

## Research Article

# Rasagalor Coffee Education Tourist Attraction Design based on Halal Tourism in Mekarmanik Village, Bandung Regency

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**Abstract.**

The halal tourism concept is a contemporary tourism development concept that is currently implemented around the world. Halal tourism does not only relate to producing halal products, but also every other aspect of Islamic beliefs, including developing domains that support Islamic activities. This article aims to explore designs for tourist attractions based on the halal tourism concept. The research will take place in Mekarmanik Village, Cimenyan District, Bandung Regency. The location experiences three major issues, which are farmers' mindset who prefers selling straight to wholesalers for low prices compared to further processing products for higher prices; forest land and coffee vegetation utilization for educational objects; and integration of potential colonial sites to increase local community livelihood. Therefore, the design will aim to include means that could help increase the local community's knowledge through site planning and 3D designs of a product processing room, product marketing storefront, coffee forest educational hiking trail, and dan colonial coffee garden educational room. Required data will be gathered from literature studies, field observations, and focus group discussions (FGDs). Afterward, collected data will be analyzed using design elements needs analysis and functional relations analysis. Later, design results may bring solutions that would be able to increase local farmers' and community livelihoods.

**Keywords:** halal tourism, mekarmanik, design, educational area, rasagalor coffee

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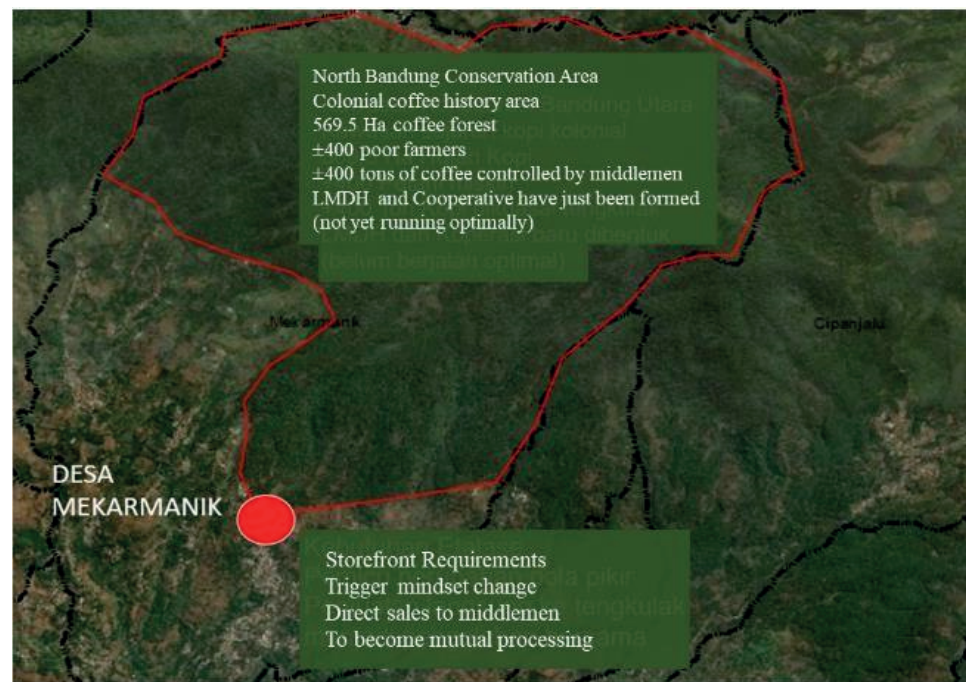
## 1. Introduction

The rising interest and population of Muslim travelers in touring increased of Halal Tourism Popularity globally [1]. Halal Tourism is a sub-category of religious tourism [2] and is conceptually different from Islamic Tourism [3]. As its name suggested, the main principle of this type of tourism is in implementing the 'halal' concept, which means allowed by the Islamic sharia, not only related to edibles but every aspect of an Islamic Livelihood [2].

As the largest Muslim country in the world, the Halal tourism in Indonesia contributes fairly to the national economic development despite the global economic crisis [4]. Indonesia has also crowned the best halal tourism destinations in 2019 by the Global Moslem Travel Index (GMTI). While nationally, West Java was one of the top ten Halal Tourism Destination by the Indonesia Moslem Travel Index (IMTI). West Java was also placed third highest on tourist travel rankings in 2021 with 15.6% of them visiting the Greater Bandung Area.

Based on the high demand and interest for halal destinations in the Greater Bandung Area, developing the halal tourism concept becomes a prioritized alternative in regional development. Developing such concepts includes halal food and beverages, halal transportation, halal accommodations, halal logistics, Islamic finances, Islamic tourism packages, and even halal spas and treatment centre [5]. The basic principle includes worship obligations, sharia attire, and intergender interactions (The World Halal Travel Summit, 2015). In practice, El-Gohary (2015) established 23 key requirements of halal tourism. Three of those are related to regional design, which are worship space conditions and qibla direction signage, separated facilities for males and females, and bedrooms and toilet not facing the qibla direction [6][7]. This article explores the connection between site design and the halal tourism concept, which is rarely observed systematically. The study area of this research will be Mekarmanik Village, Bandung Regency. Mekarmanik village was announced as a national strategic area based on economy, living environment, and sustainable urban system. It was also appointed as a provincial strategic area and directed to build an environment that supports regional function, special or strategic national interests, and is in line with regulations regarding the natural and conserved area. This includes urgent directions to natural environment improvement and conservation, or specific activities such as ecotourism.

Key issues in developing Mekarmanik Village include optimizing coffee forest conservation and historical site preservation through community empowerment. Mekarmanik Village houses 569.5 hectares of forest which produce over 400 tons of coffee beans



**Figure 1:** Mekarmanik Village Development Issue Map.

annually, currently managed by uncaring middlemen. The current management condition results in the low livelihood of Rasagalor Coffee farmers. On the other hand, this area consists of historical remains of British Colonial Blocks developed by Andreas De Wilde through the Landrent act established by Governor Raffles on October 15<sup>th</sup>, 1813. Community empowerment efforts are hindered by the underutilization of education and livelihood. Furthermore, historical economic activities, such as *Pamoyanan*, *Pangeteran*, *Pamayaran*, and *Panggilingan*, are left unproductive.

The natural strength of the coffee forest and abundant coffee production has not been able to prosper the community. Middlemen directly intervene in the process and monopolize coffee beans cheaply. Generally, local farmers do not know the post-harvest cultivation process, have limited resources, and have narrow access to market opportunities.

The Forest Village Community, or *Lembaga Masyarakat Desa Hutan* (LMDH), of Mekarmanik Village, established the Rasagalor producer cooperative in 2021 to solve the complex issue of development. As a newly established institution problems regarding planning, organizational, financial, and community empowerment implementation problems occur often. Various strategic issues faced by the cooperative include:

1. The need to change farmers' perspective from selling their produce to middlemen to manage it independently with the cooperative.

2. Utilization of forest and coffee farmlands as an educational object for both local farmers and the general public.
3. Integration of colonial remains to increase local farmer livelihoods and community empowerment.

## 2. Methodology

### 2.1. Research Approach Method

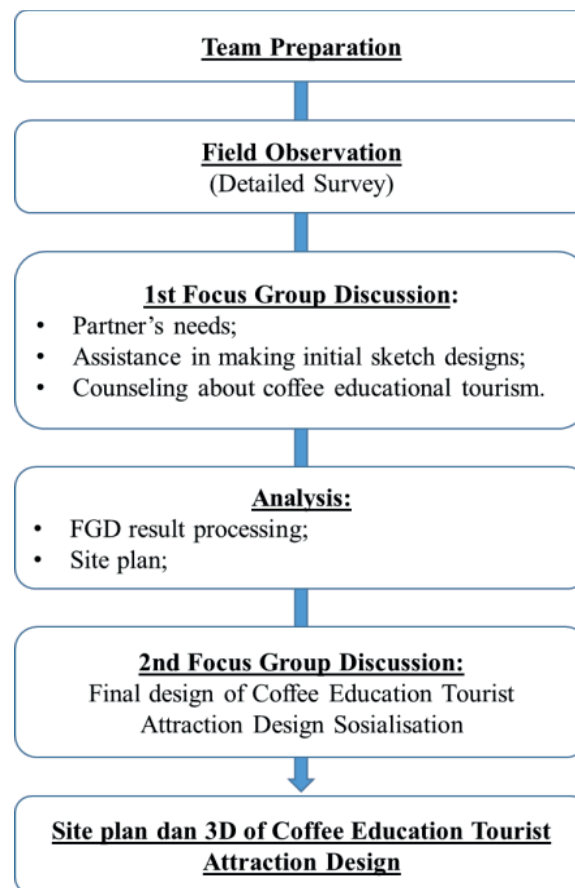
To design an appropriate tourism destination based on Rasagalor Coffee, stakeholders' perceptions and preferences need to be accounted for. This research comprises four stages of activities, including

the preparation stage, data collection stage, analysis stage, and finalization stage.

During the preparation stage, the research team focuses on synchronizing the understanding of the design object and determining the research process based on the literature study. During the data collection stage, the team will gather related primary data from two main methods, field observation and focus group discussion. This first focus group discussion will examine stakeholders' needs and demands. During the analysis stage, the team analyzes the collected data through two types of analysis, which are design elements analysis and functional linkages analysis. During the finalization stage, a second focus group discussion will be held to socialize and round up the final design concept.

### 2.2. Data Gathering Method

Important data for this research are gathered through three methods, which are literature study, field observation, and focus group discussions (FGDs). Aveyard (2010) defined literature study as a research and interpretation method based on comprehensive pieces of literature that discuss a specific topic. This method is used to understand basic theories regarding tourism destination development, design, and regulations implemented at Mekarmanik Village. Field Observation is a data and information gathering method for direct observations of physical objects. This method is used to observe the actual conditions of Mekarmanik Village. Elliot and associates (2005) interpret FGDs as a type of open discussion forum that includes six to ten members directed by a reliable moderator. The number of people included needs to be large enough to enrich the discussion, but small enough to remain focused and easy to follow. In this research,



**Figure 2:** Research Process.

such FGDs will be done twice, once during the data gathering stage to understand stakeholders' needs and aspirations regarding the developmental design concept. Another FGD will be done during the finalization stage to socialize and round up the design concept.

### 2.3. Analysis Method

Two methods of analysis used to determine the design concept for Mekarmanik Village are design element analysis and functional linkages analysis. The design element analysis is important to define the most optimal activities planned on site. Eight design elements need to be considered, namely:

1. Land Use Utilization;
2. Building shape and mass;
3. Transportation circulation and parking;
4. Open spaces;

5. Pedestrian access;
6. Supporting activities;
7. Signages; and
8. Preservation.

The functional linkages analysis is necessary to understand the dynamics between spatial zones and components as an input in developing integrated and comprehensive zones or components on the site.

### 3. Findings

#### 3.1. Mekarmanik Village Educational Tourism Opportunities

Mekarmanik Village owns various natural and built attractions that could support Rasagalor Coffee Educational Tourism Development. Based on our research, the first potential attraction is the natural landscape that fits well with the coffee farming process. The hilly terrain of Mekarmanik Village can also provide a mild and refreshing climate to visitors.

The next attraction of Mekarmanik Village is *Warung Bemo* or Bemo Café, which is a café with a large portion of open space decorated with outworn vehicles or *bemo* as ornaments. *Warung Bemo* functions as a place to experience local products, such as coffee. The large open space on *Warung Bemo* property can also be used for Rasagalor Coffee presentations, local history presentations, and other educational activities. *Warung Bemo* can become a spatial alternative for various activities.

Elements of adventure can also be added to the whole experience through tracking options of the Mekarmanik Village Hillside. Visitors can choose from multiple tracking routes in accordance with their preferences and capabilities. Along the way, visitors can experience attractive natural vegetation, such as coffee plantations, pine forests, flower beds, and unique sceneries.

Mekarmanik Village is not only limited to coffee-based education attraction, but also historical education attraction. Currently, multiple prehistoric sculpture or sites can be found through not massively exposed, making only few are aware of their existence. The planned development should include these items also, so that tourist can also recognize the heritage, physically and non-physically, of Mekarmanik Village.

The Rasagalor Coffee Tourism Area can be divided into two key zones, which are the nature zone and the history zone. The nature zone will be built to enable visitors to





**Figure 3:** Mekarmanik Village Scenery Source: Field observation, 2022.

experience the natural beauty of Mekarmanik's coffee plantations and hillside. Whereas the history zone will introduce visitors to the historical elements of Mekarmanik Village while savoring the taste of Rasagalor Coffee. Several destination spots planned here are:

1. Classic car terminal exhibition.
2. Climate Village Storefront Corridor.
3. Climate Village Square.



Figure 4: Warung Bemo.

4. Bemo Café: Savoring Rasagalor Coffee among classic cars.

5. Arcamanik Empire Natural and Historical Education Center.

6. Siliwangi Infantry Monument (Camping Ground Heritage Education).





**Figure 5:** Natural Tracking and Vegetation Attraction.

7. Arcamanik Coffee Forest: Rasagalor Coffee Historical Education, Coffee Cultivation Education while enjoying the product.
8. Arcamanik Empire Sacred Forest Conservation based on local wisdom: Sekebasari site and Mbah Daud Sanctuary.
9. Batu Niung thematic plantation: Palawija and Flowers. Taking selfies with the beauty of Tebih Batu as a background.



**Figure 6:** Nini Maranak Boulder.

There are six main zone in the Educational Tourism Destination Design Concept:




1) Coffee forest zone

Development of this location will focus on strengthening local brands and providing a place for tourist transit while experiencing the whole area. Moreover, this node will also

serve as a storefront for local brands produced by the community, specifically those based on coffee. Therefore, people can taste the uniqueness of Rasagalor Coffee while enjoying the attractive nature.

The innovation that will be carried out at this location is to create a KUKM node as a transit point for tourists in exploring the Rasagalor coffee educational tour. In addition, the KUKM node is one of the storefronts provided for branding local products produced by the people of Mekarmanik Village, especially in the coffee sector. Thus, tourists can taste the taste of local coffee with beautiful and interesting natural nuances.

The needs in the development of coffee forest areas include the following: Availability of stalls and stage huts, Coffee forest education storyboard, Development of infrastructure supporting the theme such ac Toilet, Electricity, and trash bin.






<p><b>Location Map</b></p> 	<p><b>Condition:</b></p>  <p>Dominated with coffee plantation. The plantation can produce quite productive robusta's coffee bean. This location also become a crossing point between Oray Tapa campground and Seke Besari spring.</p>
	<p><b>Development</b></p>  <p>The development that will be carried out at this location is to create a KUKM node as a transit point for tourists in exploring the Rasagalor coffee educational tour. In addition, the KUKM node is one of the storefronts provided for branding local products produced by the people of Mekarmanik Village, especially in the coffee sector. Thus, tourists can taste the taste of local coffee with beautiful and interesting natural nuances.</p> <p><b>Needs:</b></p> <p>The needs in the development of coffee forest areas include the following:</p> <ul style="list-style-type: none"> <li>• Availability of stalls and stage huts.</li> <li>• Coffee forest education storyboard</li> <li>• Development of infrastructure supporting the theme:             <ul style="list-style-type: none"> <li>- Toilet</li> <li>- Electricity</li> <li>- Rubbish bin</li> </ul> </li> </ul>

2) Arcamanik empire natural and historical zone

The main anchor of this zone will be a museum based on the Arcamanik empire profile. Prehistoric statues and heritage items will be collected here so the overall history can be concentrated in one place. Currently, the condition of the historical site of the Nini Maranak Kabuyutan Arcamanik has not been massively exposed, the existence of the location in the area of the Nini Maranak historical site is still filled with shrubs. Of course, with the high historical potential of Nini Maranak, its existence must be improved so that the historical story of Kabuyutan Arcamanik, especially the historical site of Nini Maranak, is able to increase the value and image of the Mekarmanik Village Area.

The innovation that will be developed is by creating a profile of a museum of natural education and arcamanik history. Later, the findings of the archa and historical relics will be collected at this location to be used as a place for educating the history of arcamanik based on a natural approach.

The needs in the development of natural and historical education museums include the following: Site plan; Historical education board and arcamanik kabuyutan storyline; Saung stage made of wood; A place to place a collection of sites and historical relics of Kabuyutan Arcamanik.

<p style="text-align: center;"><b>Location Map</b></p> 	<p><b>Condition:</b></p>  <p>Currently, the condition of the historical site of the Nini Maranak Kabuyutan Arcamanik has not been massively exposed, the existence of the location in the area of the Nini Maranak historical site is still filled with shrubs. Of course, with the high historical potential of Nini Maranak, its existence must be improved so that the historical story of Kabuyutan Arcamanik, especially the historical site of Nini Maranak, is able to increase the value and image of the Mekarmanik Village Area.</p>	
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3) Batu Niung thematic plantation zone Currently, this location is filled with





multiple colorful flower beds. The development will align with the flower garden concept in the middle of the forest. The mild climate and picturesque landscape will produce a flower garden that is one of a

kind. However, this potential is still not developed because there is no spatial function arrangement to optimize this potential. For this reason, an innovation was made to develop a flower garden in the middle of the forest with the aim of preserving the plant ecosystem as well as being able to provide an attraction for visiting tourists. In addition, this zone can be used as a favorite spot for selfies.

The development that will be carried out is by developing a flower garden with location characteristics in the middle of a forest area. With the cool climate conditions of Mekarmanik Village and supported by a good landscape, the development of a flower garden will feel different and more interesting to visit.

The needs in the development of natural and historical education museums include the following: Site plan; Historical education board and arcamanik kabuyutan storyline; Saung stage made of wood; A place to place a collection of sites and historical relics of Kabuyutan Arcamanik.











<p style="text-align: center;"><b>Location Map</b></p> 	<p><b>Condition:</b></p>  <p>Based on the existing conditions, this zone is overgrown by various types of unique and interesting flowers. However, this potential is still not developed because there is no spatial function arrangement to optimize this potential. For this reason, an innovation was made to develop a flower garden in the middle of the forest with the aim of preserving the plant ecosystem as well as being able to provide an attraction for visiting tourists. In addition, this zone can be used as a favorite spot for selfies.</p>
<p><b>Development</b></p>  <p>The development that will be carried out is by developing a flower garden with location characteristics in the middle of a forest area. With the cool climate conditions of Mekarmanik Village and supported by a good landscape, the development of a flower garden will feel different and more interesting to visit.</p>	<p><b>Needs:</b></p> <p>The needs in the development of flower gardens include the following:</p> <ul style="list-style-type: none"> <li>• Site plan</li> <li>• A short information board about the various types of plants that exist,</li> <li>• Development of infrastructure supporting the theme</li> <li>• Selfie spot.</li> <li>• Toilet</li> </ul> 

4) Siliwangi infantry monument zone Primarily, this location will be

developed as an educational campground. This will hopefully attract campers to stay for the night while learning more about the Siliwangi Infantry that once was based here. Activities on this educational camp will focus on providing knowledge about Mekarmanik's past.

The innovation that will be developed in the area of the infantry monument, namely educational camp, is able to become an attraction for tourists who will carry out camping activities while getting information about the history of the Siliwangi infantry education who had previously carried out activities around the monument. In addition, educational camp activities are able to provide insight into the history of past events.

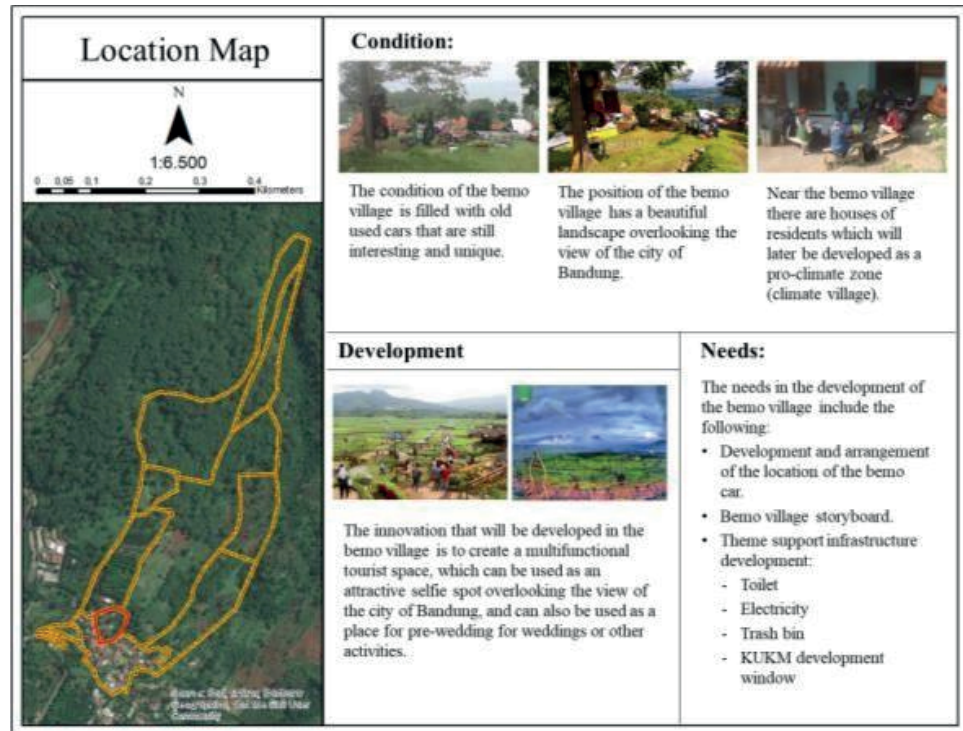
Development of the KUKM Node which is a supporter as well as a driving force for the community's economy. Location plan and education of the history of the Siliwangi infantry; Phallus; Infrastructure development supporting the theme such as Saung stage, Availability of electricity, and Toilet.

<p><b>Location Map</b></p> 	<p><b>Condition:</b></p> <div style="display: flex; justify-content: space-around;">    </div> <p>The Infantry Monument is one of the locations that was formerly used as a ceremony for the promotion of TNI officers.</p> <p>This location has character landmarks that reflect the symbol of defense in an area.</p> <p>The infantry monument area has a very wide open area with a slope height of about 1570 meter above sea level with a view of coffee plantations.</p>
	<p><b>Development</b></p>   <p>The innovation that will be developed in the area of the infantry monument, namely educational camp, is able to become an attraction for tourists who will carry out camping activities while getting information about the history of the Siliwangi infantry education who had previously carried out activities around the monument. In addition, educational camp activities are able to provide insight into the history of past events.</p> <p><b>Needs:</b></p> <ul style="list-style-type: none"> <li>• Development of the KUKM Node which is a supporter as well as a driving force for the community's economy.</li> <li>• Location plan and education of the history of the Siliwangi infantry</li> <li>• Phallus.</li> <li>• Infrastructure development supporting the theme:             <ul style="list-style-type: none"> <li>- Saung stage</li> <li>- Availability of electricity</li> <li>- Toilet</li> </ul> </li> </ul>  

### 5) Bemo Village

At the moment, this location is abandoned. The developmental concept of Bemo Village is to build a multifunction event hall that can provide selfie spots with a beautiful Bandung City background, while also can be used for wedding ceremonies or similar events.

The innovation that will be developed in the bemo village is to create a multifunctional tourist space, which can be used as an attractive selfie spot overlooking the view of the city of Bandung, and can also be used as a place for pre-wedding for weddings or other activities.



### 6) Proklim Village

This location will be developed as the primary dormitory and local product market area. Combining these two functions will potentially optimize local activities. Physically, this area is identical with its many flowers.

The innovation refers to best practice in the Malang. Later, in addition to being used as a place to live, this Proklim village can also be maximized as tourist destinations and the community is also able to optimize their village KUKM and this is in accordance with his research [8]

Rasagalor Coffee Educational Tourism Destination Design will be based on the Halal Tourism Concept, which mainly implements halal tourism principles, advocates knowledge refinement for locals and the general public, fits with design standards for coffee cultivation and storefront, and by the end will improve the local economy and provide community empowerment. The design will provide solutions for current issues happening in Mekarmanik Village. There are several solutions such as:

1. Production and storefront design that would potentially alter local farmers' perspective from directly selling to middlemen for low profit to independent cultivation that would lead to better profit with the local cooperative.

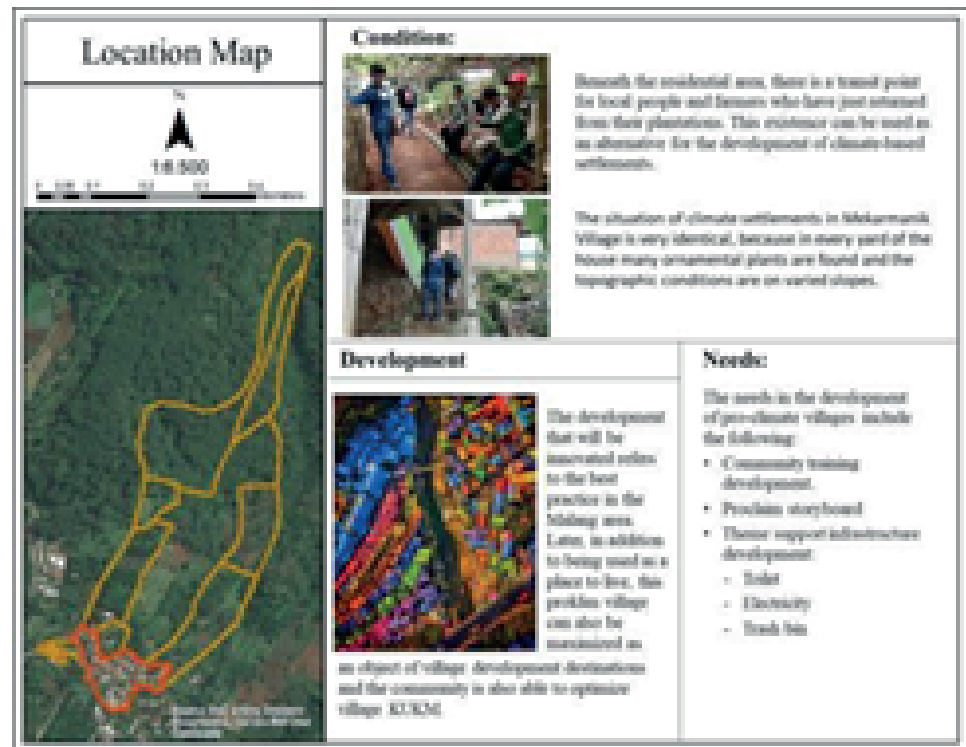


Figure 7: Rasagalor Coffee Educational Tourism Area Design Map.

2. The utilization of coffee forest and vegetation as a tourism hiking track through improved communications between the LMDH, the cooperative, other stakeholders, and the local farmers that are initially cloistered. This will also encourage farmers to educate others regarding coffee cultivation and local history while enjoying the end product. With the concept of “*sambil ngopi di Leuweung*”, which can be translated to “while drinking coffee in the forest”, the overall impression can be a breakthrough in experience-based tourism.
3. The development of a hiking track with multiple alternatives to explore the coffee forest and plantation that customer enjoy, can also promote unexposed historical sites. This integration of historical aspects will help improve local farmers’ livelihood.

## 4. Conclusion

Development of Rasagalor Coffee Educational Tourism Destination in Mekarmanik Village is arranged based on integrating the educational tourism concept, the natural adventure tourism concept, the historical tourism concept, and the halal tourism concept. It is important to design it in such a way as to improve local livelihood through various tourism activities that could potentially attract tourists to the location, and



provide improvement in local coffee cultivation and marketing. By implementing this design concept, Mekarmanik Village can be more prosperous and the local community can be empowered.

## Acknowledgement

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