

The Coffee Trail Planning as an Effort to Develop Coffee Agrotourism in Cibereum Village Kuningan Regency

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Abstract. The Regent of Kuningan revealed that the typical coffee of Kuningan Regency has the potential to increase economic and tourism activities. The purpose of this study are to determine the potential and uniqueness of the plantation area and coffee factory in Cibereum Village, Kuningan Regency. Planning a coffee trail that is in accordance with the potential and uniqueness of coffee plantations and factories so that it can become a coffee agro-tourism product and promote coffee agro-tourism. The analytical method that will be used in this research is the descriptive analysis method. The data used is qualitative data obtained from the results of the researcher's in-depth observations and interviews with related parties. Planning a coffee trail is able to combine everything into a complete coffee journey, starting from the planting process, picking coffee, selecting coffee beans, drying coffee beans, roasting coffee beans, grinding the coffee beans and finally being able to enjoy the coffee. Coffee trails must be positioned as the most interesting form of coffee tourism activity and can improve the experience of tourists, especially coffee lovers, in exploring coffee agrotourism.

Keywords: Agrotourism, Coffee Plantation, Coffee trail, Planning

INTRODUCTION

Coffee is one of the plantation commodities in Indonesia, which has an important role in economic activities in Indonesia. Coffee plants are also one of Indonesia's leading export commodities that contribute to the country's foreign exchange in addition to oil and gas (Martauli, 2018). In 2011, Indonesia became the third major coffee producer after Vietnam and Brazil, with a coffee plant area in the territory of Indonesia of 1,292,965 ha and a production of around 633,991 tons. Coffee plantations in Indonesia are around 96% of small-scale people's businesses. The two types of coffee plants cultivated by Indonesian farmers are Arabica coffee and Robusta coffee. Each coffee has advantages; Arabica coffee has a distinctive taste so that it has a special market, while Robusta coffee (Defitri, 2016) in (Martauli, 2018) is one of the commodities that has strategic value in the context of people's economic empowerment. The prospect of Indonesian coffee commodities is very large because it is supported by the availability of coffee development land, and Indonesia has geographical

and climatic advantages that produce coffee that has a taste and aroma that is favored by the world community. (Martauli, 2018)

Kuningan Regency is one of the regencies located in West Java Province with very diverse natural potentials in both agriculture and plantations. Kuningan Regency is located at the foot of Mount Ciremai, has cool air, and has strong social potential. Kuningan is a community that is known to be friendly, polite, and soft-spoken. The district topographically consists of lowlands and plateaus, with altitudes between 100 and 1000 a.m. With an average altitude between 100 and 1000 a.m., many agricultural crops and plantations can thrive and have good yield quality (Setiawati, Ningsi, & Khalim, 2021). One of the plants that can thrive in Kuningan Regency is coffee. Since the colonial era, coffee plants have been planted in Kuningan Regency. As revealed by (Setiawan, 2018) in *Koloniaal Verslag Van Nederlandsch Indie* in 1897 and 1901, in 1896 the number of Kuningan residents involved in coffee cultivation reached 140,510 people from 170 villages, and that number increased because in 1900 the number of Kuningan people included by the colonial government reached 147,167 people from 169 villages. The colonial government's efforts to cultivate coffee plantation land in Kuningan by employing its residents bore fruit, because coffee originating from Kuningan turned out to be one of the excellent quality coffees on the island of Java, besides coffee originating from Sumedang.

The Regent of Kuningan revealed that the typical coffee of Kuningan Regency has the potential to increase economic and tourism activities in Kuningan Regency (kuningankab.go.id, 2021). According to data (BPS, 2018), the area of coffee plantations in Kuningan Regency is 1,888 ha, with yields in 2019 of 852 tons. Cibereum Village is a village that is the main area of coffee plantations in Kuningan Regency. Most of the livelihoods of residents in Cibereum Village, Kuningan, involve coffee gardening. Many coffee plantations are found on the left and right sides of the village road to the north, where it is located quite high and adjacent to Mount Ciremai. The majority of the main coffee grown is robusta coffee. Robusta coffee is a coffee that is in great demand by the public for consumption or re-commercialization. Easy planting and maintenance and suitable planting at a height that is not too high are the main factors for many residents who grow robusta coffee. The coffee potential of Cibereum Village has made this village a tourist destination for tourists who want to see firsthand the activities in coffee plantations and enjoy coffee at Lake Side Café, which is in the Cibereum Coffee Tourism Village area. Cibereum Coffee Tourism Village, located in Endang Jumaga Hamlet, Cibereum Village, Cilimus District, is a coffee tourism village officially operating on December 10, 2019. Cibereum Coffee Tourism Village, which has an

area of 40 ha, is under the auspices of the Ratu Asih farmer group. The coffee produced is given the same label as the name of the farmer group, namely Ratu Asih Coffee.

In addition to Cibereum Coffee Tourism Village, another potential plantation that has the potential to become a coffee tourism destination in Cibereum Village is a coffee plantation under the auspices of the Sekar Manik Farmer Group. The coffee produced on this plantation is labeled Kopi Sekar Wangi. Tourists can buy and enjoy the coffee directly at Pondok Kopi Sekar Wangi, which is located not far from the coffee plantation. Still in the Cibereum Village area, there is also a coffee plantation known as the JG Coffee Plantation, which is located not far from the Sekar Wangi Coffee Cottage. Adjacent to JG Coffee Plantation, there is Tebing Coffee, which is a natural coffee shop that serves local coffee from Cibereum Village. Visitors who come to the coffee plantation can directly enjoy coffee at the coffee shop located in the coffee plantation area. Another interesting place in Cibereum Village is the existence of a traditional coffee factory that began operating in 1990 and has been operating until now, namely the Gunung Ciremai Coffee Factory. This factory only processes coffee, which mostly comes from Cibereum Village and other local Kuningan coffees. Based on initial observations, the scale of the plantation business and coffee products is on the scale of micro, small, and medium enterprises (MSMEs) with independent management and assistance from government agencies, such as Cibereum Coffee Tourism Village, which received assistance from Bank Indonesia. When viewed from the point of view of tourism products, some of these plantations and coffee factories can become a unity of coffee agro-tourism attractions that are very interesting if packaged properly and made coffee trail planning, so that tourists who come not only visit one area but all plantation areas and coffee factories in Cibereum Village.

By making these plantations into a unit in the coffee trail planning, it will certainly be able to develop local coffee agro-tourism in Cibereum Village simultaneously. When viewed from the marketing aspect, it will have a higher selling value because there are several spot areas that can be visited, and it will be easier to carry out coffee agro-tourism promotion activities in Cibereum Village as a whole.

The purpose of this study are to determine the potential and uniqueness of the plantation area and coffee factory in Cibereum Village, Kuningan Regency. Planning a coffee trail that is in accordance with the potential and uniqueness of coffee plantations and factories so that it can become a coffee agro-tourism product and promote coffee agro-tourism.

LITERATURE REVIEW

Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. These people are called visitors (which may be either tourists or excursionists; residents or non-residents) and tourism has to do with their activities, some of which imply tourism expenditure (United Nations World Tourism Organization, 2008) In travel activities, tourists will visit interesting places in a destination called tourist attractions. Tourist attractions can be grouped into three categories: natural attractions, cultural attractions, and man-made attractions. Natural attractions include seas, beaches, mountains, lakes, rivers, fauna, rare flora, shelters, nature reserves, and natural landscapes. Cultural attractions can be birth ceremonies, traditional dances, traditional music, customary clothing, customary marriage, descent ceremonies to the field, harvest ceremonies, cultural reserves, historical buildings, traditional heritage, cultural festivals, traditional fabrics, local textiles, traditional exhibitions, local customs, and museums. Human-made tourist attractions can include sports facilities, skiing, entertainment, agility, recreational parks, national parks, and shopping malls. (Prasiasa, 2013)

Agritourism or agrotourism means familiarizing oneself with agricultural production or recreation in the agricultural environment or it may include an opportunity to help with farming tasks during the visit. However, this definition does not fully render what the term agritourism means to people providing agritourist services. In fact, agritourism is a term introduced by representatives of the supply party representing the interests of farms providing agritourist services. This resulted in a considerable extension of the term to all activities related to providing services for tourists and holidaymakers.

Therefore the entities providing agritourist services include in the term agritourism various forms of the accommodation industry. There are no reasons why agritourism and rural tourism should not be distinguished. There are three main features that differentiate agritourism from conventional tourism. The first feature is the possibility to satisfy human need with practical participation in the process of food production, in the life of a rural family and in a rural community. The second characteristic quality of agritourism in relation to conventional tourism is the possibility to satisfy the human cognitive need within farming production or ethnography. The third feature of agritourism is the possibility to satisfy emotional needs, which is the willingness to have direct contact with domestic animals, plant and animal products and the products of processing, and the need to experience the idyllic countryside associated with the atmosphere of rusticity, silence, sounds or even smells of the country and

farm. Commonly three agritourism functions are: socio-psychological; economic; spatial and environmental. (Sznajder, Przezbórska, & Scrimgeour, 2009)

According to (Hidayat, Hakim , & Parmawati, 2023) the coffee lover in the third wafe phase has a trend not just to buy the coffee product but also to be curious about the journey of coffee from the harvesting process until it is ready to serve. It triggers the coffee lovers in this phase to visit the places where the coffee they consume are produced (Yuliandri, 2015) and becomes one of the reasons for the villages that owns the coffee plantation to develop coffee agro-tourism to attract tourist (Trimo, Mukti, & Fauziana H, 2018)

One of the interesting concepts that can be applied in Indonesia is by developing a coffee trail around the regions of the coffee origins. Coffee trail expeditions can be intriguing for coffee lovers, as part of researching coffee trails, where one could meet coffee farmers, visit the farms, observe harvests, learn the post-harvest process, and local roasting and brewing traditions. Developing coffee trail destination maps can be among alternative tourism programs that can be developed either by the Tourism Ministry, private tour operators, local NGOs or government offices, or by coffee farmers themselves. (Hajarrahmah, 2017)

The main attraction that becomes the attractive point of community-based coffee agrotourism in East Java is the coffee commodity, natural condition, the social life of society and other natural resources. The kind of tourist activity that the tourist can enjoy is plantation activities, after-harvest activities, and other supporting activities (table 1.) Those activities included *social learning*, where tourists do social goals like communicating with the local community, learning about nature and buying local products. (Hidayat, Hakim , & Parmawati, 2023) Tourism activities are all activities contained in a destination and what tourists can do (Sari & Sitorus, 2021).

Table 1. Type of Tourist Activity

Plantation Activity	After Harvest Activity	Other Supporting Activity
Learn coffee cultivation	Coffee sorting	Learn about local wisdom
	Washing coffee	Cycling
	Coffee drying	Trekking
		Visiting other commodities

Source: (Hidayat, Hakim , & Parmawati, 2023)

Attractiveness is determined by the tourist destination manager, and the concept of tourism promotion offered is based on destination branding. When viewed from the concept of branding, promotion is an activity containing a package of information about the existence of the element of attraction (given attraction or created attraction) and the elements of means and goods available in a place. This promotional activity aims to motivate the audience to be interested in visiting the promoted destination at a certain cost. (Judisenno, 2019). In branding, segmentation is required, i.e., dividing the market into groups of buyers that are differentiated according to needs, characteristics, or behaviors that may require a different product. (Lupiyoadi & Hamdani, 2011)

RESEARCH METHOD(S)

The analytical method that will be used in this research is the descriptive analysis method, namely the method used to examine a group of people, an object, a set of conditions, a system of thought or a class of events in the present. The aim of this research is to create systematic, factual and accurate descriptions regarding the facts, properties and relationships between the phenomena being investigated (Susanti, 2016)

The data used is qualitative data obtained from the results of the researcher's in-depth observations and interviews with related parties (Rangkuti, 2014). To make it easier to collect data, interview tools were used in the form of a list of questions and a checklist regarding the research object. The parties who will be interviewed as resource persons in this case are coffee farmers, coffee farmer groups, coffee factories and other coffee business actors at Cibeureum Village. To support the descriptive analysis, a field survey was carried out, namely a method of directly observing the actual conditions of the research object.

FINDINGS AND DUSCUSSION

The potential for coffee agrotourism which is the pioneer in the establishment of a Coffee Tourism Village is the Cibeurem Village Coffee Tourism Village. Initially, this tourist village was often visited by students who wanted to do real work studies and increase their knowledge about coffee farming. As time goes by, this village is increasingly known as a coffee producer, making this village a tourist destination for tourists who want to see firsthand the activities on coffee plantations. Tourists can drink coffee at the Lake Side Cafe which is located in the Cibeureum Coffee Tourism Village area. Cibeureum Coffee Tourism Village officially operated on December 10 2019. Cibeurem Coffee Tourism Village, which has an area of 40 ha, is under the auspices of the Ratu Asih farmer group. The coffee produced is labeled the

same as the name of the farmer group, namely Kopi Ratu Asih. Ratu Asih Coffee is known to have high quality coffee beans and can produce coffee with the aroma of wine.

Another farmer group that has a coffee plantation is the Sekar Manik Farmer Group. The coffee produced on this plantation is labeled Sekar Wangi Coffee. Tourists can buy and enjoy the coffee directly at Pondok Kopi Sekar Wangi which is located not far from the coffee plantation. Another coffee plantation located in Cibeureum Village is JG Coffee Garden which is located not far from Pondok Kopi Sekar Wangi. Tourists can see the coffee plantations directly and enjoy coffee at the cafe located in the coffee plantation area. Another coffee potential owned by Cibeureum Village is the Gunung Ciremai Coffee Factory. This traditional coffee factory began operating in 1990 until now. This factory only processes coffee which mostly comes from Cibeureum Village and other local Kuningan coffee.

Another potential that supports coffee agrotourism activities is good infrastructure, the availability of tourist support facilities such as hotels, restaurants, souvenir shops and the hospitality of local residents in receiving tourists. Along the route to the coffee plantation and coffee factory, there are beautiful natural views in the form of rice fields and trees. According to (Sznajder, Przezbórska, & Scrimgeour, 2009) agrotourism can satisfy human needs with practical participation in the process of food production. Tourists are directly involved by participating in coffee production, for example by taking part in coffee picking, selecting coffee beans, roasting coffee and so on. Apart from that, agrotourism can satisfy the human cognitive need within agricultural production or ethnography. The coffee production process which still uses traditional methods related to culture and habits is an attraction for tourists. Agrotourism can also satisfy emotional needs, fulfilling the desire to have direct contact with coffee plantations, coffee farmers' production processes and rural natural conditions which can enrich the experience in coffee agrotourism. Overall, the tourism potential can support coffee agrotourism activities in Cibeureum Village, Kuningan Regency.

A coffee trail is a coffee tour or coffee expedition designed to invite tourists or coffee lovers to explore coffee plantations, coffee processing factories and places to enjoy coffee drinks. Cibeureum Village, Kuningan Regency has enormous potential to be well known by tourists as a coffee tourism destination. This coffee tourism activity must be packaged well, so that it is more interesting and increases tourists' curiosity about coffee. The coffee tourism concept can be packaged by creating an attractive coffee trail plan that has a clear flow so that tourists can get to know coffee from the planting process to enjoying a cup of good quality coffee.

The form of a coffee trail is an expedition activity which includes tourist activities. The activities carried out include three stages, namely activities on coffee plantations. The coffee plantation that already has a path around the coffee plantation is the coffee plantation in the Cibereum Coffee Tourism Village which is managed by the Ratu Asih Farmers Group. Tourists or coffee lovers can meet coffee farmers directly, see firsthand the coffee plants and activities inside the plantations. Tourists can also see the process during coffee harvest and the process after coffee harvest. Apart from that, tourists can see the drying process and how to brew coffee using traditional methods. For tourists who want to enjoy Ratu Asih coffee, you can enjoy the coffee directly at the Lake Side Coffee Shop which is located in the Cibereum Coffee Tourism Village.

When enjoying coffee, tourists are given education on how to smell the aroma of coffee and taste the coffee they drink, because each type of coffee produces a different taste and aftertaste. Another alternative, a tourist activity packaged in the coffee trail is visiting the coffee plantations that are members of the Sekar Manik Farmers Group which is still in Cibereum Village. On this coffee plantation, tourists can do the same activities as in the Cibereum Coffee Tourism Village. The advantage of the Cibereum Coffee Tourism Village managed by the Ratu Asih Farmers Group is that it has a larger area, namely 40 ha. No less interesting is the Gunung Ciremai Coffee factory which is the only coffee factory that still maintains traditional methods in the process of handling coffee after harvest until it becomes coffee powder. In this factory you can find ready-to-brew packaged ground coffee and several types of souvenir products that tourists can buy.

The essence of planning a coffee trail is to create an interesting activity program by utilizing several alternative existing resources. The parties who can plan a coffee trail are the regional government of Kuningan Regency, tour operators and the farmer groups themselves. Choosing a unique and interesting coffee tourism route will make tourists interested in joining this coffee trail. For this reason, synergy is needed between related parties so that coffee trail planning can be an alternative in introducing coffee in Cibereum Village, Kuningan Regency as a tourist attraction.

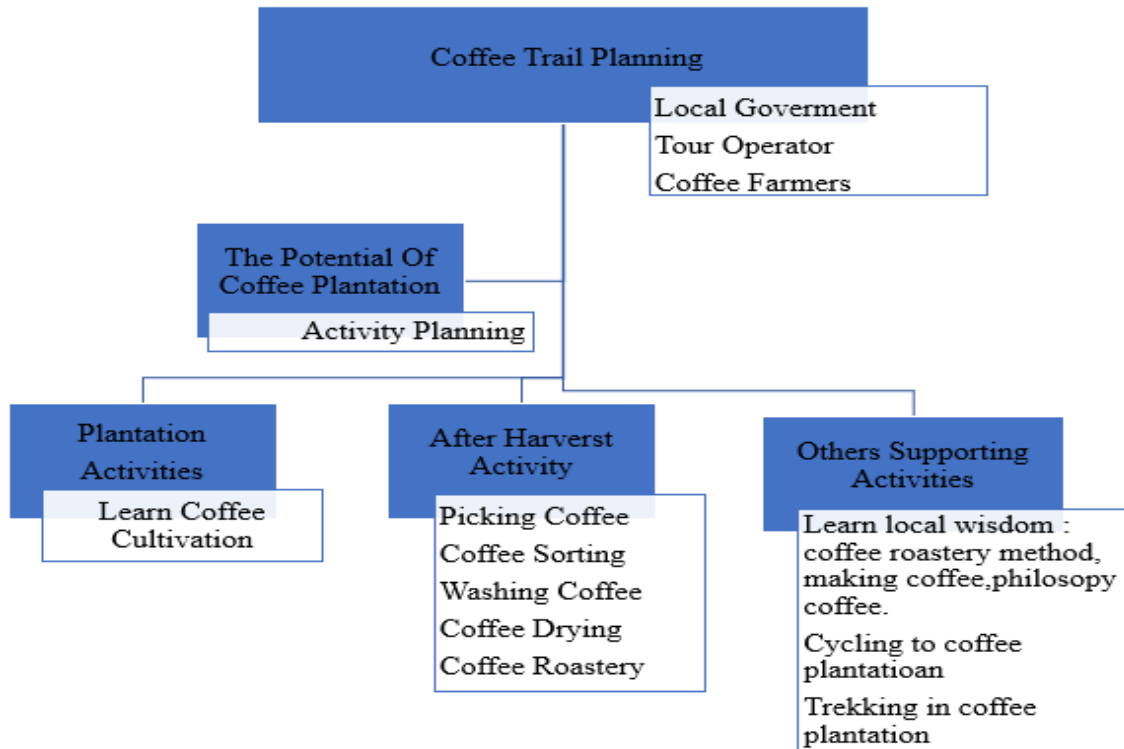


Figure 1. Coffee Trail Planning

Source: Data Processing, 2024

In an effort to develop coffee agrotourism in Cibereum Village, Kuningan Regency, appropriate branding activities are needed. So that the planned coffee trail program can be well known by coffee lovers or tourists who will visit Kuningan Regency. Promotional activities are needed, in synergy between the local government, coffee farmer groups, coffee factories and other supporters. This promotional activity aims to motivate the audience to be interested in visiting the promoted destination at a certain cost (Judisenno, 2019). In branding, determining the right segmentation will influence the success of promotional activities. For this reason, it is necessary to divide tourist segmentation into several categories, namely coffee lovers, students, agrotourism tourists, coffee entrepreneurs and special interests. This segmentation will of course influence the activities and content of information that will be conveyed to each tourist.

The branding activity carried out focuses on the implementation of the coffee trail program which involves several agrotourism components in Cibereum Village. Promotional messages delivered to market segments that have been divided must be attractive and specifically describe the coffee trail as promotional jargon for agrotourism which is part of the coffee trail in Cibereum Village. Furthermore, the agrotourism tourist attraction will be

promoted into one unit in the form of a coffee trail, which will include several interesting tourist activities. In branding, consistency of promotional activities is very necessary. Coffee trails must be positioned as the most interesting form of coffee tourism activity and can improve the experience of tourists, especially coffee lovers, in exploring coffee agrotourism. Programs or activities in the coffee trail are communicated well and involve stakeholders such as agrotourism, coffee farmer groups, the private sector and local government.

CONCLUSION AND RECOMMENDATION

Cibereum Village, Kuningan Regency has great potential as a coffee agrotourism, because in this village coffee can grow abundantly and has good quality. Coffee farmers generally join farmer groups that help farmers in processing coffee plantations, from the process of planting coffee to producing quality coffee beans and powder.

To develop coffee agrotourism, an icon is needed that can attract the interest of tourists or coffee lovers. Planning a coffee trail is an effort so that coffee agrotourism does not stand alone in attracting tourists. Planning a coffee trail is able to combine everything into a complete coffee journey, starting from the planting process, picking coffee, selecting coffee beans, drying coffee beans, roasting coffee beans, grinding the coffee beans and finally being able to enjoy the coffee. So that the coffee trail can be known and can develop coffee agrotourism in Cibereum Village. Branding activities are carried out which focus on planning and implementing the coffee trail program, creating appropriate promotional messages and communicating these messages continuously to the target market segmentation for participating in the coffee trail.

The recommendation that researchers can give is to formulate an interesting and unique coffee trail activity program by highlighting the local wisdom possessed by Cibereum Village, for example the history of coffee plantations, how to handle coffee harvests traditionally, how to brew coffee traditionally and others that can enhance the tourist experience. while following the coffee trail. Apart from that, carrying out intensive collaboration with fellow agrotourism tourist attraction owners, local governments and private parties who can help in promoting the coffee trail. Recommended private parties are hotels, restaurants, shuttle, bus, KAI and Kertajati Airport.

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