

**THE POTENTIAL AND CHALLENGES OF
AGRITOURISM DEVELOPMENT IN COFFEE
PLANTATIONS: STUDY CASE OF CIASIHAN TOURISM
VILLAGE**

Maulidia Putri Nabila^{1*}, Anggit Ivana Dwi Pramesti²

^{1,2}Faculty of Social Science and Law, Jakarta State University

*maulidianabila77@gmail.com

Abstract

Using Ciasihan Tourism Village as a case study, this study investigates the opportunities and difficulties of growing agritourism on coffee plantations. Data was gathered through in-depth interviews using qualitative methodologies. The findings showed that Ciasihan's coffee farms have a lot of potential because of their high-quality coffee, self-management, natural beauty, and production of wild civet coffee. Significant obstacles, however, include problems with land legality, restricted fertilizer availability, poor garden care, and little government assistance for tourism. It is anticipated that this study will offer tactical suggestions for growing Ciasihan's sustainable coffee agritourism industry.

Keywords: Tourism Village, Tourism, Coffee farms, Agritourism.

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INTRODUCTION

In the last few years, tourism in Indonesia has undergone significant changes, with nature and cultural tourism becoming increasingly popular. Agrotourism has emerged as a new trend that combines agricultural concepts with tourism (Utama, 2020). This concept not only provides entertainment for visitors but also has the potential to drive regional economies, especially in villages rich in agricultural products. Coffee plantations are one of the most attractive agricultural areas to be developed as tourist destinations. Indonesia, as a leading coffee producer in the world, has many varieties of coffee with distinctive flavors across different regions (Hasiholan & Pristanto, 2021). Coffee estates offer complex cultural narratives, distinctive growing methods, stunning landscapes, and harvests with significant economic worth. When these components are included in a travel package, travelers may have an experience they won't soon forget.

With that coffee has different characteristics, they have different storage periods such as: roasted coffee should be stored for no longer than eight months to a year, as its flavor and aroma quality will decline after this time. Green (unroasted) coffee beans, if stored in proper, dry conditions, can last up to three years. and to get good yields coffee plantations also need good soil to grow, Robusta coffee is known as the most in-demand variety and can grow well in the lowlands, even at an altitude of about 800 meters above sea level (masl). Unlike Robusta, Arabica coffee usually requires a higher planting altitude, at least 1,200 meters above sea level, to produce its best quality and it becomes an important point to attract tourists with the delicious and distinctive taste of coffee.

Situated between coffee fields, Ciasihan Tourism Village serves as a tangible illustration of its potential. Ciasihan has an innate appeal for agrotourism because of its coffee garden legacy, which dates back decades or even hundreds of years, and is bolstered by the surrounding natural beauties, including waterfalls. The growth of agrotourism is not without its difficulties, though. Recent research indicates that land legality concerns, infrastructure constraints, accessibility, human resource capability, and inadequate policy support are major obstacles in the growth of agrotourism (Pratt et al., 2022; Suwanto et al., 2023).

Therefore, using Ciasihan Tourism Village as a case study, this research attempts to thoroughly evaluate the possibilities and difficulties of agrotourism growth in coffee farms. This study will use a qualitative methodology to examine

the external elements—such as opportunities and threats—that coffee farms in Ciasihan encounter in the context of agrotourism, as well as the internal aspects that turn into strengths and weaknesses. It is anticipated that the findings of this study will offer thorough comprehension and tactical suggestions for those involved in initiatives to create sustainable coffee agrotourism that maximizes advantages for the neighborhood.

METHOD

Research Methods

This research used a qualitative approach with a case study design to investigate the potential and challenges of coffee plantation-based agritourism development. This approach was chosen to gain an in-depth and thorough understanding of the local dynamics involved in the development of coffee plantation-based agritourism. Using a qualitative approach method, namely interviews, especially in understanding the conditions, potential, and challenges faced in the development of agritourism. This research aims to explore information from key informants.

Population and Sample

The population in this study involves agritourism tourism managers, coffee plantation managers in Ciasihan Tourism Village are the main sources of this research because they have knowledge, experience, and direct involvement in agritourism activities in the area.

Data Collection Techniques and Instrument Development

The data collection technique employs interviews focused on two main aspects:

1. The potential of coffee plantations that can be developed as agritourism destinations.
2. The challenges faced during the agritourism development process.

Interviews were conducted directly with informants and documented through audio recordings (with the informants' consent) to facilitate the transcription process and data analysis. This technique was chosen because it

allows for more flexible data exploration and enables informants to speak freely and in-depth.

RESULT AND DISCUSSION

1. The Agritourism Potential of the Ciasihan Coffee Plantation

The Ciasihan coffee plantation offers a number of characteristics that encourage the growth of agritourism, according to the interview's findings :

- 1) Attractions related to nature and the environment: The existence of stunning natural features, such waterfalls, is a powerful draw. This is consistent with the idea of agritourism, which frequently blends aspects of agriculture with the allure of the local environment to provide tourists a comprehensive experience.
- 2) Product uniqueness and cultivation process:
 - Privately Owned Coffee Garden: The statement "I planted my own coffee farm" demonstrates the value of authenticity, can be seen in Figure 1.



Figure 1. Coffee Plantation Owned By Mr. Abeng
Source: Photo Taken By Authors (2025)

Travelers are increasingly looking for hands-on, interactive experiences where they can observe the entire process and interact with local farmers.

- Coffee Quality and Taste: "The deliciousness of the coffee harvest attracts tourists who want to experience the authentic flavor here," which confirms that the quality of the final product is key. Coffee with a distinctive local flavor can be a powerful culinary draw.
- Wild Luwak Coffee: The existence of civet coffee is uncertain because it depends on wild civets. However, we find and process it, offering uniqueness and exclusivity. Despite its uncertain availability, this aspect of wild civet coffee can provide visitors with an interesting story and a rare experience.

Because of its natural features, such as waterfalls, which complement the fusion of agricultural and environmental appeal, the Ciasihan coffee plantation has a great deal of promise for agritourism. The distinctiveness of its coffee goods and cultivation method adds to its allure. This includes the allure of the coffee's superior quality and unique flavor as well as the authenticity of a privately owned coffee garden, which gives guests a hands-on experience. Additionally, despite its unpredictable availability, the rare and special provision of wild Luwak coffee gives visitors a unique experience and an interesting story.

2. Challenges in Coffee Agritourism Development

Despite its potential, developing agritourism at the Ciasihan coffee plantation faces several challenges :

- 1) Land Legality Issues: The most significant challenge is the legality of land that is "still being processed." Despite being taxed, the land, which has been inherited "from the ancestors" since the "Dutch era," does not yet have legal status fully recognized by the government. "It's very difficult for me because even obtaining an SKTA (Surat Keterangan Tanah Adat) from the village has not yet been accomplished, and legalizing it with the ministry is difficult as well." This lack of clear legal status hinders long-term investment and the development of tourism infrastructure.
- 2) Resource Constraints and Park Maintenance:
 - Independent Maintenance and Limited Government Reach: The statement "This garden is ours to clear, not the government's" indicates that garden managers are responsible for maintenance without significant support from the local government.
 - Fertilizer Availability and Access: Statements such as "coffee here is not fertilized, but it should be because the only fertilizer here is grass"

and "it is difficult for fertilizer to reach the area because it may be blocked by agents" suggest serious issues with accessing fertilizers necessary for optimizing coffee production. Reliance on natural organic fertilizers or grass suggests suboptimal farming practices.

- Natural Challenges: "The challenges are partly from nature" suggests that environmental conditions affect farm sustainability and productivity.
- 3) Uneven Government Support: Although the government has provided support through the agricultural sector in the form of robusta and arabica coffee seeds and organic fertilizer, support for tourism legality is still minimal. "There is less support for the legality of coffee or tourism, so I am troubled." This suggests a dissonance between support for agricultural production and the development of the tourism sector.
 - 4) Marketing and Distribution Constraints: Coffee sales are currently limited because it is not affordable to market them. I just roast and travel because I am tired. This shows that, although there is potential for a wider market, limited human resources and marketing reach are barriers. for products that are marketed can be seen in Figure 2.



Figure 2. Products For Sale
Source: Photo Taken By Authors (2025)

Despite its potential, developing agritourism at the Ciasihan coffee plantation is challenging. The most pressing issue is land legality. The inherited land lacks official government recognition, which hinders long-term investment and infrastructure development. Additionally, the

plantation struggles with resource constraints and maintenance. It relies solely on independent efforts and lacks substantial government support for upkeep and consistent access to necessary fertilizers. Natural challenges also impact sustainability. While the government has provided some agricultural support, there is a clear unevenness in government assistance. Minimal aid is provided for tourism legality, which causes distress for the owner. Finally, marketing and distribution constraints severely limit coffee sales. Limited human resources and reach prevent wider market penetration.

3. Expectations and Recommendations

Mr. Abeng expressed his hope that the government would support small communities and establish effective communication channels to facilitate farming and agro-tourism development.

Based on these findings, the following strategic recommendations can be proposed:

- 1) Accelerate Land Legalization: Local governments must prioritize resolving issues of land legality for plantations. Doing so will provide legal certainty for managers, encourage investment, and make development programs more accessible.
- 2) Improved Agricultural Access and Education: Develop programs that make it easier for farmers to obtain fertilizer and provide training on more effective coffee cultivation techniques to improve crop quality and quantity.
- 3) Integration of Cross-Sector Support: Encourage collaboration between the agriculture and tourism offices, as well as other relevant agencies, to create an integrated program that supports coffee production, infrastructure development, and agritourism promotion.
- 4) Marketing Capacity Building: Provide training and support in digital marketing, e-commerce management, and agritourism promotion strategies to expand the coffee market and attract more tourists.

CONCLUSION

Ciasihan Village's coffee estates have a lot of potential to grow into an agrotourism destination because of their abundant natural resources, genuine agricultural methods, and excellent coffee products. However, significant

obstacles mostly pertaining to land legality, restricted resource availability, and subpar government backing for the tourism sector have curtailed this potential. Government and related parties must step in to resolve legality issues, boost agricultural support, and integrate tourism development initiatives in order to fully realize the promise of sustainable agritourism. As a result, the community of Ciasihan Village can benefit greatly from coffee agritourism.

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