

Assistance for the Development of Mulyaharja Agro Edu-Organic Tourism Village (AEWO), Bogor City: Community Empowerment and Village Tourism Sustainability Strategy

Bambang Hengky Rainanto ^{1*}, Cecilia Valentina Srihadi Suryanti ¹, TB Dicky Faldy ¹,
Septian Cahyadi ², Charles Parnauli Saragi ¹, Nisa Rahmaniayah Utami ¹,
Tarida Marlin Surya Manurung ¹, Sri Endah Yuwantinaingrum ¹, Juke Sjukriana ¹,
Cinta Amanda Ally ¹, Intan Wulandari ¹, Cecilia Dwi Santati ¹, Azzahra Liani Wazis ¹

¹ Bachelor of Tourism Study Program, Faculty of Informatics and Tourism, Institut Bisnis dan Informatika Kesatuan

² Bachelor of Information Technology Study Program, Faculty of Informatics and Tourism, Institut Bisnis dan Informatika Kesatuan
Jl. Rangka Gading No.01, RT.02/RW.09, Gudang, Kecamatan Bogor Tengah, Kota Bogor, Jawa Barat 16123, Indonesia

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ABSTRACT

AEWO (Agro Edu-Organic Tourism) Mulyaharja tourism village, Bogor City, is a developed tourism village that integrates organic agriculture education, environmental conservation, and local economic empowerment. Community Service Assistance (PKM) is carried out by academics and the government to increase community capacity, attraction management, diversification of tourism products, and digital promotion. The PKM method uses a participatory approach, including socialization, managerial training for managers, training on special/traditional culinary processing, MSME training, socialization and standardization of homestays, exploration of village tourism potential, and social media training as a promotional tool. The results of the assistance show an increase in human resource capacity, service quality, diversification of tourism products, implementation of homestay standards, digital promotion capabilities, and environmental sustainability awareness. The impact of PKM includes local economic growth, community empowerment, cultural and environmental preservation, and the development of independent and educational tourism villages. This paper presents an effective community participation-based PKM model for the development of sustainable tourism villages in Indonesia.

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Corresponding Author:

Bambang Hengky Rainanto
Institut Bisnis dan Informatika Kesatuan
Email: bambang@ibik.ac.id

INTRODUCTION

Tourism villages have developed into one of the strategic instruments in the development of the local economy (Fafurida et al., 2023; Kusumastuti et al., 2024; Purnomo, 2025), as well as functioning as a means of community empowerment and cultural and environmental preservation (Amatulli et al., 2021; Hariyadi et al., 2024; Tong & Li, 2024; Tur, 2025). The concept of a tourism village integrates natural potential, local wisdom, and community economic activities so that it is able to create an authentic tourism experience while supporting social and environmental

sustainability (Dolezal & Novelli, 2022; Fafurida et al., 2023; Ivona, 2021; Qu et al., 2022). In the midst of the increasing need for additional sources of income and the government to encourage village economic development, tourism villages are one of the relevant and effective solutions (Ciolac et al., 2022; Utami et al., 2023). The successful implementation of tourism villages not only increases community income, but also strengthens the capacity of local communities in managing tourist attractions, facilities, and destination promotion (Fafurida et al., 2023; Tur, 2025).

AEWO (Agro Edu-Organic Tourism) Mulyaharja in Bogor City is a real example of a tourist village that has successfully combined organic agriculture education, environmental conservation, and local economic empowerment in one integrated tourist destination. Since its development in 2017, AEWO Mulyaharja has shown significant growth, not only in terms of the number of tourist visits, but also in terms of the quality of attraction management, facilities, and community involvement. This village has received national recognition and is one of the nominees in the 300 Indonesian Tourism Village Awards 2022, in recognition of the quality of management, tourism product innovation, and sustainability implemented.

AEWO offers a variety of attractions that are educational and interactive. Among them are organic farming activities carried out in educational rice fields, Eco Bike trails to explore village areas, resident-based homestays that provide a direct stay experience with the community, organic culinary based on local agricultural products, and community-based thematic villages that display Sundanese art and culture. Each attraction is designed to provide a learning and recreational experience that supports community empowerment, local economic development, and environmental conservation. This village is a real laboratory for the community to learn to manage tourism independently, improve skills, and internalize sustainability principles in daily practice.

The COVID-19 pandemic has changed tourism patterns globally and locally. Tourists now prioritize hygiene aspects, crowd reduction, and minimal interaction, so that tourist villages are required to adjust operations and health protocols. AEWO Mulyaharja responded to this challenge by carrying out several adaptive strategies, including setting up Eco Bike routes to be safe and not congested, managing Saung Eling with strict health protocols, and organic agriculture education that combines safe practices for visitors and the local community. This strategy ensures that travelers can still enjoy an educational and engaging travel experience without neglecting safety and health.

Community service activities carried out by academics and the government are focused on community assistance, with the aim of strengthening the capacity of local human resources in managing tourist attractions, facilities, and services (Abiddin et al., 2022; Jr, 2024; Sondari, 2024). This assistance includes homestay management training, organic culinary management, Eco Bike route management, cultural and craft workshops, and digitization of promotions through social media and online booking platforms. Through direct interaction and participatory activities, the community is invited to play an active role in every stage of tourism village development, including facility evaluation, product diversification, and sustainability planning. This approach emphasizes the humanizing aspect, which is placing the community as the main actor, while academics and the government play the role of facilitators and mentors, so that the development of tourism villages is not only top-down, but also strengthens local capacity and participation.

With this background, AEWO Mulyaharja is not only an attractive tourist destination, but also a model for sustainable tourism village development that can be replicated in other regions. The PKM assistance carried out aims to ensure economic, socio-cultural, and environmental sustainability, while improving the quality of services and tourist experiences. This makes AEWO an ideal community service laboratory for empowerment, capacity building, and community-based tourism product innovation and education.

Justification for PKM

PKM assistance at AEWO Mulyaharja is carried out because:

1. AEWO is a developed tourist village that can be a model for other tourist villages.
2. The community still needs direction in the management of attractions, facilities, and tourism products.

3. This devotion allows for knowledge transfer on promotional digitization, product diversification, and environmental sustainability practices.
4. This activity emphasizes a humanizing approach, placing the community as the main manager and academics and the government as facilitators.

PURPOSE AND BENEFITS OF PKM

Purpose of Mentoring

PKM assistance at AEWOW Mulyaharja aims to increase community capacity and sustainable development of tourist villages. In particular, the objectives of this activity include several key aspects that are interrelated, namely social, economic, cultural, and environmental:

1. **Increasing Community Human Resources Capacity:** Mentoring provides practical training for people involved in the management of tourist attractions, homestays, traditional culinary, and MSMEs. Through socialization and workshops, the community is trained to understand management principles, service standards, tour package planning, and digital promotion. This training aims to enable the community to manage tourism villages independently, professionally, and in a sustainability-oriented manner.
2. **Developing Integrated Tourism Products:** AEWOW Mulyaharja offers a variety of attractions ranging from agro-education, Eco Bike routes, Saung Eling, citizen-based homestays, traditional/organic culinary, to community-based thematic villages. The assistance aims to support the diversification of this tour package so as to create an interesting educational experience, increase tourist attractions, and add economic value to the community.
3. **Optimization of Facilities and Infrastructure:** PKM activities also emphasize the improvement and standardization of tourist village facilities, including homestays, Eco Bike routes, Saung Eling, and public areas. The goal is for facilities to be able to meet tourist service standards, support educational experiences, and improve visitor comfort. This is also the basis for maintaining the image of AEWOW as a developed and sustainable tourist village.
4. **Utilization of Social Media for Promotion:** One of the important goals of mentoring is to equip the community with the ability to use social media as a promotional tool. This socialization and training includes the creation of educational photo and video content, management of social media accounts, and digital marketing strategies. With this ability, the public can increase AEWOW's visibility, attract new tourists, and market MSME products effectively.
5. **Increasing Environmental and Cultural Awareness:** PKM activities emphasize the principles of environmental sustainability and the preservation of local culture. The community is equipped with an understanding of river conservation, waste management, organic farming practices, and the preservation of Sundanese arts and traditions. The goal is that all tourism activities are not only economically profitable but also environmentally friendly and cultural.
6. **Evaluation and Development of Tourism Village Strategies:** Mentoring includes evaluation of human resource capacity, service quality, and promotion effectiveness. The data and findings from these activities are used as the basis for recommendations for short, medium, and long-term development strategies for AEWOW, ensuring tourism villages develop sustainably and independently.

Benefits of Mentoring

AEWOW Mulyaharja's PKM assistance provides real benefits for various parties, both individually and in the community, as follows:

1. **Benefits to Local Communities:**
 - o Improvement of practical skills in the management of attractions, culinary, homestays, and MSMEs.
 - o Awareness of the importance of environmental sustainability and preservation of local culture.
 - o Ability to utilize social media and digital marketing strategies to increase revenue and product promotion.
 - o Increased participation in decision-making and management of tourist villages.
2. **Benefits for Academics:**

- o Opportunity to apply the concept of community service based on field experience.
 - o Development of training modules, tourism village management guides, and community empowerment strategies.
 - o Monitoring and evaluation of the effectiveness of the PKM program to be used as a reference for research and publication.
3. Benefits for the Government and Tourism Agencies:
- o Guidelines for the development of tourism villages based on community participation.
 - o Data and information to formulate sustainable tourism village development policies.
 - o A multi-stakeholder collaboration model (pentahelix) that can be applied in other tourist villages.
4. Benefits for Tourists:
- o A safe, comfortable, and quality educational tourism experience.
 - o Access to cultural attractions, organic farming education, and educational interactive activities.
5. Benefits for Local MSMEs:
- o Improve production capacity and service quality.
 - o Digital marketing strategy through social media and marketplaces.
 - o Opportunities to diversify products and increase sales through educational tour packages.

Integration of Goals and Benefits in PKM

All of the goals and benefits of AEWOPKM are interrelated and supportive of each other. Increasing human resource capacity, optimizing facilities, and diversifying tourism products strengthens the community's ability to manage tourism villages professionally. The use of social media and digital promotion increases the visibility of tourist villages and attracts more tourists, which has an impact on increasing community income and local economic sustainability. Meanwhile, the focus on environmental sustainability and cultural preservation ensures that the development of AEWOPKM remains in harmony with ecological and socio-cultural principles.

This holistic approach makes PKM AEWOPKM Mulyaharja an effective community service model: simultaneously creating economic, socio-cultural, and environmental benefits, equipping communities with practical skills, and increasing their awareness and capacity in managing independent, educational, and sustainable tourism villages.

METHOD

Participatory Approach

PKM assistance at AEWOPKM Mulyaharja uses a participatory approach, where the community plays an active role as tourism village managers, while academics and the government act as facilitators and mentors. This approach aims for people to gain practical skills and direct experience in managing tourist attractions, homestays, traditional culinary, and MSMEs. Community participation also increases awareness of environmental sustainability, local culture, and village economic management.

Observation and Socialization

Observations were carried out on all tourist village activities, including educational rice fields, Eco Bike routes, Saung Eling, homestays, culinary, and thematic villages. The resource persons observed the operational process and interaction of the community with tourists, then conveyed socialization related to the concept of tourism villages, sustainability principles, service standards, and the importance of digital promotion through social media. This socialization activity provides an initial understanding to the community about the goals and benefits of mentoring, as well as builds motivation to play an active role.

Training and Workshops

The training is given in several sessions focused on:

1. Manager Managerial Training: Materials include operational planning, HR management, financial record-keeping, tour package development strategies, and digital promotion.
2. Special/Traditional Culinary Training: The community learns local food processing techniques, hygiene, packaging, product innovation, and digital marketing to reach tourists.
3. MSME Training: Focus on business planning, capital management, product branding, online marketing, and integration with educational tour packages.
4. Homestay Socialization and Standardization: Provides guidelines for room arrangements, guest service, hygiene, security, as well as digital promotions and online booking systems.
5. Exploring the Tourism Potential of the Village: Observation and group discussion to identify new attractions, trekking trails, local plant education, crafts, and cultural performances.
6. Social Media Training: The community is equipped with the ability to create photo and video content, manage social media accounts, and digital marketing strategies to promote AEWO and local products.



Figure 1. Socialization to Kompepar Mulyaharja Village

Interviews and Participatory Discussions

Interviews were conducted with Pokdarwis, homestay managers, MSME actors, village youth, and tourists to understand the community's perceptions, challenges, and expectations for the development of AEWO. Group discussions are used to evaluate community needs, formulate attraction management strategies, and develop educational tour packages that suit local potential. The results of these interviews and discussions became the basis for PKM follow-up planning.

Needs Analysis and Evaluation

Assistance also includes needs analysis and evaluation of the quality of attractions, facilities, human resources, tourism products, and digital promotion. This analysis helps assess the effectiveness of PKM activities, identify areas that require strengthening, and formulate recommendations for the short- and long-term development of AEWO. Evaluation is carried out continuously through field monitoring, participant feedback, and observation of operational activities.

PKM Assistance Flow Diagram

AEWO Mulyaharja's PKM assistance is carried out through the following flows:

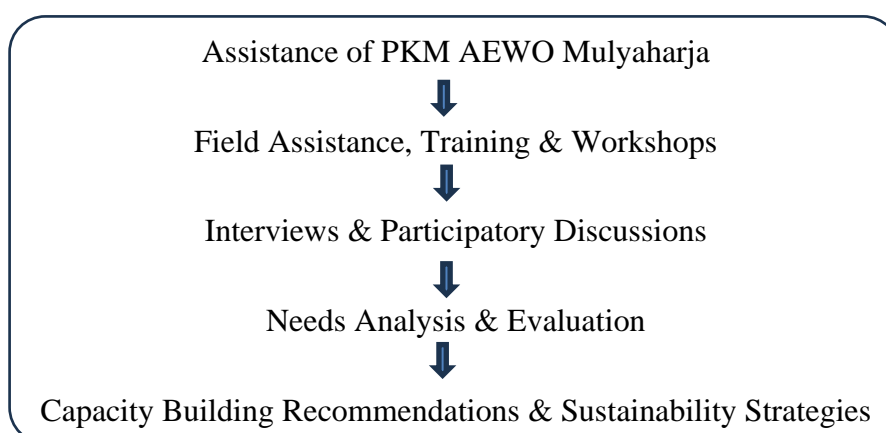


Figure 2. Flow of PKM Assistance AEWOMulyaharja

This flow emphasizes community involvement at every stage, from socialization to evaluation and recommendations, so that the entire process of developing tourism villages is collaborative, participatory, and oriented towards sustainable real results.

RESULTS

Increasing the Capacity of Community Human Resources through Mentoring

PKM assistance at AEWOMulyaharja is focused on building community capacity with a participatory approach that emphasizes real activities and local empowerment. The main activities carried out during the mentoring include socialization, managerial training for managers, training on special/traditional food processing, MSME training, socialization and standardization of homestays, exploration of the tourism potential of AEWOMulyaharja villages, as well as socialization and training on the use of social media as a promotional tool. Each activity is designed to equip the community with practical skills, managerial knowledge, digital skills, and an understanding of sustainable management of tourism villages.

Socialization of AEWOMulyaharja Tourism Villages

The socialization activities aim to provide the community with an understanding of the concept of tourist villages, their role as attraction managers, and the importance of active participation in the development of AEWOMulyaharja. Socialization is carried out through community meetings, group discussions, and direct counseling in the field. The community is provided with information about the principles of tourism sustainability, tourist visit management, service standards, and the economic potential of tourism village development.

In addition, the resource person conveyed the importance of using social media for the promotion of tourist villages. The public is taught to create simple content such as photos and videos of tourist attractions, culinary processing, and educational activities to be uploaded on platforms such as Instagram and Facebook. This socialization aims to enable the public to increase AEWOMulyaharja's digital visibility, reach a wider audience, and utilize social media as an effective marketing tool.

Managerial Training

Managerial training is provided to attraction managers, homestays, and tourism awareness groups (Pokdarwis) to improve the operational management capabilities of tourist villages. The training materials include operational planning, HR management, financial record-keeping, tour package planning, marketing strategies, and digital promotion. The resource person provided case studies and management simulations so that participants could understand management concepts in a practical way.

After the training, managers are able to compile a schedule of tourist attractions, monitor the quality of homestay services, manage the allocation of resources for educational and eco-tourism activities, and integrate digital promotions as part of the tourism village development strategy.

Special/Traditional Food Processing Training

Special/traditional food processing training aims to improve culinary quality for tourists and support the development of local MSMEs. Activities include the selection of quality local raw materials, processing techniques, food hygiene, packaging, marketing strategies, and digital promotion. The resource person emphasized the innovation of culinary products based on local culture so that they remain attractive and have a high selling value.

Training participants learn to make ready-to-sell culinary and develop new product variants that can be marketed through social media and educational tour packages. As a result, AEWO's culinary quality has improved and is ready to be promoted digitally.

MSME Training and Local Economic Empowerment

MSME training is given to local business actors, including culinary processing, handicrafts, and souvenirs. The material includes business planning, capital management, marketing, product branding, and the use of digital platforms for online sales. The resource person provided practical guidance so that community businesses can run independently and sustainably.

After the training, MSME actors are able to develop marketing strategies, record finances, manage production according to tourist demands, and utilize social media as a promotional tool. The impact can be seen from the increase in the number of products marketed and the quality of packaging and promotional digital content.

Socialization and Standardization of Homestays

Homestay is an important component of AEWO tour packages. The socialization and standardization of homestay activities aim to ensure that facilities meet minimum service standards and provide a comfortable experience for tourists. The resource person provided guidance: room arrangements, hygiene, guest service, security, marketing strategies, and digital promotion.

People learn to arrange homestays according to standards, make operational schedules, implement cleaning procedures, and promote homestays through social media and online booking platforms. As a result, homestays at AEWO improve their quality, increase tourist satisfaction, and support an educational and comfortable travel experience.

Exploration of AEWO Village Tourism Potential

The exploration of tourism potential aims to identify new attractions and enrich AEWO tour packages. Activities involve field observations, community discussions, brainstorming creative ideas, and identifying local potential: new trekking trails, educational tours of local crops, processing of agricultural waste into valuable products, and traditional cultural and arts performances.

The community is able to identify new attractions to increase the attractiveness of AEWO, expand tour packages, increase local economic opportunities, foster creativity, and increase a sense of belonging to the tourist village.

AEWO Mulyaharja's PKM assistance through socialization, managerial training, traditional culinary training, MSME training, homestay standardization, exploration of village tourism potential, and social media training as a promotional tool has succeeded in increasing human resource capacity, service quality, diversification of tourism products, and the digital capabilities of the community. The community demonstrated improved practical skills, attraction management skills, understanding of sustainability, and awareness of playing an active role in the development of AEWO, making it an independent, educational, and sustainable tourist village.

DISCUSSION

Economic impact

AEWO Mulyaharja's PKM assistance increases community income through:

- Management of homestays and educational tour packages.
- Sales of organic culinary and processed agricultural products.
- Increasing visits from local and foreign tourists.

The results of the evaluation showed that the community's economic growth was around $\pm 75\%$ compared to before the assistance. Diversification of tourism products also opens up new jobs for youth and housewives.

Socio-Cultural Impact

- The community is becoming more aware of the value of local culture and the importance of environmental conservation.
- Cultural activities such as batik workshops, Sundanese art performances, and thematic villages increase community pride and participation.
- Community participation in tourism village decision-making increases, fostering a sense of belonging and collaboration between residents.

Environmental Impact

- Organic farming practices reduce the use of chemical fertilizers and pesticides, maintaining soil fertility.
- The conservation of the Ciharashas river and nature trekking trails improves the quality of the local ecosystem.
- Waste management education programs increase the awareness of tourists and the public about the environment.

SWOT Analysis of AEWO Mulyaharja

Strengths: Integration of organic agriculture education, eco-tourism, citizen-based homestays, and community empowerment. Support from academics and the government.

Weaknesses: Some facilities still need improvement, digital promotion capacity is still limited.

Opportunities: Increasing trend of eco-friendly tourism; potential development of educational tour packages; support for village funds.

Threats: Competition from other tourist villages; weather risks and changes in tourism regulations.

CONCLUSION

PKM assistance at AEWO Mulyaharja, Bogor City, has had a real impact on the community and the development of tourist villages. Socialization activities, managerial training for managers, training on special/traditional food processing, MSME training, socialization and standardization of homestays, exploration of village tourism potential, as well as socialization and social media training as promotional tools have succeeded in increasing human resource capacity, service quality, diversification of tourism products, and digital capabilities of the community.

The community is now able to manage homestays with good service standards, process traditional culinary into ready-to-sell products, market products and tourist attractions through social media, and develop educational tour packages that are attractive to tourists. This capacity building contributes to local economic growth, community empowerment, and cultural and environmental preservation.

The SWOT analysis shows that AEWO has great strengths and opportunities for further development, while weaknesses and threats can be minimized through advanced mentoring, digital technology adaptation, and pentahelix collaborative strategies. The evaluation of performance indicators shows an increase in tourist visits, MSME income, community participation, adequate facilities, and environmental sustainability awareness.

Recommendations

Based on PKM's mentoring experience, some recommendations for AEWO's sustainable development include:

1. Continuing routine assistance to strengthen human resource capacity, attraction management, and homestay standardization.
2. Optimizing digital promotion and the use of social media as a means of marketing and branding of tourist villages.
3. Developing thematic tour packages based on agro-education, eco-tourism, local culture, and traditional culinary.
4. Apply the principles of environmental sustainability consistently across all tourism activities.
5. Strengthen pentahelix collaboration between academics, government, communities, the private sector, and the media to ensure the development of independent, educational, and sustainable tourism villages.

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