




# Landscape Management Facilitation of BUMDes Arih Ersada's Taman Seribu Bunga to Increase Agrotourism Attraction in Raya Village, Karo Regency

Kristiawan Hadinata Ginting <sup>\*1</sup>, Riantri Barus <sup>1</sup>, Tasya Chairuna Pane <sup>1</sup>

<sup>1</sup>Department of Agribusiness, Faculty of Agricultural, Universitas Sumatera Utara, Medan, Indonesia.

\*Corresponding Author: [krishadi.ginting@usu.ac.id](mailto:krishadi.ginting@usu.ac.id)

## ARTICLE INFO

### Article history:

Received 19<sup>th</sup> December 2023

Revised 9<sup>th</sup> January 2024

Accepted 20<sup>th</sup> February 2024

Available online

<https://talenta.usu.ac.id/jst/index>

E-ISSN: 2621-4830

P-ISSN: 2621-2560

### How to cite:

K. H. Ginting, R. Barus, T. C. Pane  
"Landscape Management Facilitation of BUMDes Arih Ersada's Taman Seribu Bunga to Increase Agrotourism Attraction in Raya Village, Karo Regency," Journal Saintech Transfer, vol. V7, no. 1. pp 52-60. 2024.

## ABSTRACT

The target of rural development is village independence and prosperity, that can be achieved by managing village economic institutions, BUMDes (village-owned enterprises). BUMDes is a business entity where the village directly or mostly owns its capital through direct participation, derived from the village's separated assets, to manage assets, provide services, and engage in other businesses for the welfare of the village community. When BUMDes is able to operate well, generate profits that contribute more to the village's income (PADes) and reduce its unemployment, then the village will be more independent and prosperous. North Sumatra Province has 5,417 village areas but based on the Developing Village Index (IDM), there are only 16 villages with independent status. This indicates that the rural development in North Sumatra still needs to be carried out continuously. In Karo Regency, there is an independent succeed village because it is able to utilize the potential of existing natural resources, namely Raya Village, Berastagi District. This village owns a BUMDes called Arih Ersada that manages the Taman Seribu Bunga Agrotourism business unit, which always needs to be maintained and improved, so that it continuously contributes optimally to the development and empowerment of the community in Raya Village. This service activity is trying to do something that will improve the quality and functionality of Taman Seribu Bunga Agrotourism through landscape management in order to increase visitors as an effort to increase BUMDES income and empower the Raya village community.

**Keyword:** agribusiness, landscape, village owned enterprises, taman seribu bunga, raya village karo

## ABSTRAK

Tujuan pembangunan pedesaan adalah kemandirian dan kesejahteraan desa. Salah satu cara untuk mencapai hal tersebut adalah dengan mengelola lembaga perekonomian desa yaitu BUMDes (badan usaha milik desa). BUMDes adalah badan usaha yang modalnya dimiliki secara langsung atau sebagian besar oleh desa melalui penyertaan secara langsung, yang berasal dari kekayaan desa yang dipisahkan, untuk mengelola aset, memberikan pelayanan, dan melakukan usaha lain untuk kesejahteraan masyarakat desa. Ketika BUMDes mampu beroperasi dengan baik, menghasilkan keuntungan yang lebih berkontribusi terhadap Pendapatan Asli Desa (PADes) dan mengurangi pengangguran, maka desa akan semakin mandiri dan sejahtera. Provinsi Sumatera Utara mempunyai 5.417 wilayah desa, namun berdasarkan Indeks Desa Berkembang (IDM), hanya 16 desa yang berstatus mandiri. Hal ini menandakan bahwa pembangunan pedesaan di Sumatera Utara masih perlu dilakukan secara terus menerus. Di Kabupaten Karo terdapat satu desa mandiri yang berhasil karena mampu memanfaatkan potensi sumber daya alam yang ada, yaitu Desa Raya, Kecamatan Berastagi. Desa ini memiliki BUMDes bernama Arih Ersada yang mengelola unit usaha Agrowisata Taman Seribu Bunga yang perlu selalu dijaga dan ditingkatkan agar terus memberikan kontribusi maksimal terhadap pengembangan dan pemberdayaan masyarakat di Desa Raya. Kegiatan pengabdian ini mencoba melakukan sesuatu



This work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International.  
<http://doi.org/10.32734/jst.v7i1.15385>

---

hal dalam upaya meningkatkan kualitas dan fungsionalitas Agrowisata Taman Seribu Bunga melalui pengelolaan lanskap guna meningkatkan pengunjung untuk meningkatkan pendapatan BUMDES dan memberdayakan masyarakat desa Raya

**Keyword:** Agribisnis, BUMDes, Lanskap, Taman Seribu Bunga, Desa Raya Karo

---

## 1. Introduction

In Indonesia, the economic development of rural areas is always be an interesting issue for further studied [1]. An independent village means that the village has the ability to improve the quality of life and welfare of its community through social resilience, economic resilience, and ecological resilience in a sustainable manner [2]. Efforts to encourage development in villages can be carried out by managing village economic institutions, one of which is BUMDes (village-owned enterprises) [3] and [4]. BUMDes is a business entity where the village directly or mostly owns its capital through direct participation, derived from the village's separated assets, to manage assets, provide services, and engage in other businesses for the welfare of the village community [5].

When BUMDes is able to operate well; that is generate profits that can contribute more to the village's income and reduce the unemployment; then the village will be more independent and prosperous. Therefore, BUMDes, and the business units, need to be strengthened and optimized continuously [6]. Management must be carried out effectively and efficiently by the principles: professionalism, cooperative, participatory and emancipatory [7], [8], [9], and [10]. BUMDes should be built up on the initiative of the village community considering the accurate data and informations of the village potentials [9]. Optimizing the role of BUMDes will be a significant positive effect on village independence [11].

North Sumatra Province has 5,417 village areas; based on the Developing Village Index (IDM): 16 villages have independent status, 277 villages have advanced status, 2,836 villages have developing status, 1,610 villages have underdeveloped status, and 678 villages have very disadvantaged status. There are still very few who have independent status. This indicates that the village development in North Sumatra still needs to be carried out continuously. Karo Regency has one independent village, which is successful because it is able to utilize the potential of existing natural resources, namely Raya Village, Berastagi District [12]. This village has a BUMDes called Arih Ersada that manages the Taman Seribu Bunga Agrotourism business unit. The performance of Taman Seribu Bunga needs to be improved so it can support to the development and empowerment of the community in Raya Village.

BUMDes Arih Ersada was formed on 25 February 2017 based on "Perdes Desa Raya Nomor 02 Tahun 2017 tentang Pendirian BUMDes Arih Ersada" that is updated to "Perdes Desa Raya Nomor 04 Tahun 2021 tanggal 21 Juli 2021". The management of BUMDes Arih Ersada was appointed through deliberation and ratified by the "Keputusan Kepala Desa Raya Nomor 04 Tahun 2017 tentang Pengangkatan Struktur Pengurus BUMDes Arih Ersada". The registration certificate for the establishment is "AHU-01590.AH.01.33 Tahun 2021". Arih Ersada's BUMDes vision is "Making Raya Village into an independent village to realize the welfare of the Raya Village Community through sustainable rural economic activities".

Currently, BUMDes Arih Ersada manages an area of around 12.000 m<sup>2</sup> with a profit-sharing system to the land owners who are Raya Village residents. The BUMDes movement in Raya Village, Berastagi, started from the situation that in the village, the majority living as farmers, especially flower commodities. Their crops cannot be sold immediately so that really need a market. Therefore, the Arih Ersada BUMDes institution was formed to overcome this problem through its "Flower Market" and "Taman Seribu Bunga Agrotourism" business units. It doesn't stop there, based on economic incentives and social encouragement, BUMDes Arih Ersada established other additional business units such as BRI Link.







Figure 2. Agrotourism landscape and product of Taman Seribu Bunga, Desa Raya, Karo.

Agrotourism or agritourism are various practices developed in agricultural areas with the aim of attracting tourist arrivals. Agrotourism includes a landscape condition that is connected to the socio-economic-cultural characteristics of each region and government regulations. The development of agrotourism can be realized, among other things, through the presentation of attractions, supporting facilities, infrastructure, transportation, and forms of hospitality [15]. A landscape is a natural expanse with certain characteristics and unique values, which can be the entire site or just a view that can be enjoyed by all human senses. The character of a landscape is influenced by the elements that form it, whether natural or artificial, softscape or hardscape [16]. The aesthetic quality of a landscape can provide satisfaction to individuals [17]. Elements such as landform, vegetation, buildings, pavement, site structures and water will influence the aesthetic quality of a landscape [18]. Based on the impression, the landscape elements in a garden context are soft elements (softscape), such as plants, water and animals; as well as hard elements (hardscape), such as paving, fences, statues, pergolas,

garden benches, ponds and garden lights [19]. The landscape and its elements constitute a tourist attraction which is measured through the components of attraction, amenities, accessibility, and ancillary which are benchmarks for suitability of expectations and satisfaction for visitors [20]. Thus, increasing the quality and functionality of the landscape by arranging its elements is expected to increase tourist visits. More tourist visits will increase the opportunities for profit for agrotourism stakeholders. [21] said that agrotourism would increase farmers' income.

This service activity aims to accompany revitalize and develop Taman Seribu Bunga Desa Raya Agrotourism through landscape management that improves the quality and functionality of the agrotourism landscape, so that the visitors will be increase. The emphasis is on including "aesthetic" garden chairs as hardscape elements to Taman Seribu Bunga Desa Raya Agrotourism, which enhance its scenery and facilitate its use as a selfie spot. The title of this activity is: **Landscape Management Facilitation of BUMDes Arih Ersada's Taman Seribu Bunga to Increase Agrotourism Attraction in Raya Village, Karo Regency.** Through this service, it is hoped that the performance of the Taman Seribu Bunga Agrotourism business unit of BUMDes Arih Ersada can be further improved and have an increasingly positive impact on the people of Raya Village, Berastagi District, Karo Regency.

## 2. Methods

The methods for this community service consist of several stages of activities, namely:

1. Carrying out a preliminary field orientation to BUMDes Arih Ersada, Raya Village, Berastagi District, Karo Regency. At this stage the team held an audience with BUMDes Arih Ersada and at the same time review the condition of the landscape layout of Taman Seribu Bunga.
2. Providing the garden chairs according to the needs of Taman Seribu Bunga Desa Raya.
3. Arranging the landscape of the Taman Seribu Bunga Agrotourism BUMDes Arih Ersada by making a base from paving blocks then placing garden chairs on top.
4. Carrying out mentoring to BUMDes Arih Ersada as well as the government and community of Raya Village:

## 3. Results and Discussion

This community service program was implemented from June to November 2023 at BUMDes Arih Ersada's Taman Seribu Bunga Agrotourism business unit in Raya Village, Berastagi District, Karo Regency. The initial stage was to carry out a field orientation and have discussion with the management of Taman Seribu Bunga Desa Raya about the situation and partners' problems. Furthermore, the activity was carrying out including the placement of the hardscape components and the subsequent work procedures. The selection of "aesthetic" garden chairs as a hardscape element is intended to improve Taman Seribu Bunga Desa Raya's aesthetic appeal and usability as a selfie spot, hence drawing more tourists and visitors.







Figure 3. Field orientation and discussion with the management of Taman Seribu Bunga Agrotourism.

The next step in landscape management was to assemble the garden chairs and place them on foundations that have been determined in their respective positions. The foundations are rectangular in shape and made from paving blocks. The purpose of these foundations is to prevent the garden chairs from coming into direct contact to the ground, thereby preventing rust and extending their lifespan.



Figure 4. Implementation of the landscape management of Taman Seribu Bunga Agrotourism.

Furthermore, the team conducted mentoring to the government and community of Desa Raya BUMDes Aarih Ersada. Counselling the team presented all activities that had been carried out and also opportunities for the development of Agrotourism Taman Seribu Bunga Desa Raya in the future in order to increase the income of BUMDes Aarih Ersada and its contribution to PADes (Pendapatan Asli Desa) of Raya Village as well as empowerment of the Raya Village community. Some of resource-based development opportunities currently owned by BUMDes Aarih Ersada which were conveyed during mentoring include:

1. Cafe business with "signature" beverages and dishes, such as chrysanthemum flower tea, "telang" flower



- tea, and Karo specialty halal dishes, involving the community of Raya Village as the actors.
- Flower plant and nursery business, which prioritizes "high selling price" flower commodities such as tuberose, orchids, and anthurium.
  - Koi fish breeding business, where koi fish have a "high selling price".
  - Cutting and bouquet flower business.
  - Meeting, Incentive, Conference, and Exhibition (MICE) Business.
  - Natural concept glamping business.
  - Organic integrated farming business with a circular economy concept. The harvest can be sold with a higher value "organic label" and can be used as educational tourism, which will attract more visitors as well.
  - Oyster mushroom cultivation business, as well as the processed products that are marketed through existing cafes.



Figure 5. A mentoring to the Government and Community of Raya Village, as well as BUMDes Arih Ersada.

Three months after the landscape management and mentoring were carried out, an interview was conducted with the Director of BUMDES, Karya Jaya Ginting, to find out the achievements of this service activities. He said that the garden chairs provided had become added value for Taman Seribu Bunga Agrotourism and also its visitors.



Figure 6. Utilization of garden chairs by Taman Seribu Bunga Agrotourism visitors.

#### 4. Conclusions

Conclusions that can be formulated based on community service activities entitled "Landscape Management Facilitation of BUMDes Arih Ersada's Taman Seribu Bunga to Increase Agrotourism Attraction in Raya

Village, Karo Regency" are:

1. The program implemented based on an analysis of the situation and partner problems is able to provide benefits for BUMDes Arih Ersada in the context of managing Taman Seribu Bunga Desa Raya. The Director said that the garden chairs provided had become added value for Taman Seribu Bunga Agrotourism and also its visitors.
2. The development of Taman Seribu Bunga Raya Village must involve all parties, especially the village community and government of Raya Village, BUMDes Arih Ersada, Karo Regency Government, North Sumatra Provincial Government, Indonesia Government, as well as related private sectors.

### 5. Acknowledgements

The team would like to thank the Community Service Institute of Universitas Sumatera Utara which has funded this community service activity.

### References

- [1] A. Qosjim, "Analisis kinerja BUMDes di Kabupaten Lumajang, [Analysis of BUMDes performance in Lumajang district]" *Journal Ekuilibrium*, Vol. 2, No. 1, pp.10-17. 2017.
- [2] A. D. Amalia and M. Syawie, "Pembangunan kemandirian desa melalui konsep pemberdayaan: suatu kajian dalam perspektif sosiologi, [Development of village self-reliance through the concept of empowerment: a study in the perspective of sociology]" *Sosio Informa*, Vol. 1, No. 2, pp. 175-188. 2015.
- [3] N. L. P. A. D. Puspayanthi, M. A. Wahyuni, and M. A. Prayudi, "Penguatan pengelolaan keuangan desa dan optimalisasi peran BUMDes untuk kemandirian desa pada desa di Kabupaten Jembrana, [Strengthening village financial management and optimizing the role of BUMDes for village independence in villages in Jembrana Regency]" *E-journal S1 Ak Univ. Pend. Ganesha*, Vol. 8, No. 2. 2017.
- [4] Mulyadi, Rinah, Safriadi, N. A. Azura, S. D. Fitri, N. Izzati, N. Ainni, Erzuraidah, Zainudin, "Strategi mengembangkan perekonomian desa melalui penguatan usaha BUMDES Unit Usaha Simpan Pinjam (U-USP) di Desa Parit Kebumen Kecamatan Rupal, [Strategies for developing the village economy through strengthening the BUMDES business of the Simpan Pinjam Business Unit (U-USP) in Parit Kebumen Village, Rupal District]" *Tasnim Journal for Community Service*, Vol. 3, No. 1. 2022.
- [5] H. A. Pradana, S. Fitriyanti, "Pemberdayaan dan percepatan perkembangan Badan Usaha Milik Desa (BUMDes) dalam peningkatan ekonomi masyarakat dan peningkatan pendapatan asli desa, [Empowerment and acceleration of the development of Village-Owned Enterprises (BUMDes) in improving the community's economy and increasing village original income]" *Jurnal Kebijakan Pembangunan*, Vol. 14, No. 2, pp. 133-146. 2019.
- [6] M. Ridwansyah, D. Hastuti, Heriberta, Syaparuddin, dan Emilia, "Penguatan BUMDes (Badan Usaha Milik Desa) dengan memaksimalkan pemanfaatan berbagai fasilitas digital, [Strengthening BUMDes (Village-Owned Enterprises) by maximizing the use of various digital facilities]" *Studium: Jurnal Pengabdian kepada Masyarakat*, Vol. 1, No. 2. 2021.
- [7] A. T. Arindhawati, E. R. Utami, "Dampak keberadaan Badan Usaha Milik Desa (BUMDes) terhadap peningkatan kesejahteraan masyarakat (studi pada Badan Usaha Milik Desa [BUMDes] di Desa Ponggok, Tlogo, Ceper dan Manjungan Kabupaten Klaten), [The impact of the existence of Village-Owned Enterprises (BUMDes) on improving community welfare (study on Village-Owned Enterprises [BUMDes] in Ponggok, Tlogo, Ceper and Manjungan Villages, Klaten Regency)]" *Reviu Akuntansi dan Bisnis Indonesia*, Vol. 4, No. 1, pp.43-55. 2020.
- [8] E. Yuliana, N. Alinsari, "Penerapan tata kelola Badan Usaha Milik Desa dalam mewujudkan sustainable development goals desa, [Implementation of Village-Owned Enterprises governance in realizing village sustainable development goals]" *Owner: Riset & Jurnal Akuntansi*, Vol. 6, No. 2. 2022.
- [9] R. Adawiyah, "Strategi pengembangan Badan Usaha Milik Desa (BUMDes) berbasis aspek modal sosial (studi pada BUMDes Surya Sejahtera, Desa Kedungturi, Kecamatan Taman,



- Kabupaten Sidoarjo), [Development strategy of Village-Owned Enterprises (BUMDes) based on social capital aspects (study on BUMDes Surya Sejahtera, Kedungturi Village, Taman Sub-district, Sidoarjo Regency)]” *Kebijakan dan Manajemen Publik*, Vol. 6, No. 3. 2018.
- [10] E. Y. Agungganto, F. Arianti, E. W. Kushartono, dan Darwanto, “Pengembangan desa mandiri melalui pengelolaan Badan Usaha Milik Desa (BUMDes), [Development of independent villages through the management of Village-Owned Enterprises (BUMDes)]” *Jurnal Dinamika Ekonomi dan Bisnis*, Vol. 13, No. 1, pp.67-81. 2016.
- [11] H. S. Mulyani, D. Sudirno, M. I. D. Juliana, “Penguatan pengelolaan keuangan desa dan optimalisasi peran BUMDes terhadap kemandirian desa, [Strengthening village financial management and optimizing the role of BUMDes on village independence]” *JAKSI*, Vol. 2, No. 1, pp.87-98. 2021.
- [12] Indonesia. Direktorat Jenderal Pembangunan Desa dan Perdesaan Kementerian Desa Pembangunan Daerah Tertinggal dan Transmigrasi, *Peringkat Nilai Rata – Rata Indeks Desa Membangun Tahun 2022*. Jakarta: Direktorat Jenderal Pembangunan Desa dan Perdesaan Kementerian Desa Pembangunan Daerah Tertinggal dan Transmigrasi; 2022.
- [13] I. D. Mendena Kania, A. Setiobudi, “Identifikasi potensi agrowisata di Kecamatan Berastagi, Kabupaten Karo, Sumatera Utara, [Identification of agritourism potential in Berastagi District, Karo Regency, North Sumatra]” dalam *Prosiding FTSP*. Bandung: Institut Teknologi Nasional Bandung. 2023. pp. 1866-1871.
- [14] E. M. G. Simanjuntak, B. S. Laksmono.” Analisis kebijakan pengelolaan dana desa menuju desa mandiri (keberhasilan Desa Raya Berastagi menjadi desa mandiri), [Analysis of village fund management policies towards independent villages (the success of Raya Berastagi Village in becoming an independent village)]” *Jurnal Ilmu Sosial dan Pendidikan (JISIP)*, Vol. 7, No. 1. 2023.
- [15] Musyawaroh, T. J. Daryanto, U. Mustaqimah, “Strategi penataan lahan BUMDes Puntukrejo Ngargoyoso Karanganyar sebuah penerapan konsep agrowisata, [Land arrangement strategy of BUMDes Puntukrejo Ngargoyoso Karanganyar an application of agritourism concept]” *Arsitektura*, Vol. 19, No. 1, pp.25-36. 2021.
- [16] K. Islamiah, R. Anwar, dan V. D. Damayanti, “Rencana lanskap wisata edukasi Kebun Anggrek di Taman Kyai Langgeng Kota Magelang, [Orchid Garden educational tourism landscape plan in Kyai Langgeng Park, Magelang City]” *Langkau Betang: Jurnal Arsitektur*, vol. 7, no. 1, pp.85-99. 2020.
- [17] R. D. Nur’aini, G. L. Nur Rahmah, dan T. Septiawan, “Pengaruh desain lansekap terhadap perilaku pengunjung pada Taman Kota Liwan Lake Park Guangzhou, China, [The influence of landscape design on visitor behavior at Liwan Lake City Park Guangzhou, China]” dalam *Seminar Nasional Sains dan Teknologi Fakultas Teknik Universitas Muhammadiyah Jakarta*, 17 Oktober 2018. Jakarta: Universitas Muhammadiyah Jakarta.
- [18] M. Ruswan, “Analisis pengaruh elemen lanskap terhadap kualitas estetika lanskap Kota Depok, [Analysis of the influence of landscape elements on the aesthetic quality of Depok City landscapes]” *Skripsi*, Institut Pertanian Bogor, Bogor, 2006.
- [19] E. Wahyuni, Qomarun, “Identifikasi lansekap elemen softscape dan hardscape pada Taman Balekambang Solo, [Identification of landscape softscape and hardscape elements in Balekambang Park Solo]” *Sinektika*, vol. 13, no.2. 2013.
- [20] I. Nabila, I. D. A. S. Yudhari, I. A. L. Dewi, “Analisis tingkat kepuasan pengunjung terhadap Agrowisata Taman Edelweis di Kabupaten Karangasem Bali, [Analysis of the level of visitor satisfaction with Edelweiss Park Agrotourism in Karangasem Regency Bali]” *Jurnal Agribisnis dan Agrowisata*, Vol. 11, No. 1. 2022.
- [21] U. Lestariningsih, A. Setiadi, dan H. Setiyawan “Analisis pengaruh agrowisata terhadap peningkatan pendapatan petani bunga krisan di Kecamatan Bandungan Kabupaten Semarang, [Analysis of the effect of agro-tourism on increasing the income of chrysanthemum flower farmers in Bandungan District, Semarang Regency.]” *Agrisaintifika Jurnal Ilmu-Ilmu Pertanian*, Vol. 2, No. 1. 2018.