

Peningkatan Kapasitas Sumber Daya Manusia dalam Pengembangan Desain Wisata Edu-Agro di Desa Wisata Mulyaharja, Kota Bogor

(Capacity Building for Human Resources in Developing Edu-Agro Tourism Design in Mulyaharja Tourism Village, Bogor City)

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ABSTRAK

Abstrak ini merangkum upaya peningkatan kapasitas sumber daya manusia di Desa Wisata Mulyaharja. Observasi awal dan *Focus Group Discussion* mengidentifikasi dua tantangan utama: rendahnya kemampuan bahasa Inggris di kalangan pengelola teknis serta kurang beragamnya paket wisata edukasi-agro yang tersedia. Menanggapi hal ini, Program Studi Ekowisata Sekolah Vokasi IPB University melaksanakan kegiatan Pengabdian Kepada Masyarakat dengan tujuan membekali masyarakat dengan keterampilan komunikasi bahasa Inggris yang berfokus pada *basic tenses* dan keterampilan menyusun paket wisata edukasi-agro yang lebih variatif. Kegiatan pengabdian menggunakan pendekatan *Participatory Action Research* dan *Service Learning* melalui kegiatan pelatihan dan pendampingan. Keberhasilan program diukur melalui hasil *pre* dan *post test* bahasa Inggris, dan hasil rancangan paket wisata. Hasil tes menunjukkan bahwa skor rata-rata *post-test* meningkat 43,29% lebih tinggi dari skor *pre-test*. Peserta juga berhasil menyusun tiga paket wisata edu-agro, di antaranya Kreasi Alamku, Pelangi di Atas Padi, dan *Nguliling Lembur dan Panen Hasil Bumi di Kebon*. Luaran dari kegiatan ini mencakup publikasi di media massa, jurnal ilmiah, Hak Kekayaan Intelektual, dan laporan akhir. Diharapkan peningkatan kapasitas SDM ini akan mendorong pertumbuhan ekonomi lokal yang berkelanjutan dan membantu mewujudkan Kelurahan Mulyaharja sebagai kota dan pemukiman yang berdaya saing. Kata kunci: *basic english tenses*, desa wisata Mulyaharja, paket wisata edu agro

ABSTRACT

This abstract summarizes efforts to enhance the capacity of human resources in Mulyaharja Tourism Village. Preliminary observations and Focus Group Discussions identified two main challenges: the limited proficiency of the technical managers in English and the scarcity of diverse agro-educational tour packages. In response to these challenges, the Ecotourism Study Program of the Vocational School of IPB University conducted Community Service to empower the community with English communication skills, focusing on fundamental tenses and the skills to prepare more varied agro-educational tour package. These activities used the Participatory Action Research and Service Learning approach through training and mentoring activities. The success of the programs were measured through the results of English pre and post tests, and the tour packages designed by participants. The test results showed that the average post-test score increased 43.29% higher than the pre-test score. Participants also successfully developed three edu-agro tour packages, including Kreasi Alamku, Pelangi di Atas Padi, and *Nguliling Lembur dan Panen Hasil Bumi di Kebon*. The output of this community service included publications in mass media, scientific journals, intellectual property rights, and final report. It is hoped that this enhancement in human resource capacity will encourage sustainable local economic growth and contribute to the realization of Mulyaharja Sub District as a competitive city and settlement.

Keywords: basic english tenses, edu agro tour packages, Mulyaharja tourism village