
PLANNING OF THE FLOWER GARDEN AGROTOURISM AREA IN BATURADEN WITH THE MEDITERRANEAN CONCEPT

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Abstract – Baturaden in Banyumas Regency is one of the natural tourist areas located on the slopes of Mount Slamet in the south. Its location on the slopes of a mountain gives Baturaden cool air and allows various species of plants, especially flowers, to grow here, so the type of tourism that allows being developed in Baturaden is agro-tourism, especially flower gardens. This study discusses the phenomena that became the background for the Planning of the Flower Garden Agrotourism area in Baturaden, so the research method used is a qualitative research method, with data collection techniques including direct observation, interviews, and documentation. The Flower Garden Agrotourism area in Baturaden is designed with a Mediterranean concept approach and has multifunctionality as a tourist and recreation place and an educational tool for visitors to expand their knowledge about various species of flower plants. The Planning of the Flower Garden Agrotourism Area in Baturaden also strongly supports local wisdom where community-based tourism activities, cultural insight, and sustainability involve the community in its management so that it can empower the economy of the surrounding community.

Keywords: Agrotourism, Baturaden, Flower Garden, Mediterranean

I. INTRODUCTION

In the 21st century, the world economy is driven by the three largest industries. It is technology, information, and tourism. The development of the technology and information industry has revolutionized our communication and business, so many new innovations have been found that drive the world economy. At the same time, the tourism industry is a service sector with the most rapid growth progress in the world. In Indonesia, which has natural and cultural diversity, tourism activities have a bright future and great opportunities to develop because they are also supported by natural conditions such as Indonesia's geographical location and conditions [12].

The word tourism comes from Sanskrit which means those who leave their homes to travel without making a living in the place visited while enjoying their visit [14], and in tourism, this travel activity is carried out from one place to another [13]. While the meaning of tourism, according to RI Law No. 9 of 1990 Article 1 Paragraph (3), is everything related to tourism, including the exploitation of tourist objects and attractions and related businesses [15]. Currently, tourism has developed so rapidly and is a global phenomenon involving millions of people, both in the tourism industry and its users.

The rapid development of tourism in Indonesia has positively and negatively impacted the people who live around tourism sites [10]. The positive impact is to provide jobs. So, it contributes to Local Original Income (PAD), especially for the people around the tourist object. At the same time, the negative impacts environmental damage and a shift in the local wisdom values of the community. Therefore, it is necessary to have efforts to preserve the natural and cultural environment, which are a source for developing the tourism sector. One of these efforts is that tourism in Indonesia must be a community-based, culturally-oriented, and sustainable activity. Even though there are still many obstacles in the implementation phase, this is part of a learning process to achieve success.

Baturaden in Banyumas Regency is one of the natural tourism areas located on the slopes of Mount Slamet in the south. Its location on the slopes of a mountain gives Baturaden a very cool air and allows various species of plants, especially ornamental flowers, to grow in this Baturaden area so that the type of

tourism that allows it to be developed in Baturaden is agro-tourism, especially flower gardens. Flower garden agrotourism is a place that is not only intended as a tourist spot but also as a place for education, research, and cultivation of flower plants [6]. The planning of the Flower Garden Agrotourism Area in Baturaden is expected to change the socio-economic conditions of the people in the area. The existence of absorption of labor from the environment around the tourist object in the Planning of the Flower Garden Agrotourism Area is in line with Government Regulation no. 18 of 1994 Article 10, which stated that tourism activities always involve local communities in their business activities [11]. The surrounding community can become managers, accommodation service providers, tourist transportation services, souvenir sellers, or culinary traders typical of the surrounding environment. The participation of the surrounding community in tourism management will impact the local community, especially the modifications in people's jobs and income [9]. The changes in socio-economic that occurred in the local community after the development of the Flower Garden Agrotourism Area were the absorption of labor, namely as flower garden managers, souvenir sellers, and culinary traders.

The Flower Garden Agrotourism Area in Baturaden is planned as a multifunctional tourist attraction. Apart from being a tourist and recreational place, this flower garden can be an educational facility for visitors visiting this flower garden. This flower garden provides various kinds of beautiful and beautiful flower species, which are expected to expand knowledge (education) and experience and become an attractive tourist spot with the concept of a Mediterranean Garden. Garden elements are also combined to beautify the Mediterranean Garden, such as garden lights, statues, support pots, and ponds, and it is also equipped with a footing or footstep. Pergolas can be made in Mediterranean gardens to shade the hot open garden atmosphere [4]. In line with the Mediterranean architectural style, Mediterranean-style gardens also use bright and brilliant colors; even the stones used are brightly colored stones such as palimanan and sandstone [3]. Using brightly colored building materials will make the garden more visible, colorful, lovely, and beautiful. Mediterranean-style buildings with a characteristic gable roof with stilt sun shading, walls using bricks, the use of terraces and balconies are very suitable to be applied in an area that has a humid tropical climate [8].

This Mediterranean concept is applied to the Planning of the Flower Garden Agrotourism Area in Baturaden with the following considerations: 1) This flower garden will later be planted with various types of flowers, and of course, these flowers are synonymous with beautiful and beautiful, this is in accordance with the concept of the Mediterranean; 2) This Mediterranean concept is more applied to an area or park than a single mass building; and 3) The Mediterranean concept is the most suitable concept for gardens in humid tropical climates such as Baturaden.

The existence of the Flower Garden Agrotourism Area in Baturaden is one of the determining factors in efforts to improve the regional economy and even increase the national economy. This is in accordance with one of the goals to be achieved, which is to create a comfortable city of Purwokerto so that tourists feel at home traveling, especially in the Flower Garden Agrotourism Area, so that the Flower Garden Agrotourism Area in Baturaden becomes one of the mainstay investment and tourism destinations in Purwokerto City.

II. METHODS

This study discusses the phenomenon that become the background for the Planning of the Flower Garden Agrotourism Area in Baturaden, so the research method uses a qualitative research method, which is considered research that can explain a phenomenon completely and thoroughly [5]. The results of qualitative research methods emphasize process and meaning [2], so the data collection method uses in-depth interviews, observation, participation, and documentation [7]. This qualitative method is in accordance with the research objective of obtaining in-depth information about flower gardens.

In this qualitative method of research, data is in the form of narratives or words, obtained using observation and interview methods [1], while the data collection technique is carried out in three ways which include:

1. Direct Observation

Direct observation is conducted by a survey or direct observation of Baturaden to determine the best site for the Taman Bunga Agrotourism Area. Determination of the site, among others, considers the achievement, land contours, and the carrying capacity of the existing environment.

2. Interview

Interviews are conducted with one of the community leaders around the site location to obtain data regarding the existing condition of the site, the potential of the site, and the history of site development.

3. Documentation

Documentation is in the form of photographs of the existing environmental conditions around the site and measurements for the length and width of the site.

The discussion regarding applying the Mediterranean concept to the Planning of the Baturaden Flower Park Agrotourism Area uses a descriptive method, describing the object under study as it is to obtain a systematic and precise description of the object. When conducting discussions, it is also supported by supporting documents from interviews and survey results. It is reinforced by using theories regarding the planning of agro-tourism areas and the conceptual approach of Mediterranean Architecture.

III. RESULTS AND DISCUSSION

Jalan Raya Baturaden is a road that carries public vehicles from Purwokerto City to Baturaden and vice versa. Along Jalan Raya Baturaden, there are many tourist attractions such as Curug Bayan, Curug Gede, Lokawisata Baturaden, Wana Wisata Baturaden, and Meruni Park, so this area is very crowded. The reasons for selecting the site for Planning the Flower Garden Agrotourism Area are; 1). This site is close to other tourist objects, namely Baturaden Tourism Area, Baturaden Tourism Area, and Meruni Park; 2). This site can easily reach both public and private vehicles; 3). This site is green land with fertile soil, cool air, and free from pollution, that is suitable for a flower garden; 4). Many water sources can later be used at this site for ponds, irrigation, and many more; 5). The environment around this site is shady, and there are lots of trees suitable for use as a flower garden; 6). This site is suitable for a flower garden with a Mediterranean concept focusing on tropical environments.

The planning of the Taman Bunga Agrotourism Area aims to expand knowledge (education), experience, recreation, and business relations in the agricultural sector. This Flower Garden presents a variety of various flower species, which are expected to broaden knowledge (education) and experience and become an attractive tourist spot with a Mediterranean Garden concept approach. The type of agro-tourism planned is horticultural agro-tourism, a form of tourism that aims to introduce various types of horticultural and ornamental plants. Visitors will be presented with a beautiful view of the flower garden with various beautiful flower species using the Mediterranean Garden Concept. Inside, the flower garden will be created as an education garden and flower ponds emphasizing knowledge about flowers so that people can have recreation while increasing people's knowledge. Visitors can learn how to plant and care for plants properly. This flower garden is also equipped with facilities for persons with disabilities. All facilities in the Taman Bunga Agrotourism Area will be arranged according to the aspects of function, structure, and aesthetics so that it will not be boring and can add to the knowledge of tourists because they have recreation while enjoying the facilities provided. The sustainability of the Flower Garden Agrotourism Area in Baturaden can be guaranteed to last a long time because visitors are not only passive subjects but also active subjects. The visitors not only enjoy the beauty of flowers, but they can also involve themselves in educational activities such as planting and taking care of flowers properly and arranging flowers aesthetically.

A. Analyze Site

The site is on Jalan Raya Baturaden, near Meruni Park, with the topography of the site in the form of mountainous and hilly areas and relatively flat land conditions or not too steep contours. The site has an area of 42 hectares. The climatography of the location has a temperature of 22°C - 31°C, humidity around 65% - 95%, with winds blowing from the Southwest to the Northeast, and the sun is bright cloudy, with low rainfall. The site boundaries are as follows:

1. North : Baturaden Water Tourism Area
2. East : Field
3. South : Baturaden Meruni Park
4. West : Empty Land

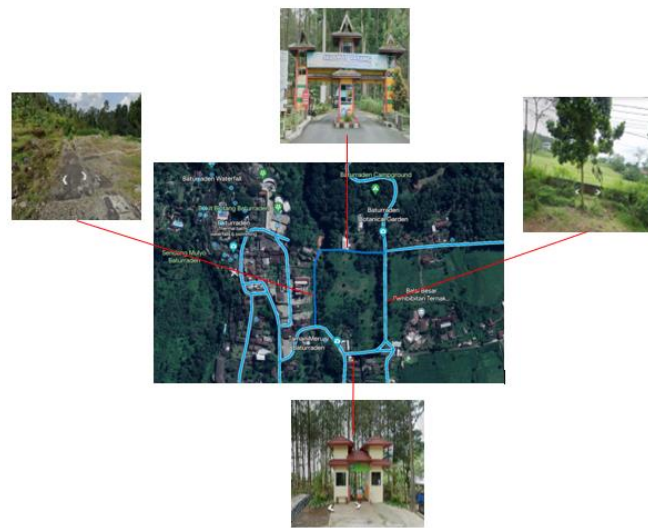


Figure 1. Existing conditions at site boundaries

The rectangular tread shape has a reduction from the original shape and a contour shape that is not steep. The site is a plantation area, so the contour formation follows the shape of hills which are flat and not steep.

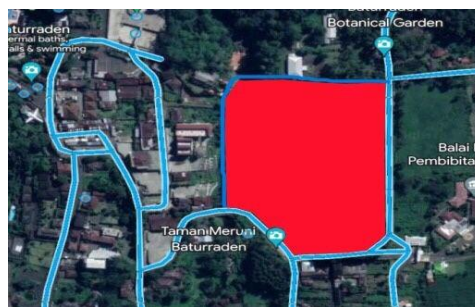


Figure 2. Existing Conditions in the form of the Site

Site area of ± 42,620.21 m² with flat land contours and not steep. The provisions of the Purwokerto City RDTRK stipulate that the regulations for buildings on Jalan Raya Baturaden are as follows:

1. Basic Coefficient Building: 60% of the Site Area
2. Corresponding Building Line: 12 meters

The condition surrounding buildings on the site are mostly tourist attraction buildings such as in the north, there is the Baturaden Water Tourism Area, and in the south, there is the Meruni Baturaden Park.



Baturaden Water Tourism Area



Meruni Baturaden Park

Figure 3. Existing Conditions of Buildings Around the Site

Main Entrance will face the South, and Side Entrance will face the East. Main Entrance has to be easily recognizable, and Side Entrance hopes it does not cause traffic jams. Therefore, Main Entrance is placed in the middle and separate from Side Entrance to avoid jams.

The site is on Jalan Raya Baturaden. The location of the highway is on the North, East, and South sides. On the North and South sides, tourist objects will likely cause traffic jams for passing vehicles. Then an entrance will be made on the western part of the site so that this will not cross between riders who will enter the tourist attraction.



Figure 4. Image of Vehicle Circulation Analysis

On the flower garden site, there are no footpaths for pedestrians. Footpaths must be made as comfortable as possible for users, including persons with disabilities. Then a path for pedestrians with a width of 1.6 meters will be made, which is enough for two people to pass each other, and a path for persons with disabilities will be made with a width of 30 centimeters on the right and left sides of the path.



Figure 5. Pedestrian Analysis Image

Drainage around this site is in the form of ditches that surround the site. There is still much grass inside the ditch, so the area around the ditch will be cleared of weeds and given a cover for the ditch. This is to avoid the waste that can clog the sewer, so there will be no flooding caused by clogged garbage.

There is much vegetation around the site, such as Bamboo Trees, Coconut Trees, Pine Trees, Ketapang Trees, and Kiara Payung Trees. The area around the site and the parking area requires shade vegetation that does not break its branches easily. Therefore, the area around the parking lot will be planted with Kersen trees, and around the site will be planted with Tabebuia shade trees. At this site some plants are susceptible to wind. The solution is to plant tall trees whose leaves and branches do not fall off easily so the wind that blows will not be too strong. The area around the arid location will be planted with cooling plants so that the location environment becomes cool and beautiful.

B. Mass Composition

The Garden Flowers Agrotourism area has a plural building mass (many) with a cube base. It blocks for a lobby, tubes for towers, semi-circular shapes for the indoor gardens, and a circle for the kiosk, and there are additions and subtractions from these basic shapes.

C. Design Ideas for Parking Area Areas

The parking area has parking areas for motorbikes, cars, and buses with separate placements and entrances. This is expected to reduce excessive congestion, especially during holidays and feast days.



Figure 6. Parking Area Perspective

For Main Entrance on this site, there is only one door on the North side facing the South side. Main Entrance there is only one door so that incoming vehicles can be controlled.



Figure 7. Main Entrance Looks

The manager's office has a lobby on the first floor and a manager's office and meeting room on the second floor. Meanwhile, a souvenir shop and flower exchange are on the right and left. The lobby building is placed in the middle to become the center of attention for visitors. The souvenir shop and flower market placement are next to the lobby, so visitors can immediately shop for souvenirs after visiting. The ATM placement corner is next to the security guard post, so security is more awake for safety.



Figure 8. View of Office Space and ATM Center

In the picture below, there is a museum and an education garden. The two buildings are placed in the front area because they are educational centers about plants and flowers, so visitors will not feel bored if educational facilities are the first place they visit.



Figure 9. Museum Location and Education Garden

D. Area Design Ideas

In the picture above, on the left (yellow circle), there is a children's area consisting of a children's playground and a Rabbit's House. Both of these areas are surrounded by fences, so children's safety will be maintained. In front of it (red circle), there is a rest area for parents who are looking after their children, and there is also a souvenir stall.



Figure 10. Perspective of the flower garden area

Various flowers are placed thoroughly along the way so visitors can enjoy them while walking. The flowers are fenced so that the flowers cannot be picked, stepped on, or damaged. Different and varied types of flowers are to add more insight and make the area look wider than smaller. The middle of this site is shaped like a sunflower in this garden, so it has a characteristic that is different from other flower gardens. In the blue area is a flowing river.



Figure 11. Plaza Perspective

In the sunflower's center is a plaza with sets of tables and chairs and umbrellas for visitors to relax, rest or eat and drink there. The plaza is surrounded by food and beverage stalls so that visitors, while resting, can order at the kiosk, which is nearby and provides a wide variety of food and drink. There is a gazebo for more visitors private that surrounds the petals of this sunflower.

In the middle of the back of the site is a viewing tower that works so that visitors who come will directly see the tower in the middle of the back of the site and attract their interest. The site is around the lookout tower and is designed like the shape of a lotus flower. Next to the lookout tower is a mini plaza with a kiosk and a resting place made of natural stone with a swing and a pool and fountain in the middle. There is also a labyrinth ride that rotates to entertain visitors. Not to forget, next to it there is also a mini plaza and a kiosk for visitors to rest, relax, and eat and drink.



Figure 12. Labyrinth Perspective

E. Application of the Mediterranean Concept

The application of the Mediterranean concept to this flower garden can be seen from:

1. The use of materials for buildings and roads made of natural stone with Mediterranean characteristics, such as palimanan stone and sandstone



Figure 13. Natural stone material

2. Planting plants that originate and are suitable in the tropics, such as Marigold, Alamanda, Chrysanthemum, Morning Glory, Bougenville, and many more
3. There are garden-supporting elements, such as lights, ponds, and showers in this flower garden
4. Use of arched windows and doors (arched)
5. The use of the basic color of cream in each building



Gambar 14. The use of curved shapes and cream colors on each building

IV. CONCLUSION

The Flower Garden Agrotourism Area in Baturaden has multifunction as a tourist and recreation area as well as an educational facility for visitors to broaden their knowledge of various species of flower plants. This flower garden is designed with a Mediterranean concept approach because this concept is most appropriate for the arrangement of a garden that arranges various species of flower plants and organizes the flow of circulation in the garden into a beautiful garden, colorful, beautiful, and lovely.

The planning of the Flower Garden Agrotourism Area in Baturaden also strongly supports local wisdom, namely tourism activities that are community-based, cultural insight, and sustainable, namely by involving the community in its management and providing souvenir and culinary services. The involvement of the surrounding community can empower the community's economy around the flower garden, increasing the Regional Original Income (PAD) of Banyumas Regency. The Flower Garden Agrotourism Area in Baturaden also applies the selection of flower species that are suitable for living in the tropics, especially in mountainous areas, so that these flower species can live sustainably in their natural habitat.

The application of the Mediterranean concept coupled with local wisdom owned by the Flower Garden Agrotourism Area in Baturaden will create a Flower Garden Agrotourism Area that is not only aesthetic and has good garden circulation but can also be sure that its existence will continue to be sustainable when compared to other flower gardens which do not has a Mediterranean approach.

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