

# KAJIAN POTENSI AGROWISATA DI DESA MADENAN SEBAGAI OBJEK WISATA ALAM

Oleh

**Ketut Suarsini**

**NIM 1715011012**

**Program Studi Pendidikan Kesejahteraan Keluarga**

**Jurusan Teknologi Industri**

**Fakultas Teknik dan Kejuruan**

**Universitas Pendidikan Ganesha**

**Email: [ketutsuarsini09@gmail.com](mailto:ketutsuarsini09@gmail.com)**

## ABSTRAK

Tujuan dari penelitian ini adalah mendeskripsikan potensi agrowisata di Desa Madenan sebagai objek wisata alam. Dalam penelitian ini lokasi penelitian dilakukan di Desa Madenan Kecamatan Tejakula Kabupaten Buleleng. Metode pengumpulan data menggunakan metode observasi, wawancara dan dokumentasi. Teknik analisis data yang digunakan yaitu deskriptif kualitatif. Sumber informannya menggunakan teknik *purposive sampling*. Hasil penelitian ini yaitu: Desa Madenan memiliki potensi agrowisata yang dapat dijadikan sebagai objek wisata alam yaitu: perkebunan buah-buahan dan peternakan ayam betet. Sesuai dengan teori 4A yang dimiliki Perkebunan Pondok Ki Raja Madenan di Desa Madenan yaitu: *attraction* (atraksi) petik buah, pembibitan, pemanenan hasil buah. *Accessibility* (aksesibilitas) akses informasi, akses jalan dan tempat akhir perjalanan. *Amenities* (fasilitas) akomodasi penginapan *homestay*, penyedia pelayanan jasa makanan dan minuman. *Ancillary* (pelayanan Tambahan) tersedia listrik, tersedia air bersih dan tersedia jaringan internet. Potensi agrowisata Peternakan ayam betet memiliki *attraction* (atraksi) *sparing/adu* ayam betet, memberi makan dan minum ayam betet, memandikan ayam betet, pembibitan, pemeliharaan dan kegiatan pemanenan ayam betet. *Accessibility* (aksesibilitas) sudah tersedianya akses jalan raya dan akses informasi informasi. *Amenities* (fasilitas) tempat penyediaan jasa makanan dan minuman, gazebo, toilet umum dan teras tempat bersantai dan sarana prasarana peternakan ayam dan *ancillary* (pelayanan tambahan) sudah tersedia jaringan internet, tersedia listrik dan tersedia air bersih. Berdasarkan hasil penelitian diatas dapat disimpulkan bahwa agrowisata di Desa Madenan memiliki potensi sebagai objek wisata alam.

**Kata kunci:** Potensi, Agrowisata, Perkebunan, Peternakan

# STUDY OF THE POTENTIAL OF AGROTOURISM IN MADENAN VILLAGE AS A NATURAL TOURIST ATTRACTION

## ABSTRACT

The purpose of this study is to describe the Potential of Agrotourism in Madenan Village as a Natural Tourist Attraction. In this study, the research location was conducted in Madenan Village, Tejakula District, Buleleng Regency. Data collection methods use observation, interview, and documentation methods. The informant source uses purposive sampling techniques. The results of this research are: Madenan Village has agrotourism potential that can be used as a natural tourist attraction, namely: Fruit plantations and parrot chicken farms. By the 4A theory owned by Pondok Ki Raja Plantation in Madenan Village, namely: Attraction (attractions) fruit picking, breeding, harvesting fruit products. Accessibility (accessibility) access to information, road access, and the final place of travel. Amenities (facilities) homestay lodging accommodation, food and beverage service providers. Ancillary (additional services) available electricity, clean water available, and Internet network available. The agrotourism potential of *Betet* Chicken Farming has attractions (attractions) sparring/fighting parrot chickens, activities to feed and drink parrot chickens, other activities to bathe parrot chickens, breeding activities for conservation activities, and harvesting activities. Accessibility (accessibility) is already available highway access and access to information. Amenities (facilities) where food and beverage services are provided, gazebos, public toilets, and terraces where to relax and the means of raising chickens and ancillary (additional services) are available Internet network, electricity available, and clean water available. Based on the results of the above research, it can be concluded that the agrotourism in Madenan village has the potential as a natural tourist attraction.

Keywords: Potential, Agrotourism, Plantation, Animal Husbandry

