

Peningkatan Nilai Tambah Usaha Kopi melalui Pengembangan Wisata Terpadu Kopi

(Increasing the Added Value of Coffee Businesses through the Development of Integrated Coffee Tourism)

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ABSTRAK

Kampung Cibulao, yang terletak di hulu DAS Ciliwung, telah mengembangkan usaha kopi berbasis agroforestry melalui Kelompok Tani Hutan (KTH) Cibulao Hijau sejak 2014. Meskipun terdapat perkembangan positif, inisiatif ini masih menghadapi sejumlah kendala, termasuk keterbatasan lahan, rendahnya kapasitas sumber daya manusia dalam pengelolaan wisata, minimnya keterlibatan perempuan, serta lemahnya branding dan promosi digital. Kegiatan pengabdian ini bertujuan untuk meningkatkan nilai tambah usaha kopi melalui pengembangan wisata kopi terpadu. Fokus kegiatan meliputi penataan jalur interpretasi wisata Kopi Cibulao, penguatan pemasaran, branding, pengembangan produk wisata, serta peningkatan kapasitas SDM pengelola wisata. Pendekatan yang digunakan adalah pemberdayaan partisipatif yang menempatkan masyarakat, khususnya KTH Cibulao Hijau, sebagai mitra utama dalam setiap tahapan perencanaan dan pelaksanaan. Metode pelaksanaan dilakukan melalui lima tahapan: sosialisasi dan identifikasi kebutuhan, pelatihan dan penguatan kapasitas, penerapan inovasi dan teknologi, pendampingan serta evaluasi implementasi, dan penyusunan rencana keberlanjutan. Hasil kegiatan menunjukkan terbentuknya paket wisata edukasi kopi yang disusun secara partisipatif, pengembangan sistem digital ketelusuran kopi berbasis spasial melalui WebGIS dan barcode kemasan, serta peningkatan kualitas atraksi wisata melalui penataan titik interpretasi dan alur kunjungan. Selain itu, peningkatan kapasitas SDM diwujudkan melalui pelatihan bertema “Menciptakan Pengalaman Wisata yang Unggul dan Berkelanjutan” serta integrasi kegiatan mahasiswa dalam pendampingan lapang. Penguatan branding dilakukan melalui produksi konten digital yang menampilkan identitas dan keunikan destinasi. Secara keseluruhan, kegiatan ini membuktikan bahwa pendekatan partisipatif efektif dalam mentransfer pengetahuan dan keterampilan, serta memperkuat peran KTH Cibulao Hijau sebagai penggerak utama pengembangan wisata kopi berkelanjutan.

Keywords: jalur interpretasi pariwisata, kopi agroforestry, pemberdayaan partisipatif, sistem ketertelusuran, wisata kopi berbasis Masyarakat

ABSTRACT

Cibulao Village, located in the upper reaches of the Ciliwung watershed, has been developing agroforest-based coffee businesses through the Cibulao Forest Farmers Group (KTH) since 2014. Despite positive developments, the initiative still faces a number of obstacles, including limited land, low capacity of human resources in tourism management, lack of women's involvement, and weak digital branding and promotion. This service activity aims to increase the added value of the coffee business through the development of integrated coffee tourism. The focus of activities includes structuring Cibulao Coffee tourism interpretation routes, strengthening marketing, branding, developing tourism products, and increasing the capacity of tourism management human resources. The approach used is participatory empowerment that places the community, especially the Cibulao Green KTH, as the main partner in every stage of planning and implementation. The implementation method is carried out through five stages: socialization and identification of needs, training and capacity building, application of innovation and technology, assistance and evaluation of implementation, and preparation of sustainability plans. The results of the activity showed the formation of a participatory coffee educational tour package, the development of a spatial-based coffee tracing digital system through WebGIS and packaging barcodes, and an improvement in the quality of tourist attractions through the arrangement of interpretation points and visit flows. In addition, increasing the capacity of human resources is realized through training with the theme "Creating a Superior and Sustainable Tourism Experience" and the integration of student activities in field assistance. Strengthening branding is carried out through the production of digital content that displays the identity and uniqueness of the destination. Overall, this activity proves that the participatory approach is effective in transferring knowledge and skills, as well as strengthening the role of KTH Cibulao Hijau as the main driver of sustainable coffee tourism development.

Keywords: agroforestry coffee, community-based coffee tourism, participatory empowerment, tourism interpretive trail, traceability system