

**CREATION OF CASSAVA AGROTOURISM  
PACKAGES IN PASIR ANGIN VILLAGE, BOGOR  
DISTRICT BY GUNUNG GEULIS CAMPSITE**

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**Abstrak**

Tourism activities have become one of the necessities of human life to simply relieve boredom from daily routines. Due to the high demand, we can now easily find several travel agents offering various tourism products, one of which is Gunung Geulis Campsite. Gunung Geulis Campsite is an eco-resort located in Pasir Angin Village, Megamendung District, Bogor Regency, West Java. In this article, the author will discuss further the procedures implemented by Gunung Geulis Campsite in terms of creating tour packages. The products sold are not only accommodation but also other products in the form of Ready to Made tour packages such as cassava garden agrotourism packages. The selection of cassava garden agrotourism is the result of observations of the potential for tourism activities carried out around the Gunung Geulis Campsite area, namely Pasir Angin Village with a qualitative approach starting from interviews, observations, and literature studies. In general, the stages or procedures of Campsite Gunung Geulis in creating a tourism program are as follows: 1) Market Identification, 2) Observation, 3) Discussion, 4) Design, 5) Budgeting, and 6) Marketing.

**Keywords:** Gunung Geulis Campsite, Pasir Angin Village, Agrotourism, Tour Package Planning Procedure

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## **INTRODUCTION**

Tourism in Indonesia has experienced significant development. The abundance of tourism potential including natural tourism owned by Indonesia is a big responsibility. Natural tourism requires special development and management. The wise development and management of natural tourism will reduce the risk of environmental damage that has an impact on the surrounding life. Therefore, a trend has emerged in the world, namely ecotourism and agrotourism as an effort to create sustainable tourism (Kawuryan, et al., 2022)

Agrotourism in Indonesia has started since the Dutch era, marked by the existence of the Bogor Botanical Gardens as one of the oldest agrotourism objects in Indonesia (Wyratama, et al., 2024; Riady, et al., 2024). The development of agrotourism is supported by Indonesia's geographical conditions which are in the tropics, encouraging the potential of areas such as Bogor in terms of agrotourism development. The Pasir Angin Village area in Megamendung District, Bogor Regency, has an agricultural area of 1,530,000 Ha consisting of rice fields and plantations (Ningrum, 2020). Most of the existing agricultural land is in the form of cassava plantations.

Agrotourism activities are packaged in the form of tour packages managed by Gunung Geulis Campsite. Activities that will be carried out by tourists include village tours, education about cassava directly in the garden, and the practice of pulling cassava to be made into cassava tape. There are several parties who will be invited to collaborate such as local residents as guides as well as providers of cassava garden land and several local inn owners as partners for this product. To researching tourism potential in Pasir Angin Village and analyze existing obstacles and find solutions in the process of making cassava garden agrotourism packages by Gunung Geulis Campsite, a question arises, "How is the Process of Making Cassava Garden Agrotourism Packages in Pasir Angin Village carried out by Gunung Geulis Campsite?"

## **METHOD**

Data collection in the article was carried out using a qualitative approach method with a descriptive design. This method was chosen to describe and conduct an in-depth analysis of the process of making cassava garden agrotourism packages by Gunung Geulis Campsite. The population bound in the article is staff and all parties responsible for the sales or sales stage with a market sample from Gunung Geulis Campsite. There was a change in the market from a group of companies to a family because the company has a policy of reducing the direct activities of its employees.

The data was obtained from an in-depth observation process using a qualitative approach supported by other instruments such as direct observation on site to obtain actual data in the field, interviews with several Gunung Geulis Campsite staff regarding planning, concepts and activity flows, and operational mechanisms, and literature studies to collect secondary data from documents, journals, and other references relevant to the tourism and agrotourism sectors. The collected data was analyzed qualitatively by identifying development

instruments such as observation, interviews, and literature studies. Analysis with descriptive delivery was used to compile a description of the process of creating a cassava garden agrotourism package by Gunung Geulis Campsite starting from market identification to marketing or promotion.

## **RESULT AND DISCUSSION**

The following is an overview of the process of creating a cassava garden agrotourism package by Gunung Geulis Campsite in accordance with applicable SOPs. The first is market identification, starting with conducting activities in the form of discussions with several marketing program staff to discuss several topics, namely the target market of product participants and locations that have potential tourist attractions around Gunung Geulis Campsite, namely around Pasir Angin Village, Megamendung District. Pasir Angin Village has extensive agricultural land, especially cassava plantations. Therefore, it was decided to further explore the potential of the existing cassava gardens and package them in the form of a "Cassava Garden Agrotourism" tourism activity.

The second is direct observation in the cassava plantation area and its surroundings. The purpose of the observation is to find information about the elements of a tourism product such as attractions, access, and amenities. As a result, for attractions there are several interesting points that can be a stopover location for participants in cassava plantation agrotourism activities. The first interesting point is a wide and slightly undulating field resembling a hill. From this location, participants can see the view of the city of Bogor from above as well as a row of mountains clearly such as Mount Gede, Pangrango and Salak. If participants do agrotourism activities in the morning, the view of the sunrise from this place is also interesting to see. The next interesting point is a small park area surrounded by pine forests in it. This place is suitable for participants to rest while enjoying the cool air and hunting for photos. Moving on from the pine park, there is a lush plantation and a residential area for residents around. At this point, the participants will get an interesting experience in the form of seeing life in the village firsthand. Then the main tourism potential is the cassava plantation area. Its location is in front of the entrance to the Gunung Geulis Campsite. From this cassava plantation, we can see the view of the Bogor city landscape and several mountains around. Another attraction is the presence of a traditional cassava tape production house. This production house is owned by local residents. Every week, they can produce cassava tape 2-3 times. This potential can be further developed for workshop activities that will be held in the cassava agrotourism package. The facilities available around the agrotourism location are still limited, but will continue to be developed and built, such as the main need during this trip, which is a toilet. Toilets are only available at the Gunung Geulis Campsite. If there are participants who want to go to the toilet in the middle of the trip, a temporary solution is to stay at a resident's house or mosque along the way. Facilities such as restaurants or lodging are quite numerous around Pasir Angin Village. Even the Gunung Geulis Campsite itself has provided both facilities. So that the need for both of these things can be met. Then the

accessibility of the Gunung Geulis Campsite has an easily accessible location. Its location is in Megamendung, very close to several toll gates such as Megamendung, Sukaraja, and Sentul. Non-toll access is also diverse. Tourists who want to go on vacation can go via Jalan Raya Puncak or the Bukit Pelangi Sentul area.

The third is a discussion that was conducted after conducting observations between Gunung Geulis Campsite staff and local residents involved in this agrotourism activity. The discussion was about the issue of permission to use the area used as a place for activities and the costs required.

Fourth, design a flow plan after the discussion reaches an agreement. Information obtained through the previous observation and discussion stages is designed into a itinerary or tour schedule. Designing a itinerary needs to consider several things, such as the duration of the activity, the distance traveled, the route taken, the event organizer for each activity and so on. These things need to be considered because the itinerary is determined by the comfort of visitors in exploring the tourist location.

Fifth, after the itinerary is designed, it is continued with budgeting or price preparation activities. The cost components required in this stage include tour guide costs, instructor costs, participant consumption, workshop operational costs, souvenir costs for participants, first aid costs, unexpected costs, and the percentage of profit for the company. The final result of this stage is the selling price of the product. An important thing to consider in compiling the price is the number of participants. This product is an open trip with a minimum of four participants based on operational costs so that it is not too expensive for each participant and is adjusted to the number of family guest groups. Before the product is marketed, the management will first discuss it with the CEO of Gunung Geulis Campsite. The discussion is carried out in the form of a presentation by staff who explain information about the product being made. This information is in the form of costs, systematic activities, and the promotion system that will be carried out.

Sixth and last, promotion. After the product price has been determined and approved by the CEO, the next step is promotion. Promotion is done through online media using several platforms such as Instagram, Twitter, Traveloka, Pegipegi, and the Official Website of Gunung Geulis Campsite. The product is packaged in an electronic poster in the form of a tour package. The poster contains some information, namely the title of the activity, price, participant facilities and several illustrative photos of the activity.

Based on the results of the data obtained regarding the process of making cassava garden agrotourism packages by Gunung Geulis Campsite, there are several obstacles encountered starting from the lack of files regarding consumer data that are useful for facilitating the next market identification stage, the absence of fixed standards regarding the costs of local tour guides that are usually used by Gunung Geulis Campsite in making tour packages, and the absence of community groups, especially in the tourism sector around Gunung Geulis Campsite. Several ideas or solutions that can be obtained from these obstacles start from each visitor or guest who comes being given a questionnaire

so that it can be a source of information when designing new programs and sources of evaluation to improve service quality, setting standards and special prices for freelance workers to facilitate the budgeting process, and embracing the local community in creating a tourism-aware community or group.

## **CONCLUSION**

Gunung Geulis Campsite not only sells accommodation products but also other products in the form of tour packages. The tour packages sold by Gunung Geulis Campsite are Ready to Serve. One of the tour packages made directly by Gunung Geulis Campsite is cassava garden agrotourism. This package is a case study in this writing, especially regarding the Standard Operating Procedure (SOP) for making the tour package used. The following are the stages of the Gunung Geulis Campsite Standard Operating Procedure (SOP) in making a tour package. Starting from the planning stage, there are several steps, namely market identification to find out the target and type of product made, observation to find out the supporting aspects of tourism activities, and discussion to take care of licensing issues with related parties such as land owners or tourist attraction managers. The packaging stage is collecting information obtained from the previous stage to make an itinerary, then continued with the cost or budgeting stage. And the marketing stage after the price is determined, the product is ready to be sold to consumers through products marketed in the form of electronic posters/flyers using online media such as Instagram, Twitter, Website, Pegipegi, and Traveloka. The implementation of this SOP contributes to increasing the attractiveness of local tourism by optimizing the potential of agriculture as an educational tourism destination. In addition, the digital marketing approach helps reach tourists more widely, increase local community involvement, and expand the network of community-based tourism businesses. Further studies are expected to examine the impact of this tour package on local community income, both from the agricultural sector and tourism support services.

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