

ABSTRAK

GEBBY YULIANI, 2024. **Pengembangan Agrowisata Berdasarkan *Community Based Tourism* (CBT) di Kebun Kopi Basma Desa Cilumping Kecamatan Dayeuhluhur Kabupaten Cilacap.** Jurusan Pendidikan Geografi Fakultas Keguruan dan Ilmu Pendidikan Universitas Siliwangi Tasikmalaya.

Penelitian ini dilatarbelakangi oleh perlu adanya pengembangan Agrowisata Kebun Kopi Basma dengan pendekatan *Community Based Tourism* (CBT) di Desa Cilumping Kecamatan Dayeuhluhur Kabupaten Cilacap. Penelitian ini merekomendasikan beberapa strategi untuk mengoptimalkan pengembangan agrowisata berbasis CBT di Kebun Kopi Basma. Tujuan dari penelitian ini untuk mengetahui strategi pengembangan dan mengetahui faktor-faktor yang mempengaruhi pengembangan Agrowisata berdasarkan *Community Based Tourism* (CBT) di Kebun Kopi Basma Desa Cilumping Kecamatan Dayeuhluhur Kabupaten Cilacap. Metode yang digunakan dalam penelitian ini adalah metode deskriptif dengan pendekatan kuantitatif dengan teknik pengumpulan data observasi, wawancara, dan kuesioner. Jumlah populasi masyarakat Desa Cilumping sebanyak 884 jiwa atau 317 KK dengan sampel masyarakat sebanyak 38 orang menggunakan teknik *random sampling*, sampel pengunjung 20 orang dari 60 orang populasi estimasi pengunjung perminggu menggunakan teknik *accidental sampling*, sampel kepala desa 1 orang dan sampel pengelola 2 orang menggunakan teknik *purposive sampling*. Jumlah seluruh sampel adalah 62 responden. Teknik analisis data yang digunakan pada penelitian ini menggunakan teknik analisis kuantitatif sederhana dan analisis SWOT. Hasil penelitian menunjukkan bahwa strategi yang dapat dilakukan dalam pengembangan Agrowisata Kebun Kopi Basma di Desa Cilumping Kecamatan Dayeuhluhur Kabupaten Cilacap yaitu dengan melibatkan masyarakat lokal, memastikan masyarakat mendapatkan manfaat, melindungi budaya wilayah penelitian, menjaga kelestarian lingkungan, meningkatkan dukungan pemerintah setempat. Sedangkan faktor-faktor yang mempengaruhi pengembangan Agrowisata Kebun Kopi Basma di Desa Cilumping Kecamatan Dayeuhluhur Kabupaten Cilacap yaitu faktor fisik (topografi, iklim, panorama alam, infrastruktur fisik) dan faktor non fisik (pemasaran dan promosi, pengelolaan kebun kopi, pengalaman pengunjung).

Kata Kunci: Pengembangan Agrowisata, *Community Based Tourism*, Kopi

ABSTRACT

GEBBY YULIANI, 2024. *Development of Agrotourism Based on Community-Based Tourism (CBT) at Basma Coffee Plantation, Cilumping Village, Dayeuhluhur District, Cilacap Regency.* Department of Geography Education, Faculty of Teacher Training and Education, Siliwangi University, Tasikmalaya.

This research is motivated by the need for the development of Agrotourism at Basma Coffee Plantation using a Community-Based Tourism (CBT) approach in Cilumping Village, Dayeuhluhur District, Cilacap Regency. This study recommends several strategies to optimize the development of CBT-based agrotourism at Basma Coffee Plantation. The purpose of this research is to identify development strategies and to understand the factors influencing the development of Agrotourism based on Community-Based Tourism (CBT) at Basma Coffee Plantation in Cilumping Village, Dayeuhluhur District, Cilacap Regency. The method used in this research is descriptive with a quantitative approach, employing data collection techniques such as observation, interviews, and questionnaires. The population of Cilumping Village is 884 people or 317 households, with a sample size of 38 community members selected using random sampling technique. Additionally, the visitor sample consists of 20 people from an estimated 60 weekly visitors, chosen through accidental sampling, along with 1 village head and 2 managers selected through purposive sampling. The total sample size is 62 respondents. The data analysis technique used in this study involves simple quantitative analysis and SWOT analysis. The results indicate that the strategies that can be implemented in the development of Agrotourism at Basma Coffee Plantation in Cilumping Village, Dayeuhluhur District, Cilacap Regency include involving the local community, ensuring that the community benefits, protecting the local culture, maintaining environmental sustainability, and increasing support from the local government. The factors influencing the development of Agrotourism at Basma Coffee Plantation in Cilumping Village, Dayeuhluhur District, Cilacap Regency include physical factors (topography, climate, natural scenery, physical infrastructure) and non-physical factors (marketing and promotion, coffee plantation management, visitor experience).

Keywords: *Agrotourism Development, Community-Based Tourism, Coffee*