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Mupu jeruk attractions as a sustainable tourism alternative

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ABSTRACT

Tourism acts as a leading sector that will help the recovery of other sectors in the tourism supply chain. The potential of agro-tourism becomes a sustainable tourism opportunity by playing an integrated 4A role. This study aims to analyze the potential of sustainable 4A tourism in special interest tourism. This study uses a qualitative descriptive method through data collection by means of observation, and in-depth interviews supported by a SWOT analysis from the side of sustainable tourism 4A (Attractions, Accessibility, Ancillary, and Amenity). The results showed that Mupu Jeruk provides a unique experience by picking fruit and getting education and entertainment that is integrated with the concept of tourism and has tourism potential to be developed into a tourist destination of particular interest as an alternative to fruit picking and edutainment tourism supported by 4A which can attract stakeholders. as a promised development prospect.

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INTRODUCTION

Indonesia has a variety of natural resources, both known to the public and unknown to the public about their potential with all their characteristics. West Java is one of the provinces in Indonesia that has natural wealth and diversity of tourism and culture. As reported in (Darsiharjo et al., 2016), the development of the world of tourism in West Java can be said to be quite good. With an area of around 44,176 km² and the most populous province in Indonesia, West Java has great tourism potential.

The city of Bandung, the capital city of West Java, is surrounded by mountains whose morphology resembles a giant bowl with a height of 768 m above sea level, with the highest point in the north reaching 1,050 meters and the lowest 675 meters above sea level. Climatically, the average temperature of Bandung City is 23.5 C, with an average rainfall of 200.4 mm (ppid.bandung.go.id/2022).

This shows that the city of Bandung with a humid and cool environment supports the development of plantation tourism potential. This vegetable and fruit cultivation can be consumed daily, both individually and in groups and indirectly as a special interest tourism potential which is currently becoming a trend where special interest tourism with the motivation of tourists to look for something new and have a quality tourist experience causes increasing demand for special interest

tourists (Wiwin, 2017)(Pudianti & Vitasurya, 2019).

Mupu Jeruk is one of the alternative tourism in the city of Bandung, through the cultivation of dekopon oranges with a characteristic fruit base that sticks out like a pear. This fruit was first developed in Japan around 1972. Dekopon merupakan salah satu anggota suku jeruk-jerukan yang mulai dikembangkan di Indonesia (S et al., 2021). Dekopon orange is a cross between ponkan orange and kiyomi, then popular because of its shape and taste that can be accepted and consumed either directly or processed (Nasahi & Clonelin, 2021).

This fruit picking tour is part of a tourist attraction that focuses on plantation tourism. According to Ismayanti (2009: 147) in (Wiwin, 2017) that tourist attraction is the main focus of driving tourism in a destination. In a sense, tourist attraction is the main driving force that motivates tourists to visit a place. The potential of this tourist attraction has several purposes, including: (a) obtain benefits both from an economic point of view in the form of foreign exchange and economic growth as well as from a social perspective in the form of increasing people's welfare and eradicating poverty, b) eradicating poverty by opening up employment opportunities and overcoming unemployment, (c) meeting the recreational needs of the community, while at the same time elevating the image of the community, nation and strengthen national identity, foster a sense of love for the homeland through the use of domestic attractions, (d) preserve nature, the environment, and resources, and promote culture through tourism marketing, (e) strengthen friendship between nations with an understanding of religion, values, customs customs and community life.

Picking Tourism in Mupu Jeruk is here to provide an alternative tourist attraction in the midst of the booming tourism industry in West Java, especially the city of Bandung. However, will special interest tourism in Mupu Jeruk really provide a sustainable tourism alternative and fulfill the tourism component which includes well supported and managed Attractions, Amenity, Accessibility and Ancillary?. The purpose of identifying each potential is to increase visitor interest while maintaining sustainability in the development of sustainable tourism.

Currently there is a special interest as an alternative to mass tourism, but the gap is whether it will be visited by tourists who really have certain needs and interests or just to fulfill their existence. In line with Rhenald Kasali in his article published on Ekonomi.kompas.com, he stated that the current economy has turned into a Valuable Economy from the recreation economy in the previous era. These changes have an impact on changes in travel behavior, from just enjoying free time by gathering with friends or family which is commonly called sun, sand, and sea tourism, turning to seeking experience with the element of wanting to get recognition for having visited. The shift from Leisure Economy to Esteem Economy is how these individuals are no longer worried about what they will take, given the acknowledgment will be disseminated either through personal channels or other social media if they have visited a developing tourist destination and this is a common travel. behavior. currently impacting. (economy.kompas.com, 2017).

In (Wijana, 2020) who saw the potential for special interest tourist attractions with the 4A component strengthened by a SWOT analysis to answer all tourism potential in Beji Guwung Hidden Canyon, with the natural beauty of the river flow flanked by these cliffs which is a selling point for tourists. While research by (Hendro Muliarto, Isye Nurhasanah Susannah, 2017)(Brahmanto et al., 2017) looks at the potential for special interest tourism with a SWOT analysis of all its development strategies, namely looking at packaging recommendations for tourist attractions, presenting geotourism-based education, training for internal teams, increasing accessibility and other facilities by involving the relevant community. The research of (Darsiharjo et al., 2016), looked at the tourism potential of the Palayangan river with a SWOT analysis to map potential diversification strategies that can be used as special interest tourist attractions.

RESEARCH METHOD

Tourist Attractions

According to the Law of the Republic of Indonesia Number 10 of 2009 concerning Tourism,

it is stated that a tourist attraction is anything that has uniqueness, comfort, and value in the form of a diversity of natural, cultural and artificial resources that are targeted or visited by tourists, traveler (Yulianto, 2021)(Purwanti & Dewi, 2014)(Wijana, 2020). According to (Wijana, 2020)(Susianto et al., 2022)(Atun Yulianto, 2021)(Nur & Salim, 2022), it is stated that tourist attraction is anything that is interesting and has value to be visited and seen.

In line with that, according to (Brahmanto et al., 2017), tourist attractions consist of natural arrangements, communities, and built products, all three of which can be developed specifically to become tourist attractions.

Tourist attraction according to Law no. 9 of 1990 concerning Tourism states that a tourist attraction is something that is targeted by tourists, which consists of (a) a tourist attraction created by God Almighty in the form of natural conditions, flora and fauna. (b) Artificial tourist attractions in the form of museums, arts and culture, agro-tourism, nature adventure tourism, and recreational parks. (c) Special interest tourist attractions, such as mountain climbing, hunting, industry and crafts, shopping areas, swift rivers, and others.

Special Interest Tour

According to Law no. 9 of 1990 concerning Tourism which states that the exploitation of special interest tourist objects and attractions is a type of business that utilizes natural resources and the potential of cultural arts to realize special interest tourist attractions as tourist targets (Wijana, 2020).

In line with Ismayanti (2010:156) (Wijana, 2020) states that the types of special interest tourism are divided into several types, namely: (1) Sports tourism business, this tour combines sports activities with tourist activities such as rafting, paragliding, and surfing. (2) Culinary tourism business, this type of tourism is not only to pamper the stomach but also an interesting experience in tasting various delicious culinary delights to be one of the motivations. (3) Religious tourism business, this tour is carried out for religious activities. (4) Agro-tourism business, this tourism utilizes agribusiness as a tourist attraction with the aim of expanding knowledge, experience, and recreation. (5) Cave tourism business, this tour is an activity to explore caves and enjoy the scenery inside the cave. (6) Shopping tourism business, making shopping a separate attraction, and (7) Ecological tourism, this type of tourism is a form of tourism that attracts tourists to care about natural and social ecology.

Tourism as an Alternative

Tourism as a leading sector does not mean it is safe but it is necessary to find alternatives to be sustainable in overcoming problems both in terms of government, society, culture, and the environment. Which states that the purpose of tourism development is to increase economic growth, improve people's welfare, eradicate poverty, overcome unemployment, preserve nature, the environment and resources, promote culture, elevate the nation's image, foster a sense of love for the homeland, strengthen identity and unity. nation. and strengthen ties of brotherhood between nations (Wiwin, 2017).

So it is undeniable that the influence of tourism can have an impact on many aspects, including special interest tourism which can overcome various problems with all its advantages and disadvantages.

Concept of 4A

The components of tourist attraction are attractiveness, accessibility, amenity, and complements (Paramitha, 2022)(Alfitriani, 2021)(Riwukore et al., 2021).

1. Attractions, and attractions as the main capital of tourism. There are three types of attractions that attract tourists, namely 1) Natural Resources, 2) Cultural tourist attractions, and 3) Man-made attractions themselves.

2. Amenity, all forms of facilities and infrastructure needed by tourists, such as lodging, meeting halls, and others.
3. Accessibility, access that facilitates the movement of tourism from one area to another.
4. Ancillary, additional services that support tourism such as tourist information, travel agents, and others.

This research has a qualitative approach, according to article Darsiharjo (2016) is a way to describe and analyze phenomena, events, social activities, attitudes, beliefs, perceptions, and thoughts of people individually and in groups.

The method used is descriptive which involves interviews with the management of Mupu Jeruk to find out the description and achievements to be achieved, as well as the form of programs and services provided to support and strengthen the SWOT analysis (strengths, weaknesses, opportunities, threats) from the aspect of sustainable tourism.

The focus of this research refers to sustainable tourism which is analyzed with SWOT as a reference for the development of special interest tourism in Mupu Jeruk so that it remains an alternative tourist attraction that is sustainable and sustainable in all aspects.

RESULTS AND DISCUSSIONS

Mupu Jeruk is located on an area of 3 hectares located in the Bandung area, Agrotourism with a beautiful view has more than 1,000 Dekopon orange trees, giving its own sensation by being picked directly from the tree by direct visitors. Mupu in Sundanese means picking, so it is called Mupu Jeruk which can be interpreted as Picking Oranges, in accordance with the characteristics of this tourist destination.



Figure 1. Mupu jeruk from above

Source: <https://www.mupujeruk.com/2022>

The photo above shows that Mupu Jeruk has a large and well-managed land, it can be seen from the position of each decopon orange tree supported by bamboo and spaced and neatly lined up with each other. Activities at Mupu Jeruk also vary, including picking tours, educational tours, agribusiness training, and several activities organized by managers and visitors who use the premises at Mupu Jeruk. Travel and get hands-on agribusiness training and experience from the experts.

Then what if you look at the four components of tourism which include Attractions,

Amenities, Accessibility, and Ancillary that are well supported and managed, as follows:

1. Attractions, The main attraction in Mupu Jeruk is a tour of picking fruit directly from the tree, in this case Jeruk Dekopon. Picking this fruit is the main attraction, seeing the fruit that is still hanging on the tree branch can even directly enjoy the freshness of the fruit on the spot. Although picking fruit yourself will get a different price compared to getting fruit from the market or fruit shop, the satisfaction and impression cannot be compared with anything else.
2. Picture 3. Picking Dekopon oranges straight from the tree Source: beritasatu.com, 2020
3. Picking fruit itself is part of special interest tourism, apart from introducing the cultivation of dekopon oranges, this tour is part of the country's agricultural wealth. Indonesia is an agricultural country and moreover, the position of this tourist destination is in Bandung, the three major metropolitan cities in Indonesia.
4. In addition to picking themselves, visitors will also feel firsthand the condition of the plantation with the activities of the farmers who work to manage the plantation, besides that Mupu Jeruk also has a cool geography, so that visitors do not feel the heat inside location.
5. Amenity, Mupu Jeruk has support for tourists on their trips, including a large parking area, meeting hall, prayer room, and toilets, as well as places to eat and even coffee shops at the Mupu Jeruk location. These infrastructure facilities are to support services in traveling in Mupu Jeruk, so that tourists also feel comfortable in that location. In addition, this facility is intended to achieve satisfaction and interest in continuous return visits. In addition to facilities for visitors, Mupu Jeruk also provides facilities for farmers and managers of Mupu Jeruk, including offices, meeting rooms, and rest areas.



Figure 2. A seat in the middle of the Jeruk Dekopon garden

Source: <https://www.mupujeruk.com/2022>

Sitting enjoying the view of the plantation at Mupu Jeruk after picking dekopon oranges directly, you can also enjoy Sundanese specialties cooked directly in Mupu Jeruk's kitchen, you can even enjoy dekopon orange juice which you can drink right away.

3. Accessibility, In terms of accessibility Mupu Jeruk is easy to reach not far from the center of Bandung, precisely in the Setiabudi area of Bandung with the main Bandung-Lembang route. However, this main route if on weekends and during the holiday season will have an impact on traffic density, so that it can hamper tourist travel.
4. Ancillary, Not only picking Dekopon oranges themselves, tourists also get agribusiness training on how to plant, care for, and even process Dekopon oranges so that they can be enjoyed properly.



Figure 3. Agribusiness training in mupu jeruk

Source: <https://www.mupujeruk.com/2022>

Agribusiness training is an additional service so that they can educate them on how to grow dekopon oranges to produce good fruit. In addition, the fruit picking process is also supervised by officers so as not to damage it and even help pick it if its position hinders the picker.

Special Interest Tourism Concept

Special interest tourism is an alternative choice of tourism by prioritizing a particular focus, whether agriculture, maritime, culture, religion, nature reserves, history, and so on. This focus on one thing makes the target segmented with certain interests and motives. Mupu Jeruk is a tourist destination of special interest in agriculture, featuring dekopon citrus plantations with the concept of agro-tourism.

According to Anindita (2010), special interest adventure tourism can be defined as a form of travel carried out in a location that has physical attributes that emphasize elements of challenge, recreation, and the achievement of tourist desires through involvement/interaction with natural elements. Tourists who are involved in special interest tourism can be divided into 2, including:

1. Light Group (Soft Adventure): The group that sees their involvement is more willing to try new activities, so the level of challenge they take tends to be light to average.
2. Hard Adventure: Groups that view their participation in special interest adventure tourism activities as the main goal or motivation, so they tend to be more active and serious to be involved in the activities they participate in. This group tends to look for products that offer the above average challenge. Based on the above understanding, the notion of special interest tourism is someone's interest related to hobbies where tourists will come to tourist attractions that have unique physical attributes.



Figure 4. Group of tourists who enjoy picking tours in mupu jeruk

Source: <https://www.mupujeruk.com/2022>

This special interest tourism is not only intended for individuals but also groups, both with special agribusiness motives or just an interest in planting and picking fruit from the tree directly. This special interest tourism itself has a different impact and influence, besides being more focused, it also has a special role in contributing to a particular focus. For example, focusing on agriculture, Mupu Jeruk is also part of the Dekopon citrus supporter that can be found in stores or fruit markets. So that suppliers feel facilitated by this, visitors are also helped in providing special experiences in agro-tourism, especially Dekopon Jeruk.

Tourism as an Alternative

Tourism as a leading sector has a major impact on the economic development of the community, besides that tourism also elevates an area to be more developed. Special interest tourism is an alternative that cannot be found anywhere else, so it can contribute many things other than as an alternative choice.

The government must look for alternative economic sectors that are considered appropriate to accelerate poverty alleviation and regional socio-economic problems. One of the economic sectors that is considered quite prospective is the tourism sector. The tourism sector is believed not only to be able to become a mainstay sector in an effort to increase the country's foreign exchange for development but also to be able to alleviate poverty. This is in line with the objectives of tourism development in accordance with Article 4 of the Law of the Republic of Indonesia Number 10 of 2009 concerning Tourism which states that the objectives of tourism development are:

1. Increase economic growth
2. Improving people's welfare
3. Eradicating poverty
4. Overcoming unemployment
5. Preserving nature, environment and resources
6. Advancing culture
7. Raising the nation's image
8. Cultivate a sense of love for the homeland
9. Strengthen national identity and unity
10. Strengthening friendship between nations.

Thus, it is very clear that the role of the tourism sector is very large in the development of a region, especially Bali as one of the regions in Indonesia that has various potential tourism resources and has become a barometer of national tourism development. For this reason, efforts are needed to

develop the potential for more attractive and innovative tourist attractions in order to be able to compete with other regions or countries in the world.

Tourism and special interests indirectly affect regional development, building their own culture with a special segment in this case agro-tourism with the concept of developing managed dekopon citrus farming and related educational media. Mupu Jeruk also has a big impact as an alternative tourism option for individuals who have special interests and motives for agriculture or agro-tourism, both for personal and group use. In addition, Mupu Jeruk is also able to absorb workers who are not only focused on managing the Jeruk Dekopon garden but also become a tourist attraction by involving various human resources.

SWOT analysis

In supporting sustainable special interest tourism, it is necessary to carry out a SWOT analysis by looking at the factors that are strengths, weaknesses, development opportunities (opportunities), and possible external factors that pose threats (threats). Rangkuti, 2011). In this case, fruit picking tourism in Mupu Jeruk will also be analyzed using a SWOT analysis to find out the parts that can support and threaten which can be seen below:

Table 1. SWOT analysis fruit picking tourism in mupu jeruk

Aspect	Strength	Weakness
Destination Management	The Management of "Mupu Jeruk" Fruit Picking Tourism is managed independently/privately. Management will be easier because it is adjusted to the owner's vision and mission. Has a large area with adequate supporting facilities from parking lots, toilets, places to eat to spots to capture the moment at Mupu Jeruk. apart from that in terms of service there is also a Guide who will help explain and direct the fruit picking tour itself.	Management of independent/private-owned destinations has a weakness if it is seen that its development can remain stable or decline based on performance related to the management of the tourist destination. The position of this fruit picking tour is basically strategic but the road access is the only one so it will be quite vulnerable to traffic jams on weekends or high seasons.
Economy	technology so that it provides good opportunities from an economic perspective. Fruit picking tourism itself, being part of special interest tourism, can provide more contributions, because the segmented ones who clearly have an interest are not without reason to visit related destinations.	Fruit picking tourism itself as a special interest tourism has a special segment that is not accessible to everyone, but specifically for those who have an interest in agriculture, specifically fruit, in this case in Mupu Jeruk. will indirectly affect the economy.
Social Culture	This special interest tourism for picking fruit in Mupu Jeruk has an encouraging impact on demographic changes where agricultural land will become multifunctional with the existence of tourist destinations. In addition, it opens up job opportunities for the community, specifically in the agricultural sector and of course changes in values in people's lives that can be culturally diverse.	Changes in the presence of tourist destinations, in this case special interest tourism, will have an impact on the mixed culture of the people involved in it. The other side will threaten security when the tourist destination becomes the target of tourists.
Environment	The fruit picking tourism area itself will be much more organized in terms of beauty, considering that this cultivation area is not only intended for agricultural purposes but also for tourism.	Agricultural land will become multifunctional so that not 100% of the land is not used for dekopon citrus cultivation.

Aspect	Opportunity	Threats
Destination Management	In terms of governance, this fruit picking tour itself has an opportunity where this tour can show the cultivation of dekopon oranges and indirectly provide education. This multifunctionality can be an opportunity not only for its natural appeal, but also for education and other services that support this fruit-picking tour.	Management that is not qualified by management will have an impact on the ups and downs of tourist interest and supporting infrastructure facilities if not managed properly will also have an impact on being less awake or damaged, and all of this will have an impact on decreasing tourist interest in visiting. This citrus fruit cultivation tourism will also be vulnerable to the weather, if it is not friendly it will affect the citrus growth process, considering that the plant engineering game does not fully run with the ongoing natural conditions.
Economy	Contribute to the community's economy more and become a special share in tourism.	
Social Culture	Opportunities in enriching the life of an agrarian society as in Indonesia, apart from maritime conditions, are rich in natural resources and of course human resources are also capable of managing agricultural land.	The involvement of many parties will threaten the clearing of new land for self-picking tourism with different management, thus threatening the growth of this special interest tourism.

CONCLUSION

Moving on from the description above, the following conclusions can be drawn: 1) Special Interest Tourism as an alternative tourism by emphasizing achievements with certain motives for tourists, which are usually mass tourism products and tend to be monotonous, less attractive, and have an impact on the environment. Meanwhile, special interest tourism offers conformity with the interests and motives of tourists. 2) Mupu Jeruk is one of the tourist destinations of special interest because it has a special focus in this case agriculture with dekopon citrus agribusiness with an interesting picking concept own fruit in the middle of a dekopon orange orchard. By segment, Mupu Jeruk focuses specifically on segments that understand and have motives in the agricultural sector based on individual and group interests. 3) This tourist spot in Mupu Jeruk besides being able to pick dekopon oranges directly on the tree, you can also feel the scattered citrus plantations. In addition, we can also learn how to plant and care for dekopon oranges. In addition, Mupu Jeruk can be a place to spend the weekend because it is equipped with supporting facilities such as a coffee shop, meeting hall, and interesting corners to discuss and chat in the middle of a dekopon citrus plantation.

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