

Pengembangan Ekosistem Bisnis Pedesaan Melalui Komoditas Jambu Kristal (*Psidium Guajava*) Di Desa Cihideung Udik, Kec. Ciampea, Kab. Bogor

Development of a Rural Business Ecosystem Through the Commodity of Crystal Guava (*Psidium Guajava*) in Cihideung Udik Village, Ciampea District, Bogor Regency

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ABSTRAK

Pembangunan desa yang menempatkan desa sebagai subjek pembangunan merupakan pendekatan strategis untuk mendorong pemberdayaan masyarakat berbasis potensi lokal. Salah satu permasalahan yang dihadapi Desa Cihideung Udik, Kecamatan Ciampea, Kabupaten Bogor adalah stagnasi dalam pengembangan desa wisata. Program pengabdian masyarakat ini bertujuan mengembangkan ekosistem bisnis pedesaan melalui komoditas jambu kristal (*Psidium guajava*) dengan pendekatan hilirisasi produk. Permasalahan yang diidentifikasi meliputi kurangnya wawasan praktik budidaya, kelembagaan yang belum terstruktur, dan kendala pemasaran. Solusi yang diterapkan mencakup pelatihan teknis dengan SOP budidaya berbasis IPB, pendampingan kelembagaan, serta kolaborasi dengan mitra pemasaran sebagai off-taker. Tahapan kegiatan meliputi persiapan pendampingan, transfer teknologi, monitoring, dan evaluasi. Capaian program melibatkan 15 anggota kelompok tani dan sadar wisata, penanaman 200 bibit jambu kristal terbaik di lahan $\pm 3000 \text{ m}^2$, serta transfer pengetahuan melalui pelatihan kepada masyarakat dan mahasiswa. Pendampingan inovasi mencakup pengembangan ekosistem bisnis pedesaan yang melibatkan kelompok tani, bumdes, perangkat desa, dan kelompok sadar wisata. Rencana berikutnya meliputi penguatan kelembagaan, pembangunan ekosistem bisnis, serta pendampingan berkala. Hasil program menunjukkan keberhasilan dalam meningkatkan sinergi antara pemerintahan desa dan masyarakat. Program ini diharapkan dapat menjadi model pembangunan desa yang berkelanjutan dan berbasis pemberdayaan masyarakat.

Kata kunci: pembangunan desa, ekosistem bisnis, jambu kristal, pemberdayaan masyarakat, hilirisasi produk.

ABSTRACT

Village development that places villages as the subject of development is a strategic approach to encourage community empowerment based on local potential. One of the problems faced by Cihideung Udik Village, Ciampea District, Bogor Regency is stagnation in the development of tourist villages. This community service program aims to develop a rural business ecosystem through the crystal guava commodity (*Psidium guajava*) with a product downstream approach. Problems identified include a lack of insight into cultivation practices, unstructured institutions, and marketing constraints. The solutions implemented include technical training with IPB-based cultivation SOPs, institutional assistance, and collaboration with marketing partners as off-takers. The activity stages include preparation for mentoring, technology transfer, monitoring and evaluation. The program's achievements involved 15 members of farmer groups and tourism awareness, planting 200 of the best crystal guava seeds on $\pm 3000 \text{ m}^2$ of land, as well as transferring knowledge through training to the community and students. Innovation assistance includes developing a rural business ecosystem involving farmer groups, village-owned enterprises, village officials and tourism awareness groups. The next plan includes strengthening institutions, building a business ecosystem, and regular assistance. The program results show success in increasing synergy between village government and the community. It is hoped that this program can become a model of sustainable village development based on community empowerment.

Keywords: village development, business ecosystem, crystal guava, community empowerment, product downstream