

ABSTRAK

Revi Meliawati, 2024. **Identifikasi Potensi Kawasan Agricamp Papayan Sebagai Kawasan Agrowisata di Desa Papayan Kecamatan Jatiwaras Kabupaten Tasikmalaya.** Program Studi Pendidikan Geografi. Fakultas Keguruan dan Ilmu Pendidikan Universitas Siliwangi.

Agrowisata Agricamp Papayan di Desa Papayan Kecamatan Jatiwaras Kabupaten Tasikmalaya berdiri tahun 2019 dengan kondisi awalnya hanya membentuk kelompok tani kemudian berkembang menjadi petani multidimensi. Untuk menjadi Kawasan Agrowisata Agricamp Papayan membutuhkan beberapa potensial untuk mencapai kawasan agrowisata yang bermanfaat bagi wisatawan dan Masyarakat sekitar seperti kawasan pertanian, panorama alam, sarana edukasi serta kegiatan ekonomi. selain itu, pengembangan potensi Kawasan Agrowisata Agricamp Papayan di Desa Papayan Kecamatan Jatiwaras Kabupaten Tasikmalaya ini tidak terlepas dari adanya pengembangan lahan, sarana dan prasarana, serta promosi yang di lakukan. Penelitian ini menggunakan metode deskriptif kuantitatif dengan teknik pengumpulan data yaitu teknik observasi, wawancara, kuesioner, studi literatur dan studi dokumentasi. Responden yang dijadikan sampel yaitu sebanyak 42 orang (1 kepala desa, 1 pengelola, 10 petani, dan 30 responden pengunjung). Kawasan Agrowisata Agricamp Papayan jika di lihat dari hasil penelitian yang sudah di lakukan, dapat dikatakan sudah cukup baik dan sesuai meskipun ada beberapa potensi agrowisata yang masih kurang di rasakan oleh pengunjung, seperti pengelolaan lahan pertanian di mana masih ada lahan yang belum optimal dikelola, kegiatan ekonomi dimana hasil pertanian yang di jual belum optimal karena masa panen yang belum sesuai, serta beberapa fasilitas yang harus di tambah seperti gazebo, tempat makan dan sarana edukasi. Selain itu, promosi yang masih belum sesuai harus di tingkatkan dengan optimal oleh para pengelola untuk mengembangkan Kawasan Agrowisata Agricamp Papayan di Desa Papayan Kecamatan Jatiwaras Kabupaten Tasikmalaya.

Kata Kunci: Potensi, Agrowisata, Lahan Pertanian

ABSTRACT

Revi Meliawati, 2024. Identification of the Potential of the Papayan Agricamp Area as an Agrotourism Area in Papayan Village, Jatiwaras District, Tasikmalaya Regency. Geography Education Study Program. Faculty of Teacher Training and Education, Siliwangi University.

Papayan Agricamp Agrotourism in Papayan Village, Jatiwaras District, Tasikmalaya Regency was founded in 2019 with the initial conditions of only forming a farmer group and then developing into multidimensional farmers. To become an Agricamp Papayan Agrotourism Area requires several potentials to achieve an agrotourism area that is beneficial for tourists and the surrounding community, such as agricultural areas, natural panoramas, education (education facilities) and economic activities. Apart from that, the development of the potential of the Papayan Agricamp Agrotourism Area in Papayan Village, Jatiwaras District, Tasikmalaya Regency cannot be separated from the development of land, facilities and infrastructure, increasing income, and promotions being carried out. This research uses quantitative descriptive methods with data collection techniques, namely observation techniques, interviews, questionnaires, literature studies and documentation studies. The respondents sampled were 46 people (1 village head, 5 managers, 10 farmers and 30 visitor respondents). If you look at the results of the research that has been carried out, the Agricamp Papayan Agrotourism Area can be said to be quite good and suitable, although there are several agrotourism potentials that are still not felt by visitors, such as agricultural land management where there is still land that has not been optimally managed, activities an economy where the agricultural products sold are not yet optimal because the harvest period is not yet suitable, as well as several facilities that need to be added, such as gazebos, places to eat and educational facilities. Apart from that, promotions that are still not appropriate must be optimally increased by managers to develop the Papayan Agricamp Agrotourism Area in Papayan Village, Jatiwaras District, Tasikmalaya Regency.

Keyword: Potential, Development, Agrotourism, Agricultural land