

## **ASSISTANCE AND DEVELOPMENT OF AGROWISATA DADI RAHARJA BUMKAL MARGODADI SEYEGAN: CREATION OF THE OVERALL SITE LAYOUT FOR AGROWISATA DADI RAHARJA**

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**Abstract** – Bumkal Margodadi is a Village-Owned Enterprise (Bumkal) of Margodadi, currently developing a vacant plot into an agrotourism destination called Agrowisata Dadi Raharja. This BUMKal focuses on agrotourism, MSMEs, agriculture, and plantations. As the project is in the planning and development stages with limited facilities, a comprehensive site layout plan is needed for both agrotourism and educational tourism. The Community Service Group has initiated support for this development by creating a complete site layout to help manage and plan the construction of the agrotourism site in collaboration with the managers. Additionally, two supporting programs are being implemented: creating identification and directional signage to mark planned locations, and developing a social media presence and public outreach to introduce the agrotourism site to a broader audience through social media accounts (Instagram) and a Google Maps location. These community service efforts aim to accelerate the construction and development of the agrotourism site, supported by the site layout design, the installation of signage, and increased public awareness through social media and Google Maps.

**Keywords:** Dedication, Agrotourism, Site Layout

## 1. INTRODUCTION

Margodadi Village is a village that is a bit far from the city center. It is situated in Seyegan District, Sleman Regency, Yogyakarta Special Region. Margodadi is a Village-Owned Enterprise (Bumkal) in this village that sits on about 6 hectares of undeveloped land. Ismanto et al. (2022) represent Bumkal as a commercial entity in which the village owns the bulk of the capital, with the intention of leveraging the village's resources to enhance the welfare of the surrounding community. This potential encompasses human, institutional, natural, economic, and other resources.

According to the observations and interviews carried out by the community service organization, there are plans to transform Bumkal Margodadi into a tourist attraction known as Agrowisata Dadi Raharja. The emphasis will encompass not just tourism but also the provision of sustainable support to small and medium-sized enterprises (SMEs), agriculture, and plantations. The conception of this strategy is driven by the conviction that Bumkal have the capacity for such progress, while simultaneously leveraging the extensive land held by Margodadi Village. Currently, the facilities available are basic, including a traditional Joglo pavilion, an office, plantations, agricultural land, a large field, a pond, and the establishment of kiosks for SMEs. The management team established for the development of this agrotourism project is perceived to possess a well-defined vision concerning the utilization of each area within Bumkal Margodadi. However, they have yet to formulate a detailed design or spatial plan, and specific sites for various functions remain unidentified.

As a result, through plenty of strategic projects, this community service group has proactively taken the initiative to support Agrowisata Dadi Raharja's development. These include designing the Bumkal Margodadi site layout, setting up identification and navigational signage. In addition, in order to augment the visibility and acknowledgement of this agrotourism destination, social media channels have been instituted, in conjunction with focused outreach initiatives to endorse Agrowisata Dadi Raharja. This will guarantee the site's extensive recognition and the draw of a substantial influx of prospective guests.



**Figure 1.** Camping ground



**Figure2** Ground



**Figure3** Longan Tree



**Figure 4** Shallot

## **2. METHOD**

The work method used in this community service is in the form of direct observation to the service location and interviews with the management of Dadi Raharja Agrotourism to obtain problems as a basis for compiling a work program. The results of observations and interviews can be used as a reference for compiling a work program to respond to problems in Agrowisata Dadi Raharja. Community service activities were carried out from 25th February to 18th Mey, 2024. Community Service at Dadi Raharja Agrotourism was carried out by students of the Faculty of Science and Technology at UIN Sunan Kalijaga. The existence of Community Service Activities at the Agrowisata Dadi Raharja Bumkal Margodadi is expected to provide new understanding to Agrotourism managers, both in terms of material and scientific aspects. The following is a work program that has been

prepared based on the results of observations and interviews that have been carried out.

- a. Creation of the Overall Site Layout for Agrowisata Dadi Raharja
- b. Creation of Identification Boards and Directional Signs for Agrowisata Dadi Raharja
- c. Development of Social Media, Promotion, and Introduction for Agrowisata Dadi Raharja

### **3. RESULTS AND DISCUSSION**

The following outlines the outcomes of the main program, which involved creating a comprehensive site layout for Agrowisata Dadi Raharja, as well as the supporting programs, which included developing identification boards, directional signs, and developing social media, promotion, and introduction of agrotourism: a. Creation of the Overall Site Layout for Agrowisata Dadi Raharja

The process of creating the site layout began with discussions with the local manager and director of Agrowisata Dadi Raharja, to determine the boundaries of the agrotourism area. The students then conducted a site survey and measured the area using satellite imagery from Google Maps. Following this, a preliminary sketch of the boundaries of Agrowisata Dadi Raharja was created. Next, a 2D layout was developed, mapping out the facilities according to the director's specifications. After receiving approval, a 3D site layout was designed using SketchUp software. The final result was then rendered using Enscape software to provide a more realistic and detailed visualization.

The creation of the site layout was carried out from February to May by Community Service Program members. This activity resulted in a 3D model that includes all the facilities available at Agrowisata Dadi Raharja. The planned facilities consist of 21 diverse areas, including parking lots, gardens and accommodations, SME areas, and an office for operational purposes. Additionally, there are a lake, sports field, traditional pavilion, outbound area, ceremonial field, and a camping ground that can be used for specific events, all equipped with a canteen and restrooms for visitor convenience. There are also vegetable farms and orchards with various fruit trees such as longan, jackfruit, banana, orange, mango, onion, papaya, and avocado, which enhance the agrotourism experience. Finally, a playground is also available for family and children's entertainment during their visit. In addition to the 3D model, the site layout program also produced a presentation video and a poster, which were submitted to the director of Agrowisata Dadi Raharja.



**Figure 5.** The Overall Site Layout Results



**Figure6** Front Area



**Figure 7** Outbound Area

b. Creation of Identification Boards and Directional Signs for Agrowisata Dadi Raharja

This program was conducted from March to April. The first step involved discussions about the concepts and materials to be used for the identification boards and directional signs at the agrotourism site. Based on these discussions, we explored several options for both concepts and materials. We then held additional discussions with the management and the field supervisor regarding our previous findings. After finalizing the concepts and materials, we purchased and prepared them so that, upon arriving at the agrotourism site, we could immediately proceed with creating the Identification Boards and Directional Signs.

The creation of identification boards and directional signs for Agrowisata Dadi Raharja took place from March 23, 2024, until completion. The benefits of these identification boards and directional signs will become evident once the

agrotourism site opens to the public. In addition to the boards, a painting of the entrance logo was created, designed with an orange background and complemented by Wayang Gunung and Batik Mega Mendung ornaments. The boards list the names of various areas within the agrotourism site, which have been identified by the community service group with the assistance of Bumkal management. These areas include the camping ground, pond, office, plantation, restrooms, pavilion, field, canteen, warehouse, security post, agricultural areas, and the entrance. The boards are made from Kalimantan and teak wood, varnished in a natural wood color, with text painted in white and adorned with Javanese script, reflecting the unique characteristics of Javanese culture.



**Figure 8.** Process of Creating Directional Signs



**Figure 9.** Process of Creating Entrance Logo



**Figure 10.** Directional Signs for Agrowisata Dadi Raharja



**Figure 11.** Entrance Logo for Agrowisata Dadi Raharja

c. Development of Social Media, Promotion, and Introduction for Agrowisata Dadi Raharja

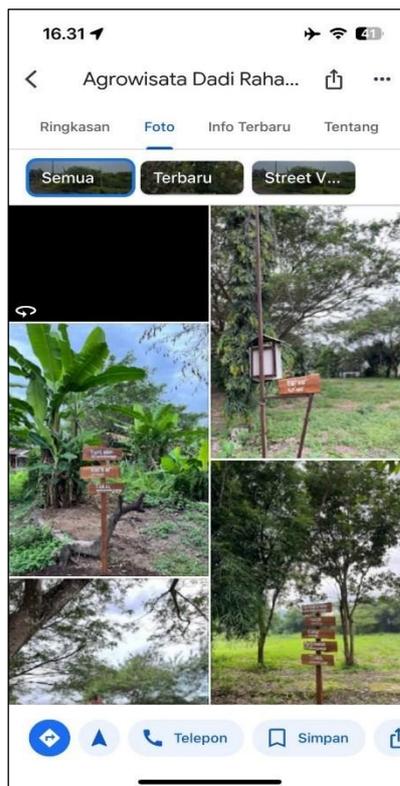
The development of social media, promotion, and introduction for Agrowisata Dadi Raharja was carried out on May 11, 2024, by members of the Community Service Program. This activity is a key program of the community service group at Agrowisata Dadi Raharja, Bumkal Margodadi Seyegan. The program aims to enhance the digital presence of the agrotourism site and expand its reach through social media development, promotion, and public introduction. The goal is to create an engaging, informative, and responsive online presence to attract visitors to Agrowisata Dadi Raharja, Bumkal Margodadi Seyegan, Sleman. Additionally, the promotion aims to increase online interaction with engaging content on social media, thereby boosting the visibility of Agrowisata Dadi Raharja.

The process began with requesting renderings of the site plan to be edited into a short video showcasing various angles of the agrotourism area, which served as a reference for creating the layout map. Documentation of photos of the existing facilities at the agrotourism site was also collected. The next step involved designing the initial Instagram feed posts, aligning with the agrotourism branding, which features a natural theme with a consistent color palette of green and brown, using Canva software. After completing the designs, the next phase was to create the

official Instagram account for Agrowisata Dadi Raharja. This included setting up the profile with the agrotourism logo and clear contact information, arranging and posting introductory content, and writing engaging descriptions for each Instagram post.



**Figure 12.** Instagram for Agrowisata Dadi Raharja



**Figure 13.** Google Maps for Agrowisata Dadi Raharja

#### **4. CONCLUSION**

In the context of program renewal for long-term initiatives, we, the student team of Community Service Program Assistance and Development for Agrowisata Dadi Raharja, Bumkal Margodadi Seyegan Sleman, request follow-up actions on several of our programs as outlined below:

a. Creation of the Overall Site Layout for Agrowisata Dadi Raharja

For the site layout creation program, we recommend implementing several modifications or additions to enhance its quality, especially in advanced technical aspects. This includes performing calculations and simulations for various scenarios to ensure the design achieves optimal results. Enhancing technical features is expected to add value to the site layout and improve its marketability during promotions. Consequently, we believe this program should be continued and further optimized.

b. Development of Social Media, Promotion, and Introduction for Agrowisata Dadi Raharja

Further development could involve planning promotional strategies, creating engaging content related to activities at the agrotourism site, developing highlight stories, and scheduling regular social media posts.

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