

## **Identification of Potential and Development of Food and Beverages Made from Agricultural Products in Cisangkal Tourism Village**

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### **Abstract**

This research aims to identify the potential of the typical agricultural products of Cisangkal Wisata Village, namely mangosteen, tubers, durian, honje and several other agricultural products which are the main income of the community, developed not only as agricultural products, but have added value so that they can become superior products owned by residents to increase the income of the surrounding community. According to Kotler (2000) regarding Product Development Strategy, there are 3 stages of product development strategy that can be carried out, namely a quality improvement strategy, a privilege improvement strategy and a style (appearance) improvement strategy. Everything is done so that the product can have added value for commercialisation. The research method used is a direct survey method to obtain information related to agricultural products in the Cisangkal Tourism Village. The research team also used interview and observation methods to obtain the data. Based on the research results, it was found that one of the identified agricultural products that can be developed is Honje (Kecombrang) forest, which is spread over approximately 1 ha in plantations owned by residents and village owners, only used for daily household needs, and only by 1 person who produces it into Honje Juice using simple equipment and technology. From the results of this research, it can be concluded that forest honje (combrang) is one of the agricultural products that has the potential to be developed into a food and beverage product that can be commercialised, so that it will be able to improve the economy of the residents of Cisangkal Tourism Village. Strengthening knowledge and skills for the residents of Cisangkal Tourism Village regarding product development, product packaging, hygiene, sanitation and also marketing (branding). Furthermore, this research was also carried out as a basis or reference in carrying out community service activities that will be carried out by the research team as an implementation of the research carried out.

**Keywords:** Agriculture, Food and Beverage, Identification, Product Development, Tourism Village.

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### **A. INTRODUCTION**

The development of tourism is basically based on several aspects known as the 4A, namely *Attraction, Accessibility, Amenity* and *Ancillary*. The four aspects are very important for the development of tourism because they are the basic needs of the implementation of tourism activities in a particular area. Attraction is a tourist attraction that can be a place, object, activity, or everything that can be a reason for people who travel to visit, follow or do. While accessibility is supporting activities such as transportation, road conditions, and adequate telecommunications facilities in a tourist destination. Amenity is a facility that can be used by tourists such as lodging, places of worship, restaurants, souvenir shops, and various other facilities. And institutions/management organisations, local governments, tourist destination managers or other groups (ancillary) are supporting facilities for tourists who are tasked with providing services such as information related to tourist destinations, security, and other supporting matters.

The Ministry of Tourism and Creative Economy of the Republic of Indonesia is aggressively trying to improve the economy of the community, especially those in rural areas. One of them is by holding the Anugerah Desa Wisata Indonesia (ADWI) programme which aims to be a driving force for the village economy and as a promotional vehicle to show the potential of tourist villages in Indonesia to domestic and foreign tourists. In addition, ADWI also encourages regions to be able to create new tourist villages in their area that can revive the village economy.

One of the tourist attractions that can be developed in the Tourism Village is Agrotourism activities. Agrotourism is present to complement tourism in strengthening the performance of the Indonesian tourism sector by utilising agricultural activities such as ploughing, planting rice and harvesting, as well as the use of agricultural products in tourist villages as potential culinary tourism in the village. Culinary tourism makes food and drink not only a basic necessity but also now recognised as an identity and culture that is one of the complementary tourist activities. Many countries are beginning to realise the potential of culinary for the welfare of society and the development of tourist destinations and Indonesian cuisine has proven to have great appeal.

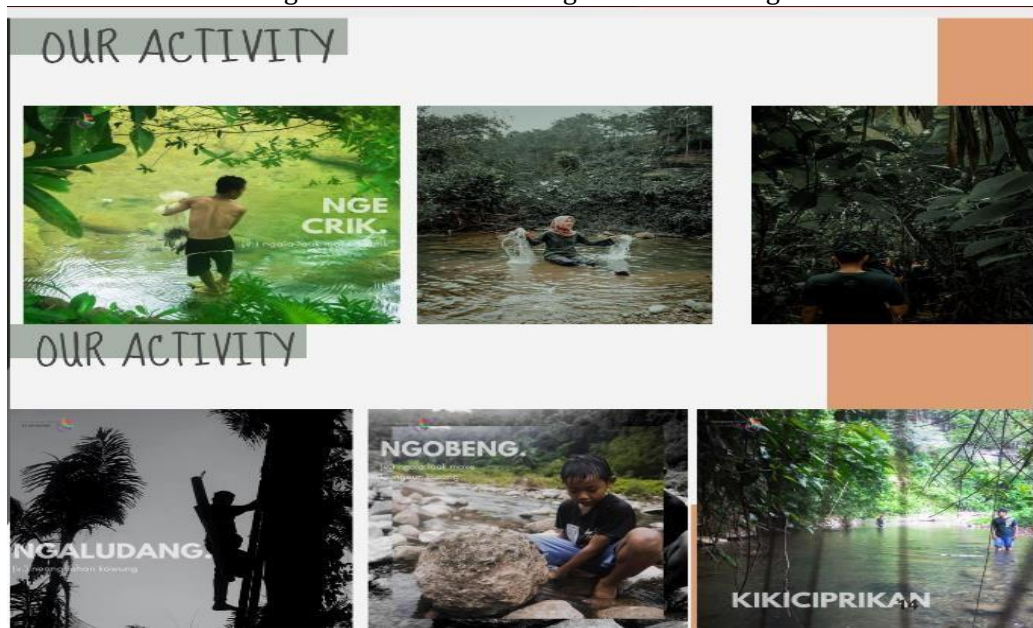
Pangandaran is one of the leading tourist destinations in West Java which has a beautiful south coast tourist attraction, as well as being a typical culinary tourist spot with its seafood. Tourists have known Pangandaran through these attractions, but have not known the uniqueness of food and beverage products derived from typical Pangandaran agricultural products. Several tourist villages have been developed in this area, one of which is Cisangkal Tourism Village. This research aims to identify the potential of typical agricultural products of Cisangkal Tourism Village, Pangandaran Regency. The agricultural products produced include tubers, durian, honje laka, and several other agricultural products which are the main income of the Cisangkal Tourism Village community. Agricultural products are developed not only as agricultural products, but have more value so that they can become superior products that can be owned by residents to increase the income of the surrounding community.

Several tourist villages have been developed in this area, one of which is Cisangkal Tourism Village located in Mekarmulya Hamlet, Bangunkarya Village, Pangandaran Regency, West Java.

Mekarmulya Hamlet is one of the hamlets with a population of 284 people, the majority of whom work as farmers. This hamlet is known for its legendary durian that has existed for hundreds of years, which is now a tourism attraction. In addition to durian, other potentials owned by Mekarmulya Hamlet are nature (caves, rivers, and forests), culture (Ebeg, Tap tilu, and Degung Sunda), and culinary specialties such as fried durian, reuceuh bonteng, sangu leumeung, pindang gunung, and fried (larva) odeng. In order to optimise these attractions, Karang Taruna and community leaders in this hamlet took the initiative to build Cisangkal Tourism Village to attract tourists, improve the economy, preserve nature and culture, and as a way to develop community-based agro-tourism.

Other activities offered to visitors who come to Cisangkal Tourism Village include the following:

Figure 1. Activities in Cisangkal Tourism Village



Source: pre-survey research, 2022

Seeing the potential of Cisangkal Tourism Village, this research was conducted to identify the potential and development of food and beverage products made from agricultural products. Therefore, the research team took the research title, namely "Identification and Development of Potential Food and Beverages Made from Agricultural Products in Cisangkal Tourism Village".

The objectives of this research are: (1) To find out the potential of food and drinks made from agricultural products in Cisangkal Tourism Village, (2) To find out the strategy for increasing agricultural products in Cisangkal Tourism Village, (3) To find out the strategy for increasing the speciality of agricultural products in Cisangkal Tourism Village, and (4) To find out the strategy for increasing the style/appearance of agricultural products in Cisangkal Tourism Village.

## B. RESEARCH METHODS

In this study, the type of research used is descriptive qualitative research. Where the research is intended to understand the phenomenon of what is experienced by the research subject, for example behaviour, perception, motivation, action, etc. holistically and in a descriptive way in the form of words and language in a special natural context and by utilising various scientific methods.

Qualitative research is research that intends to understand phenomena about what is experienced by research subjects, for example behaviour, perceptions, motivations, actions, and others holistically and in a descriptive way in the form of words and language in a special natural context and by utilising various scientific methods (Moleong: 2010).

The methods and types of data collection in case studies are very diverse, and can be adjusted to the research objectives and the object of research under study. Yin (2014) says that data collection from a case study approach with 4 (four) sources of evidence include: a) Interviews, b) Observation, c) Literature Study, and d) Documentation.

This research uses *in-depth* data analysis techniques. The definition of the in-depth analysis technique itself is to explore the phenomenon by looking at it step by step. The purpose of this in-depth analysis technique is to explore a case as well as understand it deeply about the problem itself. In this in-depth data analysis technique, it is believed to examine the problem on a case-by-case basis because qualitative methodology believes that the nature of a problem will be different from the nature of other problems. Researchers must find strong evidence at this stage because at the beginning the conclusion is not absolute. If no such evidence is found, then at this stage it will answer the existing problem formulation. If the conclusions presented have been supported by appropriate and consistent information and evidence, then these conclusions can be said to be credible. Meanwhile, if the data is not suitable, data comparison must be held or commonly called triangulation in order to measure the truth of the data so that the data is not wrong. In this stage, researchers triangulate and compare each data by means of observation, interviews and documentation through sources.

### C. RESULTS AND ANALYSIS

Based on the results of interviews with the Head of Mekarmulya Hamlet, information was obtained regarding the history of the origin of the Cisangkal Tourism Area which was previously named Kampung Kalimanggis. Kalimanggis Village has a history that "Kali" is cai (water), and "Manggis" is mangosteen fruit because in Kalimanggis there used to be a large mangosteen tree that acted as a mother tree for other mangosteen trees that grow in Kalimanggis Village until now. Kalimanggis Village turned into a sub-village from Karangbungur Hamlet and changed its name to Mekarmulya Hamlet.

In 2013 began to design the tourism sector in Mekarmulya Hamlet, namely cisangkal nature tourism. Cisangkal is the name of a spring located in a protected forest that is used by the surrounding community as a source or reservoir of water reserves. The name Cisangkal has existed since the parents or ancestors of ancient times. Cisangkal itself comes from the word "ci" which is water and "sangkal" which means deterrent or antidote. This spring was used by the community as an antidote to the long drought that caused hunger and thirst at that time. Since more than 2 centuries ago, the cisangkal forest has been protected and preserved by the community, so that this forest is completely untouched by the process of land clearing for agriculture and remains a natural forest as a source of water that is used by the surrounding community to this day. Because it has been preserved and maintained for generations, the potential of the cisangkal forest can be utilised until now, for example there are many durian fruit trees. The proof is that there are 5 unique durian trees resulting from the legacy of the ancestors whose trees are very large and shady. The community members give local names to these 5 trees as si kantong, si piit, si tenggok, si kunir and si kerah.

Si Kantong is a durian tree that produces white-coloured, long-shaped, bag-like durian fruit, of very satisfying taste like the montong durian type. Si Tenggok is a durian tree with felling marks. Si Kerah is a durian tree with a large diameter, during the fruiting season many people hunt for durian by picking up until there are incidents of commotion which eventually named Si Kerah. Si Kunir is a durian tree that produces yellow durian like the colour of kunir. And the last is Si Piit, which is a durian tree that produces a small durian among others, so it is likened to the posture of a piit bird (sparrow).

Based on the results of these interviews, the Cisangkal Tourism Area has a long and very interesting history, so it can certainly be one of its own attractions.

Based on the researchers' survey to Cisangkal Tourism Village, it can be seen that Cisangkal Tourism Village is still in the status of a pilot tourism village, where the characteristics of the pilot tourism village are in accordance with the conditions encountered, reinforced by the results of interviews with the Head of Mekarmulya Hamlet, that there are still many shortcomings, especially from the aspect of human

resources and management. In addition, from the results of observations in the field, several strengths can be identified that can be considered as potential attractions or activities in the Tourism village, such as:

1. Socio-cultural Aspects

In the socio-cultural aspect, what looks very prominent in the Cisangkal Tourism Area is the principle of "gotong royong" which is still held firmly by the people there. Moreover, when there is an activity in the village, it is always done together, such as cleaning the village environment which is routinely carried out every Friday afternoon, or if there are residents who will have a celebration, then the preparations will also be carried out in mutual cooperation, starting from preparing the place, cooking food and drinks. The arts that are performed are typical of Cisangkal Tourism Village, namely Tap Tilu and Ronggeng Amen.

2. Agricultural Activities

In agricultural activities, Mekarmulya Hamlet has quite good potential, where based on the data obtained, that most of the main occupations of the hamlet residents are farmers. So that this can also be used as an activity opportunity to attract tourists who will provide experiences and memories, such as planting, fertilising and harvesting agricultural products. The following is a timeline of agricultural activities in the Cisangkal Tourism Area.

Figure 2. Timeline of Agricultural Activities



Source: Mekarmulya Village Archives, 2022.

Based on Figure 2. above, it can be seen that there is already good planning and preparation from the community related to agricultural activities.

3. Livestock Activities

In animal husbandry activities, cows, sheep and goats are the majority of livestock kept by farmers in Cisangkal Tourism Village, where there is at least 1 cage in each garden. These livestock are not only kept for sale, taken meat, milk or skin, but this activity can be used as one of the potentials that can also be offered to tourists experience and memories in caring for and feeding livestock. Based on the data obtained, it can be said that Mekarmulya Village, especially the Cisangkal Tourism Area, has the potential to improve its status as a developing or even developed tourism village, given its potential. However, good management and assistance from various parties remain a priority.

Based on the results of observations and interviews that the research team conducted, it was found that the natural resources that were utilised as a tourist attraction in this hamlet were the Cisangkal Forest. The people of Mekarmulya hamlet, especially in the Cisangkal Tourism Area, also stated that durian trees and springs are the main attractions in the protected forest, supported by other trees such as black bamboo trees, mangosteen trees, pisitan trees, langkap trees and picung trees. In addition to the forest, there are farms (goats, cows, chickens) that are located spread quite far from people's homes and are privately owned by the community and also gardens planted with various kinds of vegetables, fruits (coconut, mangosteen, pisitan, banana, corn, rambutan, aren palm), tubers (sweet potato, cassava, onion, potato) and spices (chilli, kencur, turmeric, ginger, pepper, cardamom, coriander) which are used as food for the community's own life, as well as for sale. The majority of gardens are privately owned by the people of this hamlet.

Table 1. Season Calendar

Plants	1	2	3	4	5	6	7	8	9	10	11	12
Rice	■	■	■									
Palawija	■	■	■	■	■	■	■	■	■	■	■	■
Durian	■	■	■									■
Dukuh			■	■	■							
Pisitan			■	■	■							
Mangosteen	■	■	■									
Coconut	■	■	■	■	■	■	■	■	■	■	■	■
Bananas	■	■	■	■	■	■	■	■	■	■	■	■
Cardamom						■	■					
Rambutan	■	■	■									
Kedondong			■	■	■	■						
Jengkol	■	■									■	■
Pete	■	■	■								■	■
Aren	■	■	■	■	■	■	■	■	■	■	■	■

Source: Processed by Researcher, 2022.

There are several crops that are harvested throughout the year, including palawija, coconut, banana and aren palm. Durian, which is the main attraction of this hamlet, is harvested during December-March. According to the farmer group, in eradicating pests, especially leafhoppers, the people of this hamlet have their own way to be environmentally friendly and maintain quality, namely by using ash / dust from burning wood.

Based on observations made by the research team, it was found that most of the landscape of Mekarmulya Hamlet is gardens, forests and rice fields. In addition, this hamlet has a clean environment characterised by the absence of scattered garbage, no disturbing weeds, and fresh air.

Based on observation, it was found that in this hamlet there is a river located on the border of the hamlet. In the river there are still many fish and snails attached to the rocks, this is because there is a regulation that prohibits fishing using electricity or nets, only allowed to use fishing rods so that small fish are not caught.

In addition, there is also what the researcher thinks is a characteristic and has not been widely used/not too well known in other places, namely the Honje Plant (kecombrang) Forest. Based on the



results of observations, the people of Mekarmulya Hamlet utilise Honje plants for daily needs only, such as food ingredients, a mixture of various foods or made drinks, namely Honje Juice.

Figure 3. Honje Laka (Forest Sparrow)



Source: Mekarmulya Village Archives, 2022.

Honje or kecombrang is one type of spice plant that is not only attractive (because it has beautiful leaves and fruit flowers), but this plant also contains substances that are healthy for the human body. The substances it contains include: **Carbohydrate**, as the main source of energy; **Protein**, to help metabolic processes and cell regeneration; **Fat**, as an energy reserve; **Fibre**, to improve circulation of the internal organ system, there are many benefits of fibre; **Iron**, to maintain oxygen transport in the blood; **Potassium**, to maintain heart health; **Calcium**, for bone and tooth growth; **Vitamin C**, to prevent canker sores and antioxidants as well as other benefits of vitamin C; **Flavonoids**, function as additional antioxidants; **Saponins**, are anti-microbial.

Based on the data obtained above, researchers assess that Honje (kecombrang) plants are one of the potential businesses in the food and beverage service sector that can be developed. The product development strategies that can be carried out by the Cisangkal Tourism Area community include:

**Strategies for increasing Honje Plant Products** that can be carried out are as follows:

1). There is approximately 1 hectare of land planted with Forest Honje (kecombrang), which is scattered in several private gardens of hamlet residents; 2). There is only one person, namely the Head of Mekarmulya Hamlet, who eventually became the initiator of honje production as juice and sold it commercially (with very simple knowledge and equipment); 4). Honje production into juice every month is still relatively small (only approximately 25 kg per month) with an income of approximately Rp. 200,000 - 300,000; 5). The sale of Honje juice is done by entrusting it to several tourist attractions, restaurants and souvenir shops, but cannot compete in terms of price, as other juice production is offered at a lower price.

**The strategies for increasing the speciality of Honje Plant Products** that can be carried out are as follows: 1). Honje Laka (forest kecombrang) is one of the spice plants that has many properties; 2). The content of these beneficial substances should be an added value / speciality strategy that can be raised for the Honje product itself; 3). The residents of Mekarmulya Hamlet, do not fully understand the efficacy of this Honje Plant. So far it is only based on word of mouth, passed down from generation to generation.

**The strategies for improving the style/appearance of Honje Plant Products** that can be carried out are as follows: 1). The packaging used is still very simple, namely plastic bottles with a capacity of 1 litre, plus a brand, namely Honje Cisangkal Juice; 2). Improvement of product style/appearance is needed, to help increase the added value of the product itself, in addition to anticipating market competition; 3). Understanding knowledge related to hygiene and sanitation, product expiry, as well as marketing and branding, so that Honje Juice products and other product utilisation can increase.

#### D. CONCLUSIONS

Potential agricultural products that can be developed as food and beverage products are rice, secondary crops, durian, dukuh, pisan, mangosteen, coconut, banana, cardamom, rambutan, kedondong, jengkol and aren palm. These agricultural products are not only obtained from the gardens of residents/communities in Mekarmulya Hamlet but also from the Cisangkal Forest. In addition, there are also other crops, namely Honje (kecombrang) forest, which has the potential to be developed into superior products from Cisangkal.

Based on the results of researchers' identification of Product Improvement Strategies, there is approximately 1 hectare of land planted with Forest Honje (kecombrang), which is scattered in several private gardens of hamlet residents. These forest honje (kecombrang) plants are privately owned by residents and may be used for production on the condition that the honje material is purchased at a price according to the market price. To date, there is only one person, Mr Sukaedi-Head of Mekarmulya Hamlet, who eventually initiated the production of honje juice and sold it commercially. Honje juice production is still done traditionally with very simple knowledge and equipment. The monthly production of honje juice is still relatively small (only about 25 kg per month) with an income of about Rp. 200,000 - 300,000. The sale of Honje juice is done by entrusting it to several tourist attractions, restaurants and souvenir shops, but cannot compete on price, as other juice productions are offered at a lower price. There is quite a lot of competition around Cisangkal, but the quality is not as good because the juice contains more water, so the honje flavour is less pronounced.

Based on the results of researchers' identification of Product Specialty Improvement Strategies, it is known that Honje Laka (forest chamomile) is one of the spice plants that has many properties. From the observations made by researchers, the residents of Mekarmulya Hamlet, do not fully understand the efficacy of this Honje Plant. So far it is only based on word of mouth, passed down from generation to generation. The content of this useful substance should be an added value / speciality strategy that can be raised for the Honje product itself.

Based on the results of the researcher's identification of the Style Improvement Strategy (appearance), the researcher found out that the packaging used was still very simple, namely plastic bottles with a capacity of 1 litre, plus a brand name, namely Honje Cisangkal Juice. Improving the style/appearance of the product is very necessary, to help increase the added value of the product itself, besides of course anticipating market competition. Understanding the knowledge related to hygiene and sanitation, product expiry, as well as marketing and branding, so that Honje Juice products and the utilisation of other products can increase.

Overall, the researcher concluded that Honje Laka (kecombrang hutan) is an excellent agricultural product that should be developed in Cisangkal Tourism Village because it has the potential to produce food and beverage products that will become the hallmark of Pangandaran



Regency, so that Pangandaran will be known not only as a tourist destination rich in processed seafood, but also as a tourist destination rich in agricultural products and culinary tourism. Agricultural products are developed not only as agricultural products, but have more value so that they can become superior products that can be owned by residents to increase the income of the surrounding community. Community-based tourism developed in the Cisangkal tourist area is still in the development stage, so it requires input and development of various factors in the area. The potential for food and beverages made from agricultural products is expected to be developed to increase added value, which in turn will help improve the community's economy.

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