and easier to understand.

Once the media is created, the next step is testing and evaluation. This test is important to determine whether interpretive media can serve educational purposes and involve visitors. Assessments are conducted by collecting input from visitors and regulators of tourist facilities to help improve media.

## RESULT AND DISCUSSION

### a. The Design of a Location Map as an Interpretation Media at Gunung Wayang

According to (Monika et al, 2018) interpretation boards as a non-personal interpretation media can provide knowledge and education for tourists. The aim of interpreting media is to increase visitors' understanding, awareness and appreciation of the overall layout of the agrotourism area. This 3D layout location plan board was created to provide more informative guidance and helps visitors navigate the site more efficiently. Here is the design of the location map plan at Gunung Wayang Agrotourism:



Figure 1 The Design of Location Map at Gunung Wayang Agrotourism  
(Source: PKM, 2024)

The interpretation media is presented in the form of a location plan board to provide more informative guidance for visitors. This location map plan board is designed in 3D with a layout that suits the current state of Gunung Wayang Agrotourism, enabling visitors to better visualize and locate their desired destinations within the area. Previously, Gunung Wayang Agrotourism did not have interpretation media in the form of a location plan board which made it easier for visitors to find the places they wanted to go and this made it difficult for visitors because the large area made visitors confused about the layout of Gunung Wayang Agrotourism. With the interpretation media in the form of a location plan, this 3D plan provides a more realistic picture of the layout of the area, so that visitors can plan their visiting routes more efficiently. In addition, the visually presented information aids visitors in identifying various facilities and attractions, resulting in a more guided and enjoyable visit. Consequently, this interpretive medium not only enhances visitor comfort and satisfaction but also supports more effective management of the agrotourism site.

### **b. The Design of Directional Signpost as an Interpretation Media at Gunung Wayang Agrotourism**

According to (Syaputra et al., 2019), the implies of interpretation of tourism are all information facilities that allow tourism activities to live and develop and can provide services to tourists to meet varied information needs. It means of tourism interpretation can also be considered as part of the completeness of the tourist destination area that is necessary to meet the information needs of tourists during their trip. The following is a picture of the signpost at Agrowisata Gunung Wayang:



Figure 2. The Design of Directional Signpost at Gunung Wayang Agrotourism

(Source: PKM, 2024)

The design of new signposts as interpretation media has significantly improved the quality of visitors' experiences. With a board design that uses 3D format, the visualization of the Gunung Wayang Agrotourism layout becomes more clearly and realistic, making it easier for visitors to plan their visiting routes. The information presented in detail and easy to understand on this signpost not only helps reduce confusion over large areas, but also plays a role in improving overall visitor satisfaction. As a result, visitors feel more purposed and well-informed, which ultimately encourages their desire to return to visit the agrotourism in the future.

## **CONCLUSION AND RECOMMENDATION**

The map design of the site as a media interpretation at the Gunung Wayang Agrotourism plays a key role in improving the overall experience of visitors. By providing a 3D layout that accurately represents the latest circumstances of the area, the site map plan significantly helps the visitor to navigate the site efficiently, reduce confusion, and help them identify attractions and facilities. Previously, such map absence made the visitor difficult to orient themselves in a wide area, causing inefficiency and potential frustration. Recognition of these interpretive media not only increases ease and clarity for visitors in exploring the Gunung Wayang Agrotourism but also contributes to their overall satisfaction and the possibility of returning. Furthermore, the complementary design of the information board increases the visitor's experience by offering clear, detailed, and easily understood information that guides visitors on their journey, making their visits more informed and pleasant. The strategic use of these interpretations ultimately supports better management of the site and encourages more rewarding and interesting experiences for all visitors.

Further research may further explore how reading media, such as 3D map locations and course signposts, influences the satisfaction and loyalty of visitors at agrotourism mountain, and provides insight into the role of media interpretation in the renewed visit. Additionally, a comparative study with other agrotourism destinations that have successfully implemented effective media interpretation can help identify the best adoption practices to increase the lure of the agrotourism tourist mountain. Research can also explore the potential use of technology, such as mobile or augmented reality (AR) applications, as a media interpretation to assess how they can enhance the experience of visitors and attract more tourists.

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