

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

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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



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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 m² 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 1. Taman Seribu Bunga Agrotourism, Flower Market, and BRI Link of BUMDes Arih Ersada.

Taman Seribu Bunga Agrotourism have been opened since early 2021; went viral, attracted many visitors, and made profits for BUMDes Arih Ersada. Taman Seribu Bunga is a landscape of flower gardens that provides beautiful and refreshing views for visitors, as well as providing attractive experiences such as photo spots, gardening activities and cafe. The entrance ticket is relatively affordable for adult visitors or children, namely IDR 5,000 per person [13]. The flower agriculture in Desa Raya has existed since the Dutch colonial era in Indonesia; at that time various types of flower plant seeds were imported by the Dutch to Desa Raya, such as chrysanthemums, garbera, and gladiolus [14]. However, currently, this agrotourism is experiencing difficult times due to the Covid-19 pandemic and natural disasters. Costs and other efforts are needed to restore the condition of Taman Seribu Bunga which is the mainstay of BUMDes Arih Ersada and Desa Raya, Berastagi District, Karo Regency.



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.

2. Flower plant and nursery business, which prioritizes "high selling price" flower commodities such as tuberose, orchids, and anthurium.
3. Koi fish breeding business, where koi fish have a "high selling price".
4. Cutting and bouquet flower business.
5. Meeting, Incentive, Conference, and Exhibition (MICE) Business.
6. Natural concept glamping business.
7. 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.
8. 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.

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