

POTENSI VANNAZA ECO FARM SEBAGAI AGROWISATA PETIK ANGGUR DI DESA DENCARIK KABUPATEN BULELENG

Oleh

Komang Widi Putrayasa, NIM 2215011039

Jurusan Teknologi Industri

ABSTRAK

Penelitian ini bertujuan untuk menganalisis potensi Vannaza Eco Farm sebagai agrowisata di Desa Dencarik berdasarkan konsep 4A yang meliputi *attraction*, *accessibility*, *amenities*, dan *ancillary*. Penelitian ini menggunakan pendekatan kualitatif deskriptif. Data dikumpulkan melalui observasi dan wawancara mendalam dengan pengelola Vannaza Eco Farm sebagai informan kunci, serta Sekretaris Desa Dencarik dan masyarakat sekitar sebagai informan pendukung. Analisis data dilakukan melalui tahapan reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa Vannaza Eco Farm telah memenuhi keempat komponen dalam konsep 4A. Pada aspek *attraction*, Vannaza Eco Farm menawarkan daya tarik berupa aktivitas petik anggur, keberagaman varietas anggur, serta produk olahan berbasis anggur yang menjadi kekuatan utama dalam pengembangan destinasi. Aspek *accessibility* didukung oleh kondisi jalan yang baik dan kemudahan akses melalui Google Maps, namun masih memerlukan penambahan rambu penunjuk arah menuju lokasi. Pada aspek *amenities*, tersedia berbagai fasilitas pendukung seperti area parkir, toilet, gazebo, tempat duduk, dan area penjualan produk UMKM. Sementara itu, aspek *ancillary* didukung oleh peran pemerintah, masyarakat, serta pendampingan dari Pusat Layanan Usaha Terpadu (PLUT) Kabupaten Buleleng dalam pengembangan produk UMKM. Secara keseluruhan, Vannaza Eco Farm memiliki potensi untuk dikembangkan sebagai destinasi agrowisata dengan aspek *attraction* sebagai kekuatan utama. Namun masih diperlukan beberapa peningkatan terutama pada kapasitas fasilitas seiring meningkatnya jumlah kunjungan wisatawan, serta peningkatan partisipasi Kelompok Sadar Wisata (Pokdarwis) untuk memperkuat koordinasi, promosi, dan pengelolaan destinasi secara berkelanjutan.

Kata Kunci: Agrowisata anggur, Desa Dencarik. 4A, Potensi

**THE POTENTIAL OF VANNAZA ECO FARM AS A GRAPE-
PICKING AGRO-TOURISM DESTINATION IN DENCARIK VILLAGE,
BULELENG REGENCY**

by

Komang Widi Putrayasa, NIM 2215011039

Department of Industrial Technology

ABSTRACT

This study aims to analyze the potential of Vannaza Eco Farm as an agrotourism destination in Dencarik Village based on the 4A concept, which includes attraction, accessibility, amenities, and ancillary. This study employed a descriptive qualitative approach. Data were collected through observations and in-depth interviews with the manager of Vannaza Eco Farm as the key informant, as well as the Secretary of Dencarik Village and the local community as supporting informants. Data analysis was conducted through the stages of data reduction, data presentation, and conclusion drawing. The results show that Vannaza Eco Farm has fulfilled all four components of the 4A concept. In terms of attraction, Vannaza Eco Farm offers attractions such as grape-picking activities, a variety of grape cultivars, and processed grape-based products, which serve as the main strengths in developing the destination. The accessibility aspect is supported by good road conditions and easy access through Google Maps; however, additional directional signs leading to the location are still needed. In terms of amenities, various supporting facilities are available, including a parking area, toilets, gazebos, seating areas, and a designated area for selling local MSME products. Meanwhile, the ancillary aspect is supported by the roles of the government and local community, as well as assistance from the Integrated Business Service Center (PLUT) of Buleleng Regency in developing MSME products. Overall, Vannaza Eco Farm has the potential to be developed as an agrotourism destination, with attraction serving as its primary strength. However, several improvements are still needed, particularly in increasing the capacity of supporting facilities in line with the growing number of tourist visits, as well as enhancing the participation of the Tourism Awareness Group (Pokdarwis) to strengthen coordination, promotion, and sustainable destination management.

Keywords: Grape agritourism, Dencarik Village, 4A, Potential.