

Analysis of the Development Strategy for Agrotourism Taman Herbal Insani as an Educational and Recreational Tourism

Lilis Ari Ristanti^{1*}, Budi Setiawan²
Politeknik Sahid Jakarta¹, Universitas Pradita Tangerang²
E-mail: riesta.ariristanti@gmail.com, budi.setiawan@pradita.ac.id

Received on 24 August 2025	Revised on 23 September 2025	Accepted on 23 September 2025
-------------------------------	---------------------------------	----------------------------------

ABSTRACT

Purpose: This research is to analyze the development strategy of the Taman Herbal Insani in Depok City as an educational and recreational tourism destination.

Research Methods: This study uses qualitative methods with documentary collection techniques and observation. Taman Herbal Insani has significant strengths in terms of its wide collection of herbal plants and complete facilities, but has weaknesses in terms of promotion and accessibility. Taman Herbal Insani is diverse and has the potential to be developed by using a well planned development strategy, it can increase visitor appeal and attract more visitors, create memorable experiences for tourists, develop more interesting and educational activity facilities, improve service quality, and establish cooperation with educational institutions.

Results and discussion: The results in this study Agrotourism Taman Herbal Insani in Depok city has great potential as a unique educational and recreational tourism destination, but it still faces several challenges. One alternative to overcome these challenges is by developing the agricultural sector combined with the tourism sector.

Implication: The results of this study helps in planning sustainable development, ensuring that the park remains relevant and attractive to visitors in the long term. With the right development strategy, Taman Herbal Insani can enhance both the quality and quantity of visitors, becoming one of the popular educational and recreational tourist destinations in Depok City.

Keywords: Agrotourism, Taman Herbal Insani, Development Strategies, Educational and Recreational Tourism.

INTRODUCTION

Agrotourism Taman Herbal Insani in Depok City is an educational and recreational destination with significant potential for development as an agrotourism destination. In community-oriented tourism development, the role and participation of local communities as development subjects are prioritized (Izzati et al., 2022). By offering recreation in an agricultural environment, agrotourism can increase the income of farmers and the surrounding community through the sale of agricultural products, tourism services, and other economic activities. With its unique concept and comprehensive facilities, Taman Herbal Insani offers a unique tourism experience for visitors. However, to increase competitiveness and improve service quality, an appropriate development strategy analysis is necessary. Agrotourism is a growing type of tourism in Indonesia (Nurani, 2020), and with the development of sustainable programs that have a more positive impact on humans and biodiversity, as well as the landscape and natural resources (Hamid et al., 2022).

Taman Herbal Insani has great potential to become a leading agrotourism destination. With agrotourism development, Taman Herbal Insani can increase the income of the surrounding community and raise awareness about the importance

of environmental conservation and sustainable agricultural development. Agrotourism can also play a role in rural development and environmental preservation.

Taman Herbal Insani Depok offers tourists options by providing a nursery, herbal plant cultivation, agricultural education-based recreation, and other recreational facilities such as a swimming pool, animal breeding, photo spots, and gazebos. One of the outdoor recreation areas worth visiting is Taman Herbal Insani, located at Jalan Kondang No. 26, Sawangan, Duren Sawit Village, Bojongsari District, Depok. It is a unique attraction not only for the people of Depok but also for those living in surrounding cities.



Figure 1. Herbal Insani Park
(Source: Taman Insani Wisata Herbal baru 2024)

Taman Herbal Insani Depok has a very comprehensive collection of medicinal plants. Visitors can learn about various types of medicinal plants, how to care for them, and their health benefits. The park also has comprehensive educational facilities and a fascinating collection of traditional medicinal plants, including:

1. Ginger: Can help treat digestive problems such as diarrhea, constipation, and bloating, and has analgesic properties that can help reduce pain and inflammation.
2. Turmeric: Has antioxidant properties that can help protect the body from free radical damage and has anti-stress and anti-anxiety properties that can help reduce stress and anxiety.
3. Javanese ginger: Has anti-inflammatory and antioxidant properties that are good for liver and digestive health. It has antibacterial and antiviral properties that can help treat infections.
4. Aloe vera: Has anti-inflammatory and moisturizing properties that are good for skin and hair health.
5. Andrographis paniculata: Has anti-inflammatory properties that can help reduce inflammation. Has antipyretic properties that can help reduce fever, reduce cough and cold symptoms, used in traditional medicine to treat diabetes because it can help lower blood sugar levels
6. Soursop Leaves: Has antioxidant and anti-inflammatory properties that are good for body health, has anti-cancer properties that can help inhibit the growth of cancer cells.

According to (Prihatini.et al.2024) Medicinal plants are not only for the elderly the younger generation must also understand them and their uses. This knowledge, passed down through generations, is not easily eroded by modern developments. This is achieved by cultivating medicinal plants at the Insani Herbal Garden.

This agricultural business involves land use (agriculture, plantations, forestry, fisheries, horticulture) and utilizes an integrated and organized system organized by the tourist destination and sells its services to consumers (Pratiwi, 2024). This could take the form of an agricultural museum, a collection of agricultural tools, or an indoor cultivation facility for rare plants. The focus is on providing knowledge and hands-on experience in agriculture, agricultural technology, and agricultural production processes. It also offers recreational activities within the agricultural environment, such as fishing, horseback riding, or outdoor activities.

Basis of Agrotourism

Agrotourism is a type of tourism based on agricultural and livestock activities. The development strategy for Agrotourism Taman Herbal Insani must consider agrotourism aspects, such as the provision of agricultural facilities, agricultural activities, agricultural technology, and agricultural production processes, while also offering recreational activities within the agricultural environment, such as fishing, horseback riding, or outbound activities. The development strategy for Taman Herbal Insani Agrotourism as a recreational tourism destination must consider recreational aspects, such as the provision of recreational facilities, entertainment activities, and educational tourism. The development of Agrotourism Taman Herbal Insani as an educational tourism destination must consider educational aspects, such as the provision of information, learning facilities, and hands-on experiences.

The development strategy for Agrotourism Taman Herbal Insani must consider local community participation, such as job creation, income generation, and local economic development. Sustainable tourism is a tourism concept that considers environmental, social, and economic aspects in tourism development. The development strategy for Agrotourism Taman Herbal Insani must consider sustainable tourism principles, such as environmental preservation, local community participation, and local economic development.

Tourism is a strategic sector that significantly contributes to the economy and sustainable development, particularly in areas with tourism potential (Wisnawa et al., 2023). Educational tourism combines tourism with education, improving the education system, increasing the competitiveness of the younger generation, and developing human resources (Bella & Maryani, 2024). One concept that is increasingly developing in the tourism industry is educational tourism (*eduwisata*), which combines recreational aspects with educational values for tourists. Educational tourism is a form of tourism that aims to provide learning experiences through direct interaction with a specific environment, culture, or science (Nasution et al., 2025).

A form of tourism that utilizes the potential of agriculture, plantations, fisheries, or livestock as a tourist attraction. The goal is to provide recreational experiences, education, and increase knowledge about agriculture, as well as expand business relations in the agricultural sector. Agrotourism involves the use of agricultural land, plantations, fisheries, or livestock as tourist attractions. Agrotourism, or agrotourism, is one example of agricultural tourism and has been highlighted as an important means of improving and developing the socio-cultural and economic status of rural communities over the past few decades (Fahmi, 2024). Agrotourism can increase the income of farmers and surrounding communities through the sale

of agricultural products, tourism services, and other economic activities. Agrotourism can also play a role in rural development and environmental conservation.

Development Strategy

The agrotourism development strategy involves several key approaches, including product development, marketing, improving service quality, and community empowerment by building a tourism management community from the surrounding community, providing training and employment opportunities, and involving them in park development. This is crucial for integrating sustainability principles and involving local communities in planning and development.

Development of tourism products and attractions. Marketing and promotion through the use of social media, improving service quality, and empowering local communities sustainably. Sustainable tourism is a form of tourism that optimizes the potential of natural and human resources for current interests and upholds a commitment to maintaining future interests fairly (Nugraha., 2025). Tourism activities are not merely activities that offer recreational experiences for tourists, but more than efforts to conserve the environment and local culture as well as empower the community's economy (Amelia & Prasetyo, 2025). Therefore, the formation of tourist villages cannot be separated from community participation, because basically community participation plays an important role in the journey of tourism development, especially tourism in the form of tourist villages (Ubaidulloh., 2025). Then also with the development of tour packages, providing attractive school and individual tour packages, with a focus on medicinal plant education and direct experience. From this discussion, it was developed using the following methods :

1. Product Strategy: Focusing on herbal plant-based education and recreation, by creating tourism products that combine learning about medicinal plants, their cultivation, and processing with recreational attractions and supporting facilities. The main strategies include developing facilities and infrastructure, improving service quality, educational promotion, and empowering the surrounding community to create a comprehensive and memorable tourism experience.
2. Promotion Strategy: Improving service quality, promoting the park through informative messages and positive imagery, empowering the surrounding community, and leveraging the park's beauty for photography and social media content. Educational activities such as medicinal plant tours and herbal cultivation practices can also attract visitors interested in health and nature.
3. Effective Promotion Strategy : Social Media Optimization: Creating engaging content about the Taman Herbal Insani on social media platforms such as Instagram, Facebook, and TikTok. Creating an Informative Website: Creating a website containing comprehensive information about the Insani Herbal Garden, including ticket prices, opening hours, facilities, and educational programs. Collaborating with Travel Agents: Collaborating with travel agents to promote the Insani Herbal Garden as an educational and recreational tourism destination.

Findings From Agrotourism Taman Herbal Insani

The analysis of development strategies for the Agrotourism Taman Herbal Insani presents an interesting study with valuable insights into the development

strategies of the Taman Herbal Insani. Here are some connections between existing theories and findings

1. Agrotourism Development can be defined as a logical and systematic effort to enhance skills and competencies in managing agrotourism. The following are some relevant theories and concepts related to agrotourism development.
 - a) Structuration: A theory for analysing how structuration processes occur in the development of tourist villages, thereby improving the village economy and impacting the increased income of the surrounding communities. Structuration theory emphasizes the interaction between agents and structures in creating social reality
2. Community Based Tourism emphasizes the empowerment of local communities so that tourism can be felt evenly by society. Community Based Tourism is one of the strategies for sustainable tourism development.
 - a) Sustainable Agrotourism development that provides positive impacts, such as protecting the environment and biodiversity, as well as natural resources. Agrotourism also successfully promotes development and increases local community income. Theoretical and Practical Implications
 - b) Theoretical Implications: A study on the Analysis of Agrotourism Development Strategies at Taman Herbal Insani in Depok City as an Educational and Recreational Tourism Destination shows that theories of agrotourism development, strategic management, and community empowerment can be applied in the context of developing Taman Herbal Insani.

RESEARCH METHODS

This research uses qualitative methods with observation and document data collection. According to (Djuwendah et al. 2020). qualitative research is the collection of data in a natural setting with the aim of interpreting phenomena, with the researcher acting as the key instrument.

1. Pricing Strategy: Taman Herbal Insani is open to the public daily from 8 a.m. to 4:30 p.m. However, the best time to visit is in the morning or afternoon, when the weather is cooler and more comfortable for outdoor activities. Entrance fees are IDR 30,000 (weekdays) and IDR 35,000 (weekends) per adult, and IDR 25,000 for children aged 3-5. Family and group packages are also available at more affordable prices.
2. Service & Human Resources Strategy: Providing clear information and a positive image, improving facilities and infrastructure, and developing interactive educational programs such as herbal medicine practices, games, and animal interactions. The HR strategy focuses on empowering the local community to build a community that manages the tourist area. Facilities & Infrastructure Strategy.
3. Taman Herbal Insani Agrotourism in Depok offers various facilities and infrastructure to support educational and recreational activities. Visitors can enjoy various water rides, play areas, photo spots, and public facilities like restrooms and a prayer room. There are also educational facilities on herbal

plants and how to process them, as well as areas for outbound activities and traditional games.

4. Partnership Strategy: As an educational and recreational tourism destination, the park can focus on several aspects. First, establish partnerships with educational institutions for study tours and educational activities. Second, collaborate with herbal and traditional medicine communities for training and workshops. Third, collaborate with travel agents and accommodation providers for integrated tour packages. Fourth, develop attractive facilities and attractions for tourists, and fifth, strengthen promotions through various digital platforms and special events. Partnerships with Educational Institutions by Creating Study Tour and Educational Packages. Taman Herbal Insani can collaborate with schools, universities, and other educational institutions to organize study tours and educational activities related to herbal plants, traditional medicine, and environmental conservation. Offer short training programs or workshops on herbal plant cultivation, herbal product production, or the use of medicinal plants in everyday life. Edu-Tourism Packages with develop attractive educational tour packages aligned with the curriculum, thus providing an enjoyable learning experience for students.

RESULTS AND DISCUSSION

Taman Herbal Insani is an agrotourism destination with a mission to develop an environmentally conscious educational tourism park into a beautiful tourist destination with attractive garden design. Research results indicate that Taman Herbal Insani possesses significant strengths in terms of its extensive herbal plant collection and comprehensive facilities. However, Taman Herbal Insani also faces weaknesses in terms of limited promotion and marketing. A significant opportunity for Taman Herbal Insani agrotourism development lies in the growing public interest in educational and recreational tourism. However, Taman Herbal Insani faces a threat from competition with other similar tourist destinations.

The development of Taman Herbal Insani can be achieved through several strategies, including improving management quality, improving facilities and infrastructure, implementing effective promotional strategies, and empowering the surrounding community. Implications for the future development of Taman Herbal Insani include improving the quality and quantity of services, providing new facilities and infrastructure, intensifying promotions to reach a wider market, and empowering the surrounding community through collaborative programs. This development aims to enhance the educational and recreational experience for visitors, while expanding the reach of the benefits of medicinal plants to the wider community.

CONCLUSION

Taman Herbal Insani has great potential to become a leading tourist destination in Depok City. With the right development strategy, Taman Herbal Insani can increase the quality and quantity of visitors, and become a popular educational and recreational tourist destination in Depok City. This research found that:

1. The quality of facilities: Several visitors reported that the facilities at Taman Herbal Insani need improvement, such as the cleanliness and comfort of the play area and swimming pool.
2. The entrance fee: Several visitors felt that the entrance fee to Taman Herbal Insani was quite expensive, especially when compared to the facilities provided.
3. Availability of Information: Several visitors reported that information about Taman Herbal Insani and its facilities was incomplete or unclear.
4. The quality and facilities at Taman Herbal Insani, such as the play area and swimming pool, need to be improved.
5. Better promotion is needed to increase visitor awareness and interest, such as through social media and advertising.
6. Improve visitor services, such as by providing more complete and clear information about Taman Herbal Insani and its facilities.
7. Develop more engaging and interactive educational programs for visitors, such as workshops and other activities.
8. Improved supervision is needed to ensure visitor safety and comfort.

REFERENCES

- Amelia, V., & Prasetyo, D. (2025). Opportunities and Challenges of Community-Based Ecotourism Village Management in Tegal Loegood Tourism Village. *ISO Journal: Journal of Social, Political, and Humanities Sciences*, 5(1), 10-10.
- Bela, T., & Maryani, E. (2024). Strategy for developing education-based ecotourism. *Jambura Journal of Educational Management*, 345-358.
- Chaerunissa, S. F., & Yuniningsih, T. (2020). Analysis of Tourism Development Components in Wonolopo Tourism Village, Semarang City. *Journal of Public Policy and Management Review*, 9(4), 159-175.
- Djuwendah, E., Yudawinata, G., Sukayat, Y., & Pinndito, B. (2020). Study of the Human Herbal Garden agrotourism development strategy in Bojongsari District, Depok City. *Agribisnis Forum*, 6(2), 665-674.
- Fahmi, S., Setiadji, A. R., Mahawira, K., Rizkiyah, P., & Royanow, A. P. (2024). Application of the Agrotourism Concept for Sustainable Tourism in Genggelang Tourism Village, North Lombok Regency. *Journal of Tourism Empowerment*, 6(2), 169-178.
- Hamid, N., Ningsih, D. Y., & Riyadi, A. (2022). Community Empowerment Through the Development of Salak Wedi Agrotourism. *Ekalaya: Indonesian Journal of Community Service*, 1(3), 247-260.
- ISKA, I. (2022). Utilizing the Potential of Herbal Plant Cultivation to Improve Community Welfare in Kambo Village (Doctoral Dissertation, Palopo State Islamic Institute).
- Izzati, C. N. S., Ramadaniyah, D. N., & Rosmiati, E. (2022). The Influence of Facilities, Tourist Attractions, and Accessibility on Tourists' Decisions to Visit the Insani Herbal Garden, Depok. *Journal of Research Innovation*, 3(6), 6549-6556.
- Nasution, N. S., Fajar, A., Hutabarat, J. C., & Entas, D. (2025). Analysis of the Successful Management of the Rimbun Conservation Village as a Sustainable Educational Tourism Destination. *PESHUM: Journal of Education, Social and Humanities*, 4(2), 2823-2829.

- Nugraha, D., Ninda, L. N., Audia, N. A., & Novita, Y. (2025). Sustainable Tourism Resources for Bakar Tongkang Tourism. *Journal of Social and Humanities Education*, 4(1), 1300-1313.
- Nurani, R., Roessali, W., & Ekowati, T. (2020). Strategi pengembangan Agrowisata Jollong di Kabupaten Pati. *Jurnal Khatulistiwa Informatika*, 7(2), 80-91.
- Pratiwi, Y. N. D., Setiawati, D., Wulandari, E. C., Wahyono, A., Muryanto, S., Mukti, I. K., & Amelia, A. (2024). Developing edu-agrotourism through women's empowerment in the Azalea Farm using the ABCD (Asset-Based Community Development) approach. *Abdi Insani Journal*, 11(4), 1519-1530.
- Prihatini, N. A., & Suratman, M. H. (2024). Diversity of Family Medicinal Plants in Bojong Village, Baktijaya Subdistrict, Sukmajaya District, Depok City. *Blantika: Multidisciplinary Journal*, 2(9).
- Wisnawa, I. M. B. (2025). Socialization and Capacity Building of the Tourism Group (Pokdarwis) in Educational Tourism Management in Penarungan Tourism Village, Badung Regency, Bali. *Republic of Indonesia Lecturer Service Journal*, 1(2), 30-36.
- Ubaidulloh, E. M., & Purwanto, D. (2025). *The Role of Community Participation in the Development of the Sumberbulu Karanganyar Tourism Village*. *FKIP Education Journal unma*, 11(2)