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# Co-creation West Java, Indonesia

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## ★ Social Innovation Platform

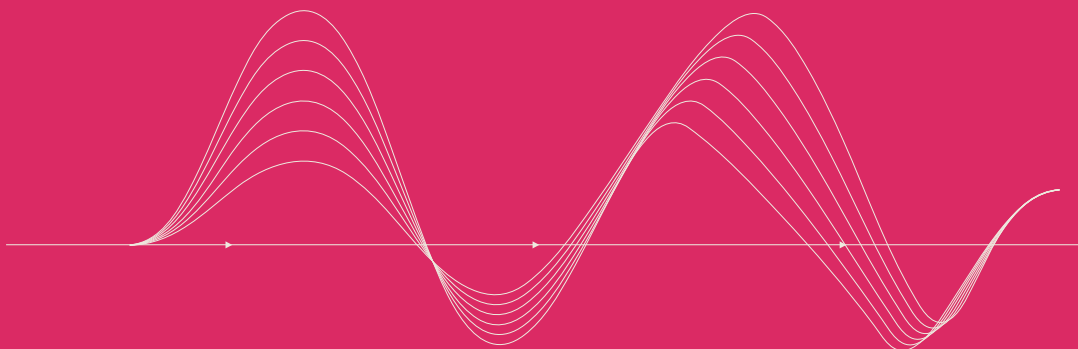
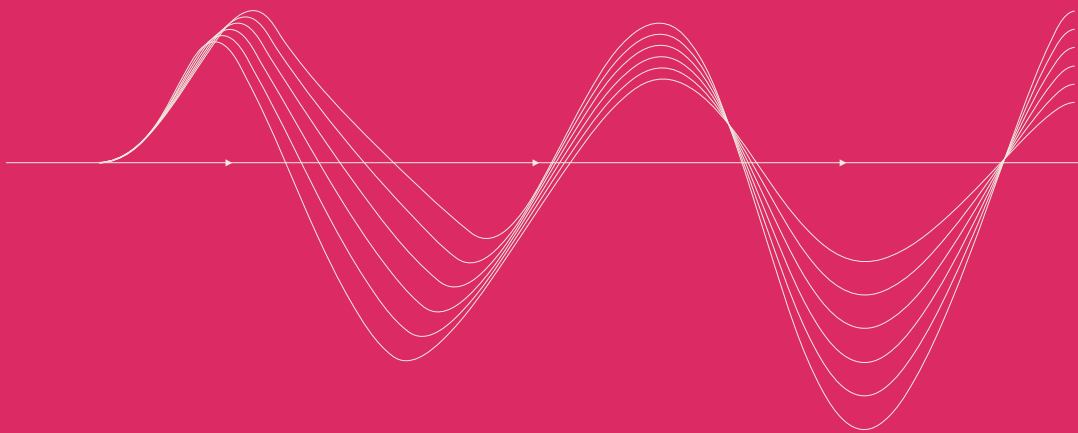
**UNDP Indonesia**

**UNDP Regional Hub for Asia-Pacific**  
*Local Governance and SDG localization*

**ALC<sup>K</sup> – Agirre Lehendakaria Center**



AGIRRE LEHENDAKARIA CENTER  
for Social and Political Studies



Building new movements for change

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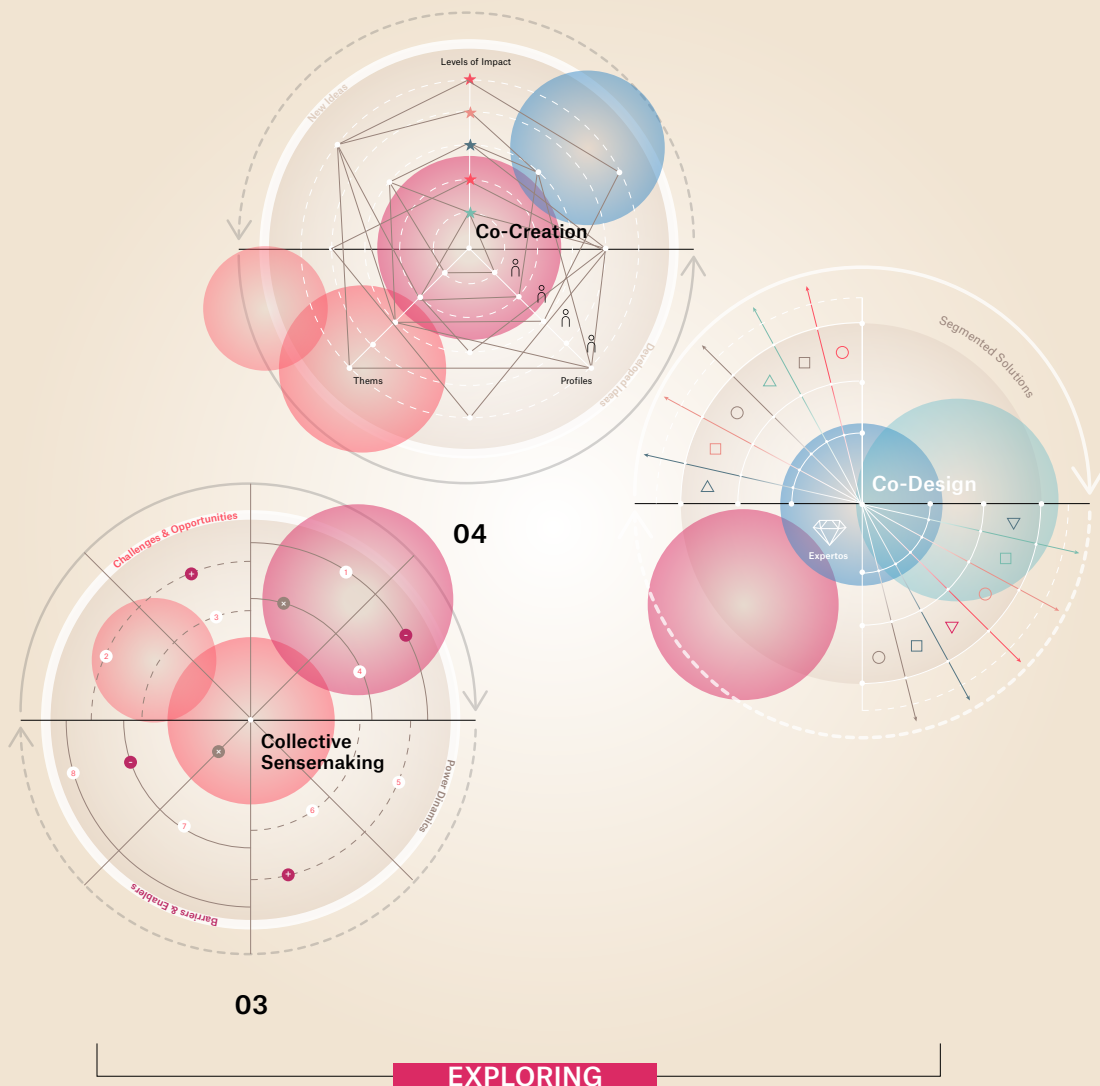
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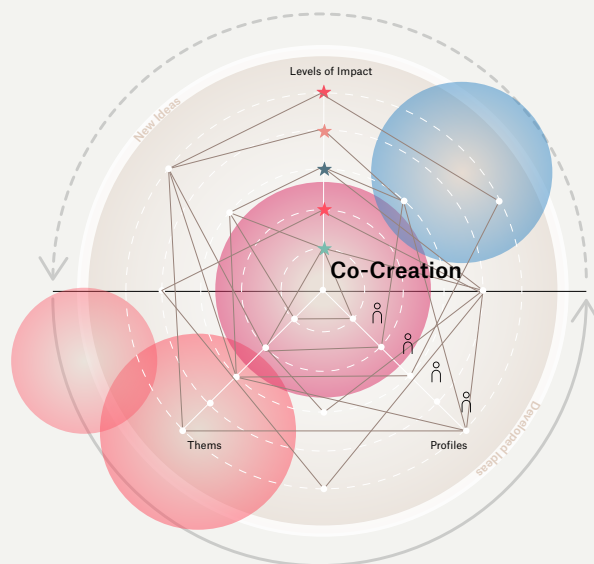
# Abstract

Along with the DEEP LISTENING report, ALC<sup>K</sup> presents an implementation and exercise of crossing of validated perception patterns and existing initiatives at five levels of interventions in the province of West Java. This process and its reporting will allow us to identify LEVERAGE POINTS and GAPS in order to set the grounds for future co-creation and co-design for new ideas. This report will include **(a) the main findings and prioritized ideas from the co-creation sessions, (b) a first draft of the portfolio with new and ongoing initiatives at the five levels and suggested tools and next steps for co-design sessions.**





# 1 – Rationale & Approach

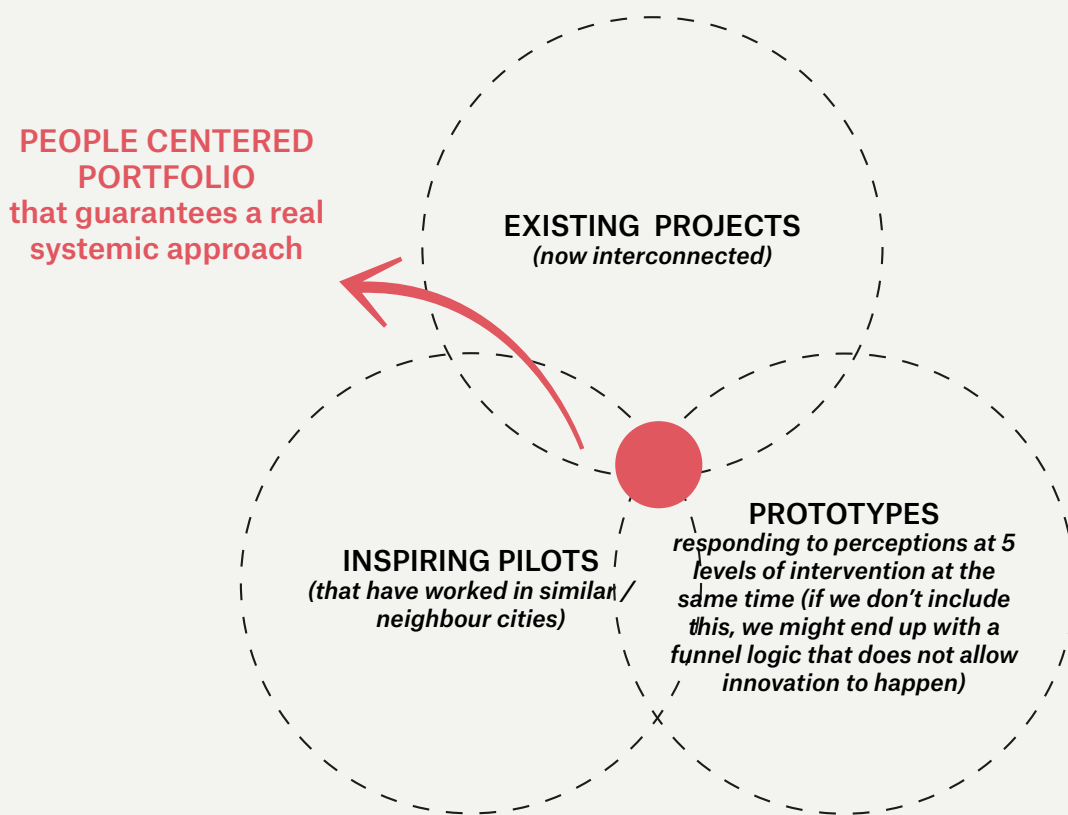


The co-creation process is directly linked to the listening and collective interpretation processes. New ideas and solutions are developed collaboratively taking into account the insights generated by the patterns of narratives (personas).

On Social Innovation Platforms (SIPs), co-creation works as a mechanism to bring together existing and new stakeholders to generate a joint response to a complex challenge for which there is no simple response.

The SIPs are aimed at fostering large-scale co-creation process that include **at least five interconnected different levels of intervention:** community initiatives, start-ups and social entrepreneurship, large scale public-private partnerships, redesign of the current public services offered by the local authorities (innovative services that were not previously provided) and new regulation.

If the UNDP portfolio is only built on already existing initiatives, the capacity to have a systemic impact will be limited. Therefore, co-creation allows to adapt the ongoing initiatives in the area (UNDP and others) but also to create new prototypes that will be added to the portfolio.



Source: Agirre Lehendakaria Center

## 1.1 – Why five levels of intervention?

From the analysis conducted by ALC<sup>K</sup> of successful territorial transformations under extreme difficulties (specially focusing on identifying the keys to success in the Basque model), **the SIP approach suggests that at least 5 levels of intervention need to be operating if we want to achieve a systemic impact (if we only focus on services or SMEs, the impact will just be partial):**

### ★ Community actions

**Community actions** linked to perception patterns: These are grassroots initiatives (projects, pilots, and prototypes) linked to improving social cohesion and local agency. These initiatives do not necessarily have a sustainable business model, but they are essential to empower local communities and surface narratives of change.

*Example: Creation of Safe spaces in which discussions discussion sessions on matters of gender and women's empowerment are provided.*

### ★ Small and medium Scale actions

**Small and medium Scale actions** linked to perception patterns: These interventions take the form of a Start-up with a sustainable business model. They can generate employment in various fields, as food production (farmers), commercialization (markets) and delivery (transportation) businesses, restaurants, water related activities, packaging and digital traceability for agriculture, product exporting business.

*Example: An initiative of rural micro-entrepreneurs in Ponelo to support actions in the portfolio.*

### ★ Large scale actions

**Large scale actions** linked to perception patterns: These are initiatives that bring together public authorities and businesses to set up large scale programs. Their business model usually combines public investment and commercial activity. Some examples of these collaborations can power new digital observatories for the area, training programs or distribution centres (markets).

*Example: Training center for agriculture, gastronomy and tourism.*

### ★ New Public services

**Public services** linked to perception patterns: These normally include the redesigning of existing government-led services in education, health, transport, citizen participation etc. They are normally connected to food systems related services, water management or digitalization of existing procedures

*Example: Solar energy systems installed in the city by the help of investment fund.*

### ★ Regulation opportunities

**Regulation opportunities** linked to perception patterns: All the above-mentioned categories might fail if the existing regulation has no capacity to be adapted to the emerging social, business and technology changes. If a law is a barrier/enabler for some of the identified opportunities, we would add it to the experimentation target list. Interesting examples look at the Fishery regulations, food quality and hygiene in restaurants/stalls, denominations of origin, seals of artisanry, etc.

*Example: Creation of Halal seal.*

## 1.2 – Crossing exercise: narratives and existing projects

From the deep listening process and narrative analysis, we segmented the information in all its diversity of opinions and perceptions and **created personas**<sup>1</sup>. These personas were validated during the collective interpretation sessions with diverse actors from government institutions, local NGOs, academia, and Civil society from West Java province.

In parallel, the mapping process has allowed us to identify and select up to **42 key initiatives**<sup>2</sup> happening in West Java around the selected entry point<sup>3</sup>.

Crossing the existing initiatives from the mapping exercise and the initial narrative patterns from the listening exercise allows us to identify the existing gaps in the area and start creating the **people centred portfolio** including:

- (1) existing actions that are working;**
- (2) inspiring pilots that have worked elsewhere; and**
- (3) co-creating new prototypes at these 5 levels of intervention that fill (and not overlap) the existing gaps.**

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(1) These **personas** are patterns of narratives that are repeated or operating. The personas/profiles are based on the narrative analysis. They are not merely based on demographic data or quantitative analysis: they represent unified perception, behavioral and thinking patterns. These personas try to represent the diversity of age, social background and occupation as a persona set, but the narratives on corn farmers do not solely represent 40-year-old men from Ponelo Village, but also younger ones, even women. Actually, many of them share perceived opportunities and challenges. Each persona has an underlying key idea, a series of opportunities and challenges perceived and a relevant quote. All this information represents perceptions. This means that they are not necessarily true and sometimes even they are contradictory between each other. However, all of them are operating and ultimately conditioning the success / failure of the activities in the area.

(2) This data and analysis are **based on the provided mapping info** from the ground, as the ALCK<sup>K</sup> team has not been able to travel to the area due to Covid-19 restrictions. This basis exercise is meant to be repeated and enriched over time.

(3) **See: Collective interpretation report.** After analyzing the first results from the first listening iteration and the validated challenges and opportunities from the sensemaking session, it has been identified that the main entry points for the Social Innovation Platform in West Java province is: [Green economy: Sustainable food system and tourism development](#). However, it's important to mention that all the issues raised by the two processes (listening and contrast) will be addressed through the portfolio of initiatives as they are all connected. *For instance: when we tackle the food system issues, it would be also tackling the infrastructure problems.*

## 1 – Rationale & Approach – 1.2 Crossing exercise

From the first analysis, we've gathered a series of key ideas:

SEGMENT									TOTAL
KEY NARRATIVE	Local assets and people must be the key to our development	We are not valuing our unique food products enough	The lack of connection infrastructure is a barrier to growth	West Java needs to be able to develop from the bottom up	The quick development causes environmental damage	The CGG has given women economic empowerment, even with lack of skills	Livestocking is still considered as savings, than as a revolving business.	Culture can be an added value to tourism and regional development	
NAME	Ujang	Irfan	Ahmad	Nurul	Rahamt	Naneng	Arief	Kirana	
Community level	6	6	6	6	8	10	6	8	10
Small / mid scale	11	9	9	14	10	10	8	9	23
Large Scale	2	4	5	5	4	4	2	4	7
Public services	1	1	1	1	1	1	1	1	2
Regulation	0	0	0	0	0	0	0	0	0
	20	20	21	26	33	25	17	22	42

## ★ Key ideas

○ Most of the initiatives operating in West Java are addressed to the fishery and agriculture sector, corresponding to the persona of *Ujang, Ahmad Rahamt, and Arief*.

○ The education sector is left behind. The few initiatives covering this sector is related to infrastructure policies and actions.

○ There are almost no actions aimed to people who think like *Arief*, representing (broadly) local breeders, because it's still not consider a sector to invest in, hence there are no ongoing activities at any intervention level.

○ People who are worried by the environmental impact of development (*Rahamt*) have a decent amount of initiatives responding to their needs. However, these narratives are still operating in West Java.

○ Most initiatives at the *community level* are cultural festivals organised within villages where the whole community is invited to participate and it's an opportunity for the small entrepreneurs in the different areas to sell their products. However, due to the Covid pandemic, these events are no longer happening.

○ Existing *public services are insufficient and not addressing the concerns of everyday citizens*. The ones that are being implemented do not correspond to the challenges faced by the community or haven't been implemented due to lack of funding (most of the available fund have been re-allocated to mitigate the impacts of the Covid pandemic) lack of human resources...

## ★ Key ideas

○ *Regulation initiatives:* ALC team is working together with the SIP implementation team to map and locate the existing regulations. However, it's noted that most of the issues faced by the community is related to the *lack of existing regulation policies*. For instance, there is no fishery regulation (price), or any policies related to the waste management and the impact on the villages and communities.

○ Most initiatives take place in the third sector, while many people demand the improvement of the *infrastructure such as constructions* of bridge and roads, access to clean water, better internet, and telephone signals, etc. UNDP's initiatives and investments take place at the community level (almost exclusively) and overall don't respond to the existing patterns of narratives.

○ West Java could also be benefitted from *large-scale, longer term processes* addressing the needs of the communities and *catalysing* other initiatives at other levels.

With a view to this, we have started a process of co-creating new prototypes at these 5 levels of intervention that respond to the existing gaps. Once that we've collectively come up with these new actions, we'll prioritize and co-design their paths in order to start prototyping them (prototypes allow us to evaluate, make additions and correct them in real time). All of them need to be integrated and conceptualized as an interconnected portfolio.



## 2 – Co-creation sessions in West Java

The sensemaking sessions enabled the strengthening of synergies between different stakeholders and the community of West Java. Additionally, it allowed the SIP to find connections between the perceptions (through the narrative analysis) and the existing initiatives (and new ones) in the five different levels of intervention. This have permitted the creation of a multilevel thematic portfolio.

Following the collectively contrasted entry point of the **green economy triangle**, a series of sessions have been held in West Java over the months of August and September.

### 2.1 – Participants

These sessions have gathered **51 people** so far, from diverse villages and occupations.

#### Occupation/Participant

- Local homestay owner
- Local entrepreneur, tourism advocate for the youth and also a 'person in charge' for agro-tourism — who lives near Geopark Curug Sodong)
- Another homestay owner
- One of the local government officials, his areas were not in the main tourism center rather a governmental administrative area, so in order to attract more tourists, the stakeholders in Ciwaru try to initiate a town park which they called 'Green Forest' — who lives in Ciloa, near the 'Balai Desa'
- A youth organization representative, who are currently active in advocating and initiating sport tourism
- Dedi Suhendra (CPUGGP Management Agency)

### Occupation/Participant

- Head of STEI Ciletuh Association, Head of Ciwaru's POKDARWIS, a Tourist Guide, an advisor for Ciwaru's UKM and lastly, he's also a local government official in regard to governance
- Mekarsari representative who is currently proposing and initiating road access to Tamanjaya
- A homestay owner
- Rispiaga (Department of Tourism and Culture West Java)
- Indah Dwianti (Department of Communication and Information West Java)
- Saprudin - UMMI Sukabumi (CPUGGp Management Agency)
- Ibrahim Ukrin (JDS) - Task Force for COVID-19
- Bappeda Jabar
- Muhammad Fasya
- Wiwin Eko (PKK Group & Local MSME actor)
- Deni Irawan (Tamanjaya SMEs)
- Dini Nurdiyanti (RDI)
- Bayu Novianto (RDI)
- Adryan (RDI)
- Medhiansyah (RDI)
- Fahmi (RDI)
- Dr Aria (RDI)
- Eli Safari (Tamanjaya village government staff)
- Nurjanah (Saluyu MSME)
- Hj. Teti Twofri - CPUGGp Expert Council
- Samsuloh (Karang Taruna)
- Andi Kustiawan (Tourism activist & MSME actor)
- Utis Sutisna (Head of Tamanjaya village government)
- Asep Darmawan (Karang Taruna)
- Jajang Nurjaman (BKAD Citamansakti)
- Endang Setiawan (PAPSI group)
- Nenda (Mekarsakti Pemdes Staff)
- Dadan Kuswandana (Chairman of BUMDesma Citamansakti)

### Occupation/Participant

- Mr Utis Sutisna (Head of Tamanjaya village government)
- PKK (Pembinaan Kesejahteraan Keluarga, Family Welfare Development) group
- Lisa (Department of Community and Village Empowerment (DPMD), West Java)
- Beny (Department of Trade and Industry (Disperindag), West Java)
- Roby Juliansyah (Department of Communication and Information (Diskominfo), West Java)
- Gapokan
- Farmer
- Another farmer
- Fisherman
- Furqon (TP2U)
- Pak Rahmat (Dinas Bina Marga Sukabumi)
- Devi (Department of Community and Village Empowerment (DPMD), Sukabumi District)
- Abil Imaduddin (Patriot Desa)
- Agun (Senior Staff for Village Community Empowerment (SSPMD), Sukabumi District)
- Nopiyanti (Department of Communication and Information (Diskominfo), West Java)
- Pak Jajang (Head of Badan Koordinasi Antar Desa, Inter-Village Coordination Agency), Pak Dimas (TP2U), Pak Odi (Dinas Koperasi dan Usaha Mikro, Department of Cooperatives and Micro Enterprises)
- Local Fisherman

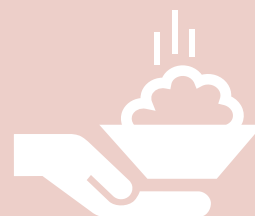
## 2.2 – Structure and generated ideas

The sessions and participants have been divided into three thematic areas that have emerged from the listening process. For more details about the structure, there is a co-creation guide for the SIP in Indonesia and an annex with the specific details of these session.

### Area 1. MSMEs



### Area 2. Food System



### Area 3. Tourism

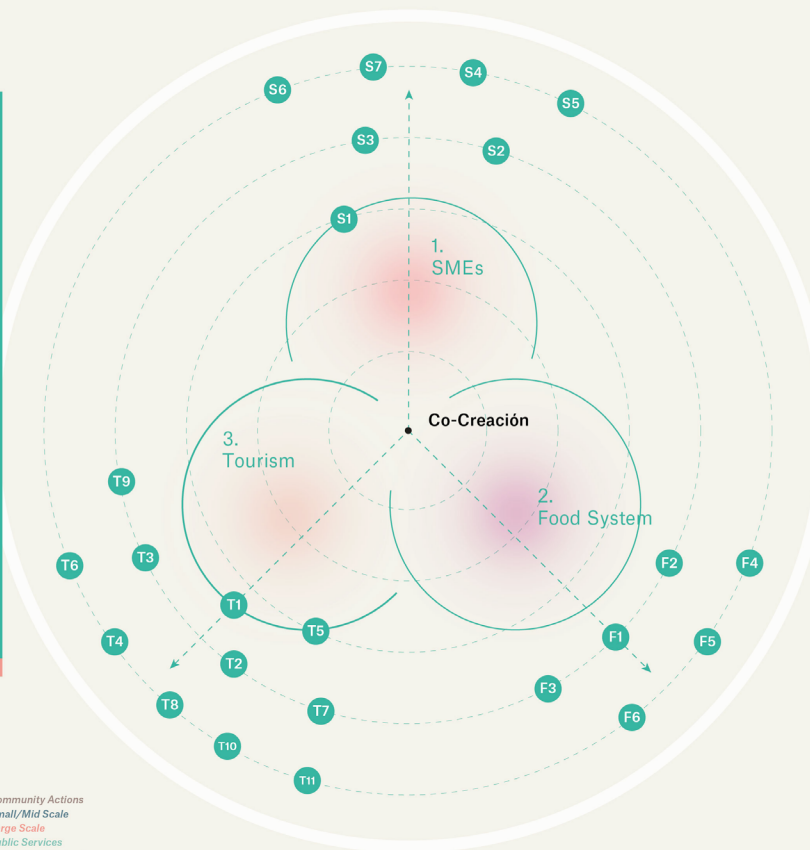


## ★ Ideas generated by theme in the co-creation sessions

### Co-creation West Java, Indonesia Themes and Ideas

#### 3. Tourism

- T1: Program development of 'Festival Hajat Laut' and 'Ciletuh Sabalulungan' to represent local culture and tradition
- T2: Cultural performance program 'Pencak Silat & Badawang' (martial arts) in each tourism location
- T3: 'Katan Homestay Ciletuh', integrated homestay owner - tour/local guide program to give full experience for tourists in one package
- T4: Mapping and development of tourism packages for Desa Wisata Citamansakti (One Village One Destination - Agrotourism)
- T5: Rumah Pamer Geopark Ciletuh (tourism information centre and souvenir shop)
- T6: Development of Sodong Waterfall (Ciwaru) as one of the priority areas in Ciletuh-Palabuhanratu UNESCO Global Geopark
- T7: Development of tourism road access (jalan poros tengah)
- T8: Reforestation in uphill Citamansakti village cluster to maintain water resources
- T9: Training on product packaging and digital marketing
- T10: Facilitation and certification for tourism actors (homestay owner, tour/local guide, restaurant owner, etc.) especially in English language training
- T11: Initiation and legalization of 'Desa Wisata Citamansakti' (Citamansakti Tourism Village), e.g., village boundary, integration on village road map



#### 1. SMEs

- S1: Mapping and development of Ciletuh's souvenir products (hanjelli, black rice, sorghum, gandum & gandum crackers, banana peel crackers, salted fish, bamboo, and coconut shell handicrafts, etc.)
- S2: Ciletuh Geopark Corner, small souvenir shop in every tourism spot in Ciletuh Geopark
- S3: Development of local cuisine menu to be incorporated in homestay packages
- S4: Provision of processing and packaging machines for food products
- S5: Provision of internet access to support online marketing
- S6: Training on product packaging and digital marketing
- S7: Facilitation on halal certification and collective PIRT (home-industry license)

#### 2. Food System

- F1: Mapping and development of food value chain
- F2: Revitalization of fish market or fish auction as tourist destination
- F3: Ranca Genjer irrigation
- F4: Establishment of and capacity building for Citamansakti breeder group (training on breeding technique, animal waste composting, etc.)
- F5: Monitoring of Kartu Tani program (control of fertilizer price)
- F6: BUMDESMA (village company) as an integral service of commercialization of crops and local products

- ★ Community Actions
- Small/Mid Scale
- Large Scale
- ▲ Public Services
- ◆ Regulation Mechanisms

## Area 1. MSMEs



*“Speaking of capital, the village has a lot of budgets, if they want the funds to be allocated clearly. What I see are low quality products, inaccessible marketing, and policy makers want a realistic concept. Many lack a little capital, there are few challenges, they run away. What I want are honest and responsible people.”*

- Ciletuh Geopark Corner, small souvenir shop in every tourism spot in Ciletuh Geopark
- Training on product packaging and digital marketing
- Mapping and development of Ciletuh’s souvenir products (hanjeli, black rice, sorghum, gandum & gandrums crackers, banana peel crackers, salted fish, bamboo, and coconut shell handicrafts, etc.)

## Area 1. MSMEs

- Development of local cuisine menu to be incorporated in homestay packages
- Provision of processing and packaging machines for food products
- Provision of internet access to support online marketing
- Facilitation on halal certification and collective PIRT (home-industry license)



## Area 2. Food System



*“When it comes to MSMEs, for food products, for example, there must be a halal logo. It cannot be done alone. It takes the relevant person or agency for that. The process is difficult and long. Please encourage this matter.”*

- The irrigation of Ranca Genjer Village
- Monitoring of Kartu Tani program (control of fertilizer price)
- Animal Farmer Groups in Citamansakti Villages
- Showcase House of Ciletuh Geopark
- Revitalization of fish market or fish auction as tourist destination
- Mapping and development of food value chain
- BUMDESMA (village-owned enterprise) as one-stop marketing service for crops and local product



## Area 2. Food System

- Training and capacity building:
  - Capacity building: Training in animal husbandry,
  - Organic fertilizer: Synergize agriculture with animal farming in order to develop manure (“pupuk kandang”) as an alternative to chemical fertilizer.
  - Training and implementation of the “Minapadi” rice cultivation method
  - Hydroponic planting training
- Training for livelihood opportunities during the lean season (during rain or storm seasons, fishermen are not able to go to sea)
- Use of the digital application “on fish” as well as an online fish market that helps the fishing activity and directly contributes towards fish sales
- Services: Touch” to fishermen in the form of facilities assistance, especially for sea product processing. The fishermen’s cooperative/ union can work well together in implementing a profit-sharing system, and eventually developing a model for the processing of salted fish.

### Fishing tools

- Modern boats and access to technology
- Showroom (glass freezer) for fishermen’s processed products
- Beach shallowing
- Keramba (cages) are only in fishponds.
- Facilitating cold storage for Ciwaru Village fishermen by The Ministry of Marine Affairs and Fisheries
- Citamansakti villages area to become an agritourism destination so that there will be an increased opportunity to develop a sustainable agriculture model

## Area 3. Tourism



*“Online applications are our biggest loss. For example, on weekends, hotel prices on Reddoorz and Oyo can be down to 0,1 rupiah. That is the problem.”*

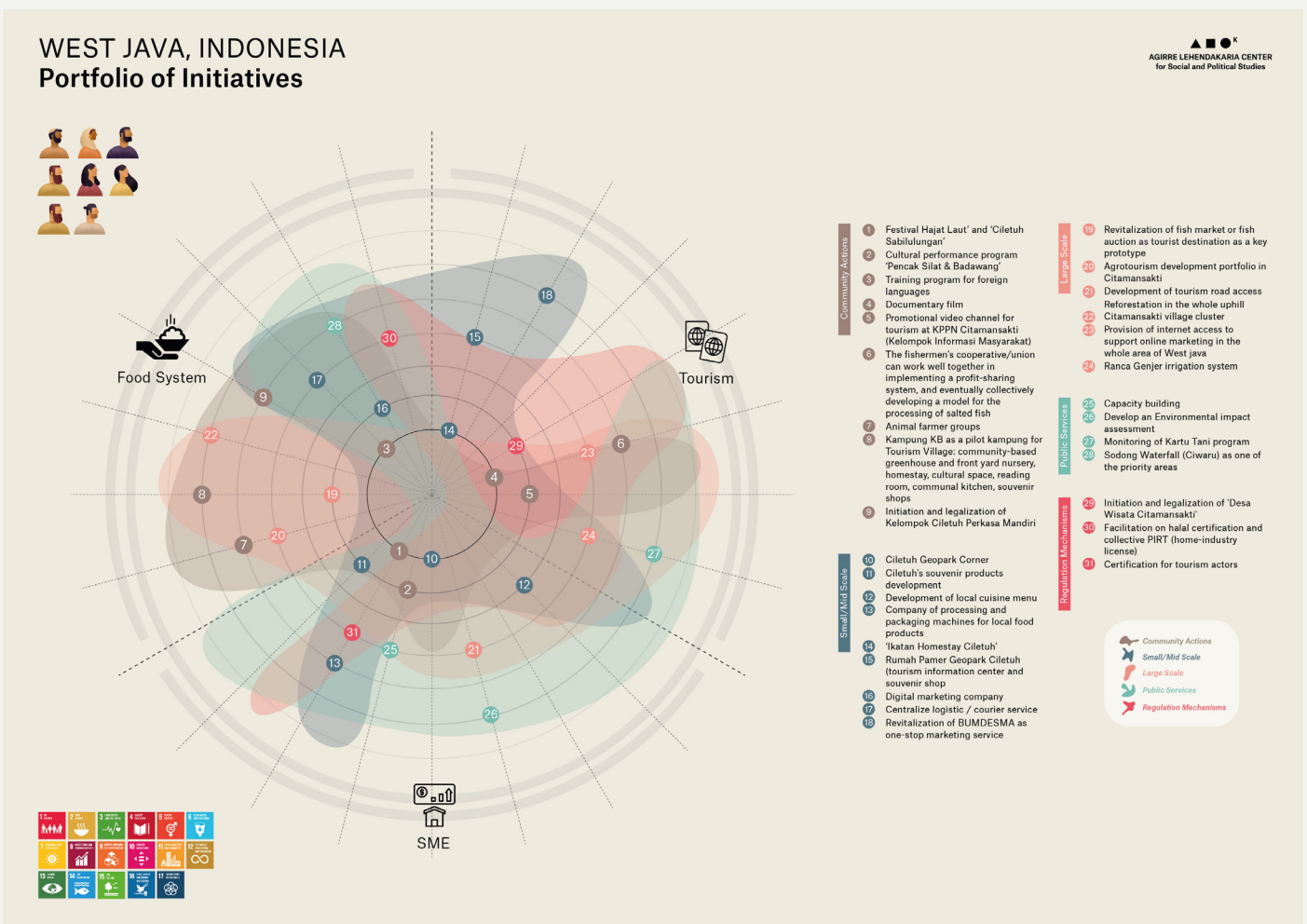
- Program development of ‘Festival Hajat Laut’ and ‘Ciletuh Sabilulungan’ to represent local culture and tradition
- Cultural performance program ‘Pencak Silat & Badawang’ (martial arts) in each tourism location
- Training for foreign languages
- Initiation and legalization of ‘Desa Wisata Citamansakti’ (Citamansakti Tourism Village), e.g., village boundary, integration on village roadmap
- Development of tourism road access (jalan poros tengah)
- Reforestation in uphill Citamansakti village cluster to maintain water resources

## Area 3. Tourism

- Training on product packaging and digital marketing
- Make a promotional video, show all the tourist attractions here, upload it on Youtube or Instagram, and then show the prices for your homestays, letting them know your homestays are affordable. This will make tourists prefer homestays compared to villas.
- Facilitation and certification for tourism actors (homestay owner, tour/local guide, restaurant owner, etc.) especially in English language training
- 'Ikatan Homestay Ciletuh', integrated homestay owner - tour/local guide program to give full experience for tourists in one package
- Mapping and development of tourism packages for Desa Wisata Citamansakti (One Village One Destination – Agrotourism)
- Documentary film on the coast of Cimaja in the Ciletuh area.
- Ciwaru - coastal tourism (Sodong Waterfall, green forest, Palangpang beach, mango farm, mangrove forest, coral reef, annual sports event, cultural village 'Sirna Galih', kampung homestay Cimarinjung)
- Mekarsakti - agrotourism (Hade Hill, chili farm, teak forest)
- Tamanjaya - agrotourism (Awang Waterfall, Puncak Manik Waterfall, fruits farm, camping ground, forest walk, motor cross track, agro tourism village - Kampung KB)
- Develop an Environmental impact assessment (plan to reforestation, impact control, waste management, etc.) To carry out studies and prepare reports focusing on the natural - physical and biotic - socioeconomic, cultural, and land environment)
- Rumah Pamer Geopark Ciletuh (tourism information centre and souvenir shop)
- Development of Sodong Waterfall (Ciwaru) as one of the priority areas in Ciletuh-Palabuhanratu UNESCO Global Geopark

### 3 – Menu of ideas emerged

All of these ideas need to be **integrated and conceptualized as an interconnected portfolio**. In order to do that, we've grouped them and classified them into the above-mentioned 5 levels of intervention that respond to the existing gaps.



### 3 – Menu of ideas emerged

We've also applied the perceptions filter to make sure these ideas respond to the current real needs of the West Java community (in the broadest sense of the word, including civil society, government, large companies, small companies, academia and teachers, NGOs, associations, etc).

**UJANG**  
Age\_55  
Job\_Fisherman  
Area\_Ciemas  
Local assets are the key for development  
"They say that if fish farming of grouper fish, vanname shrimp, milkfish is successful, it has huge potential for export and has benefits for fish farmers."

**IRFAN**  
Age\_42  
Job\_Artist, clothes designer  
Lives in\_Surabo  
Local assets are the key for development  
"I am a better driver and in normal situations I can take more passengers and can work until over than six or seven o'clock in the evening. More passengers and longer working hours mean more money. But now I have less money to buy home."

**AHMAD**  
Age\_43  
Job\_Farmer  
Area\_Tamanreja Village  
The lack of infrastructure is a barrier to growth  
"There is Covid-19 in Gorontalo City but we do not have any case here. We are more concerned about clean water. This condition gets worse during the dry season, which usually lasts until the middle of the year."

**NURUL**  
Age\_30  
Job\_Small Business Owner  
Area\_Ciemas  
West Java needs to be able to develop from the bottom up  
"We are hospitable people. We welcome visitors. The more visitors coming to Gorontalo, it will help the economy. Hopefully, the Covid-19 is soon over and more and more visitors come again."

**RAHAMT**  
Age\_29  
Job\_Environmental activist  
Area\_Ciemas  
The quick development causes environmental damage  
"In the past we focused our works on planting the mangrove, right now we focus on eco-tourism. We built a jogging track, sports, and toilets and other supporting facilities in mangrove forest area. They were supported by the Ministry of Fishery and Maritime Affairs."

**NANENG**  
Age\_36  
Job\_Ex-migrant, homestay owner  
Area\_Ciemas  
The CGG has given women economic empowerment, even with lack of skills  
"It was difficult to find a job here, so I went to Saudi Arabia, Hong Kong, and Singapore. Two years for each country. After the establishment of Gelo-Park in 2013, most of villages rent their houses, returned, and built my own homestay."

**AREF**  
Age\_50  
Job\_Educator  
Area\_Citamanasakti Village  
Livestocking is still considered as a revolving business  
"There is an opportunity to promote agriculture with animal farming in order to develop modern ('pangkas lantang') as an alternative to chemical fertilizer. The use of animal farming should also be developed seriously as one way to help the local economy by socializing the intensive farming model and open space."

**KIRANA**  
Age\_27  
Job\_Work in the cultural sector (PALAPAH)  
Area\_Mekarsakti Village  
Culture can be an added value to tourism and regional development  
"So, what we really hope is how the potential of these cultural assets can be mapped properly and can become an avenue to improve the economy of the community. Because looking at it from the tourism perspective, cultural assets will definitely have an impact on the local economy. But beyond that, the actors and activities are still scattered all over the region."

Once we have prioritized and agreed on them with all SIP stakeholders, we will co-design their paths in order to start prototyping them (prototypes allow us to evaluate, make additions and correct them in real time).



★ Community actions

1. 'Festival Hajat Laut' and 'Ciletuh Sabilulungan'

to represent local culture and tradition

*((Responding to personas))*



2. Cultural performance program 'Pencak Silat & Badawang'

(martial arts) in each tourism location.

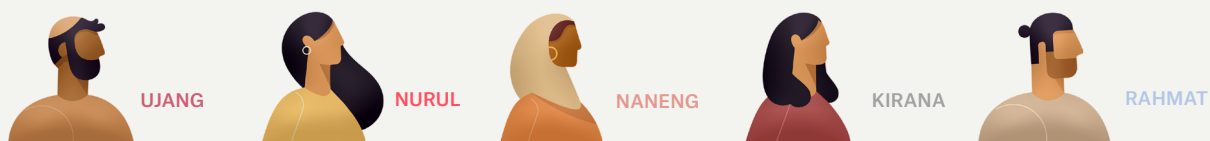
*((Responding to personas))*



3. Training program for foreign languages

(English, German, etc.)

*((Responding to personas))*



#### 4. Documentary film

on the coast of the Ciletuh area

*((Responding to personas))*



#### 5. Promotional video channel for tourism at KPPN Citamansakti

**(Kelompok Informasi Masyarakat)** Showing all the tourist attractions, the prices for your homestays, letting people know your homestays are affordable. This will make tourists prefer homestays compared to villas.

*((Responding to personas))*



6. The fishermen's cooperative/union can work well together in implementing a profit-sharing system, and eventually collectively developing a model for the processing of salted fish.

*((Responding to personas))*



### 7. Animal farmer groups: In Citamansakti Villages

*((Responding to personas))*



### 8. Kampung KB as a pilot kampung for Tourism Village:

community-based greenhouse and front yard nursery, homestay, cultural space, reading room, communal kitchen, souvenir shops.

*((Responding to personas))*



### 9. Initiation and legalization of Kelompok Ciletuh Perkasa

*((Responding to personas))*



★ Small and mid-scale:

#### 1. Ciletuh Geopark Corner

small souvenir shop in every tourism spot in Ciletuh Geopark

*((Responding to personas))*

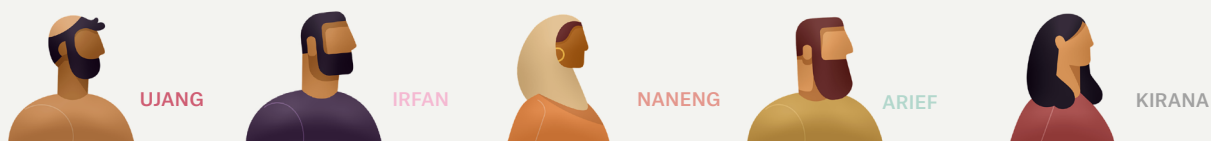




## 2. Ciletuh's souvenir products development

(hanjeli, black rice, sorghum, gandum & gandrung crackers, banana peel crackers, salted fish, bamboo, and coconut shell handicrafts, etc.)

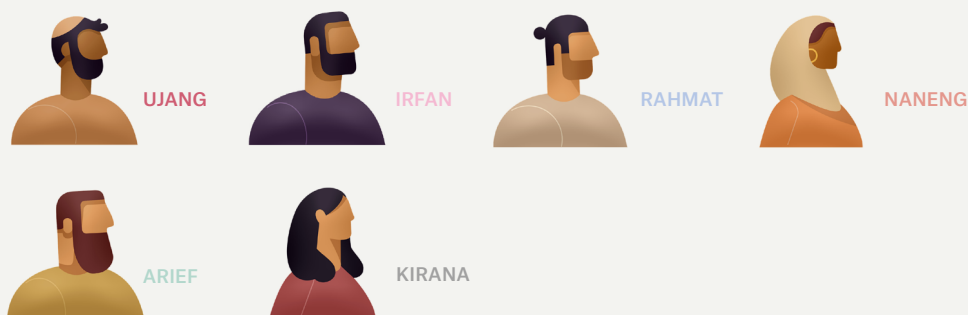
*((Responding to personas))*



## 3. Development of local cuisine menu

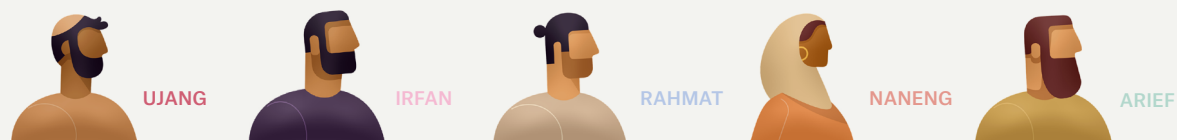
small souvenir shop in every tourism spot in Ciletuh Geopark

*((Responding to personas))*



## 4. Company of processing and packaging machines for local food products

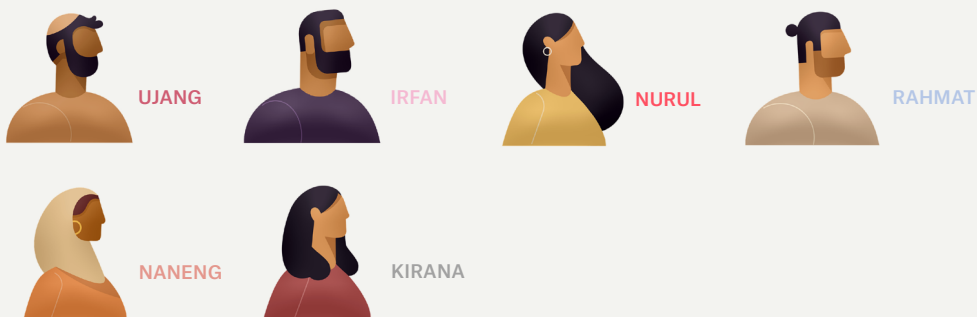
*((Responding to personas))*



### 5. 'Ikatan Homestay Ciletuh'

integrated homestay owner - tour/local guide agreement to give full experience for tourists in one package. Additionally, mapping and development of tourism packages for Desa Wisata Citamansakti (One Village One Destination - Agrotourism).

*((Responding to personas))*



- ★ **Ciwaru - coastal tourism** (Sodong Waterfall, green forest, Palangpang beach, mango farm, mangrove forest, coral reef, annual sports event, cultural village 'Sirna Galih', kampung homestay Cimarinjung)
- ★ **Mekarsakti - agrotourism** (Hade Hill, chili farm, teak forest)
- ★ **Tamanjaya - agrotourism** (Awang Waterfall, Puncak Manik Waterfall, fruits farm, camping ground, forest walk, motor cross track, agro tourism village - Kampung KB)

### 6. Rumah Pamer Geopark Ciletuh (tourism information center and souvenir shop)

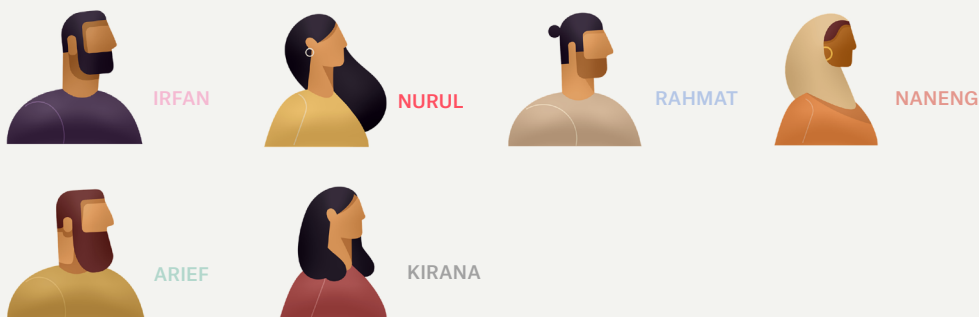
*((Responding to personas))*



### 7. Digital marketing company

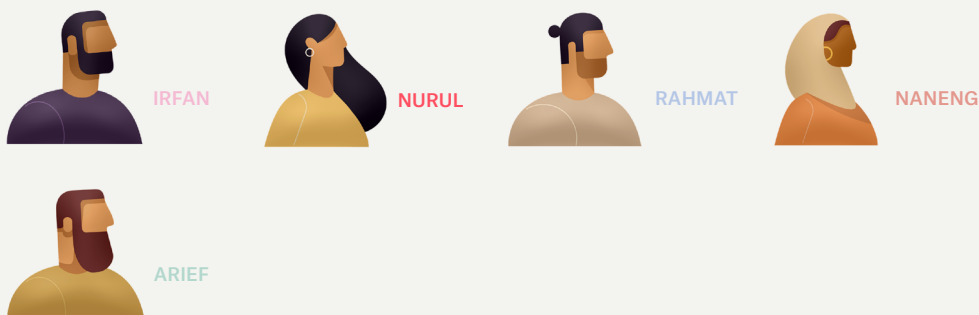
for food products (and training related to that as a service from government)

*((Responding to personas))*



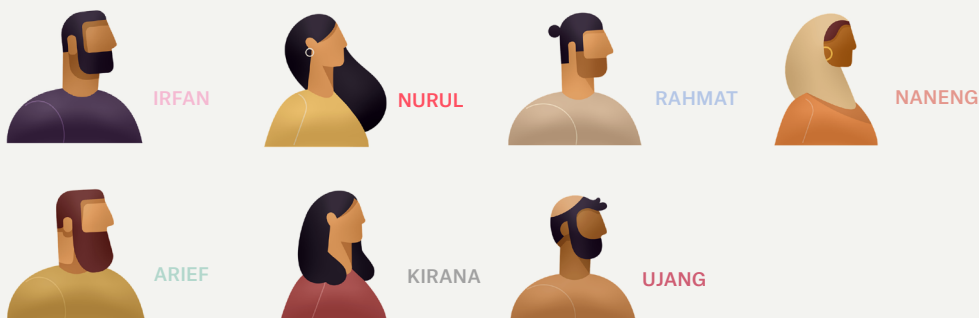
### 8. Centralized logistic / courier service

*((Responding to personas))*



### 9. Revitalization of BUMDESMA as one-stop marketing service

*((Responding to personas))*

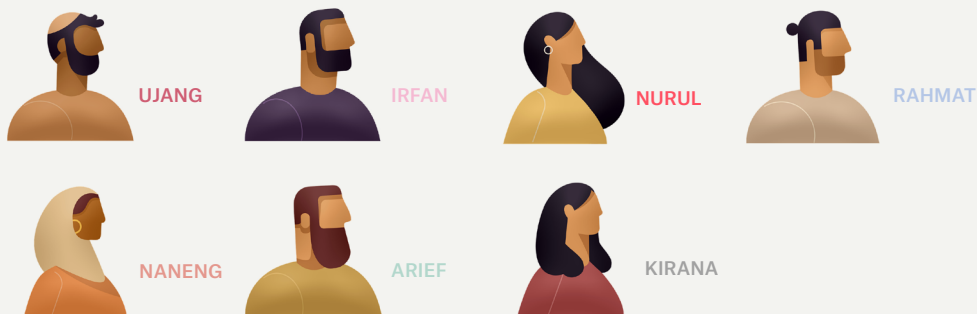


★ Large scale:

1. Revitalization of fish market or fish auction as tourist destination as a key prototype

catalyzing transportation, community activities – festival, prizes, schools; public services, regulation opportunities – fish prices; and all the SMEs that could be supporting that, such as packaging companies or training centers). Reinventing West Java’s fish markets as massive experimental areas in which we can pilot and test all these prototypes would be an incredible positioning opportunity for the area.

*((Responding to personas))*



*“We don’t market our products outside the fishermen’s market, because we can’t innovate. For example, not only fish baskets can be made, but many other products, such as besek models from bamboo. The use is not only for*

*food, it can also be used as souvenirs. For Saluyu SMEs group which is focusing on mango chips, it can also be a place for that. In addition to besek, we can make a mini fan”*

## 2. Agrotourism development portfolio in Citamansakti

Local culture used for tourism development and a whole set of multilevel actions linked to that. Whereas tourism, to be developed there must be culture filled with stories and cultures. From Citamansakti, Agrotourism with local values. There are many cultures, but this physical form such as dance, food, this can be seen, but for the intangible such as stories, this needs to be preserved/conserved. This strategy should be linked to food SME's, homestays, training, regulation, festivals and the documentary.

*((Responding to personas))*

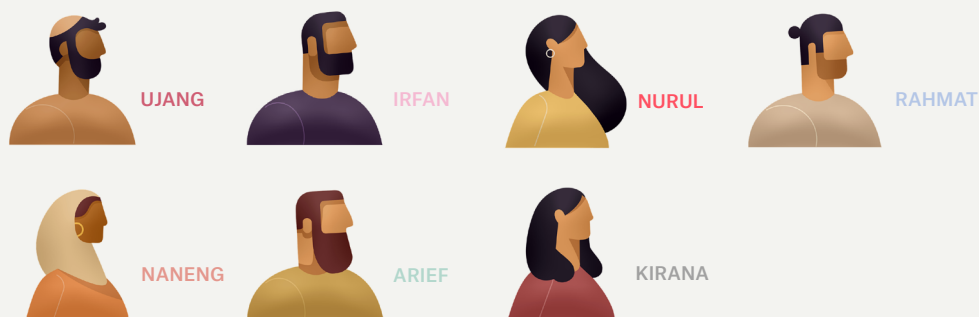


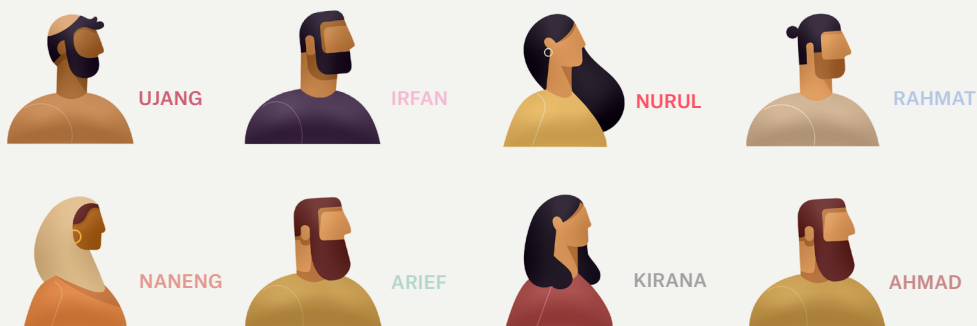
Table 1. List of tourism potentials in each village at KPPN Citamansakti

Ciwaru	Mekarsakti	Taman Jaya
<ol style="list-style-type: none"> <li>1. Sodong Waterfall</li> <li>2. Mango farm</li> <li>3. Cultural village “Sirna Galih”</li> <li>4. Palangpang Beach</li> <li>5. Green Forest</li> <li>6. ‘Gelora Muda Ciwaru’ (Sport tourism package)</li> <li>7. Homestay</li> </ol>	<ol style="list-style-type: none"> <li>1. Chilli farm</li> <li>2. Teak forest</li> <li>3. Hade Peak</li> <li>4. Pethong Rocky Hill</li> </ol>	<ol style="list-style-type: none"> <li>1. Awang Waterfall</li> <li>2. Tengah Waterfall</li> <li>3. Puncak Manik Waterfall</li> <li>4. Fruit farm</li> <li>5. Camping Ground</li> <li>6. Homestay</li> </ol>

### 3. Development of tourism road access

(jalan poros tengah)

((Responding to personas))



### 3 – Menu of ideas emerged

#### 4. Reforestation in the whole uphill Citamansakti village cluster

to maintain water resources

*((Responding to personas))*



#### 5. Provision of internet access to support online marketing in Citamansakti area

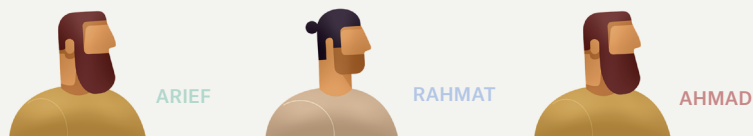
*((Responding to personas))*



#### 6. Ranca Genjer irrigation system

for the whole West Java

*((Responding to personas))*



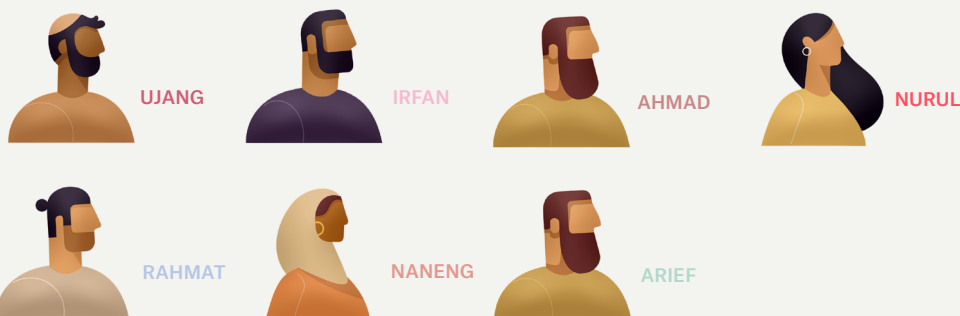
★ Public Services

1. Capacity building

1.1 Training on product packaging and digital marketing

1.2 Establishment of and capacity building for Citamansakti breeder group (training on breeding technique, animal waste composting, etc.)

*((Responding to personas))*



2. Develop an Environmental impact assessment

(plan to reforestation, impact control, waste management, etc.) To carry out studies and prepare reports focusing on the natural - physical and biotic - socioeconomic, cultural, and land environment)

*((Responding to personas))*





### 3. Monitoring of Kartu Tani program

(control of fertilizer price)

*((Responding to personas))*



### 4. Sodong Waterfall (Ciwaru) as one of the priority areas

in Ciletuh-Palabuhanratu UNESCO Global Geopark

*((Responding to personas))*

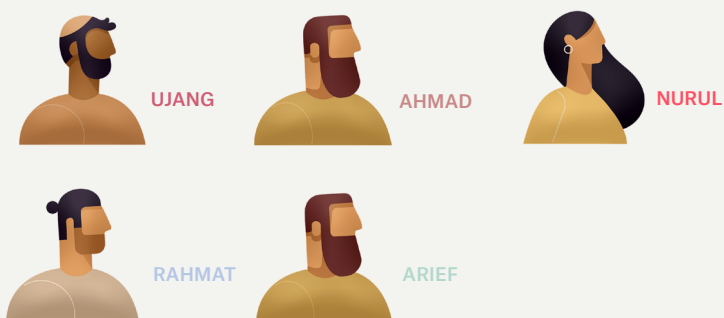


## ★ Regulation

### 1. Initiation and legalization of 'Desa Wisata Citamansakti'

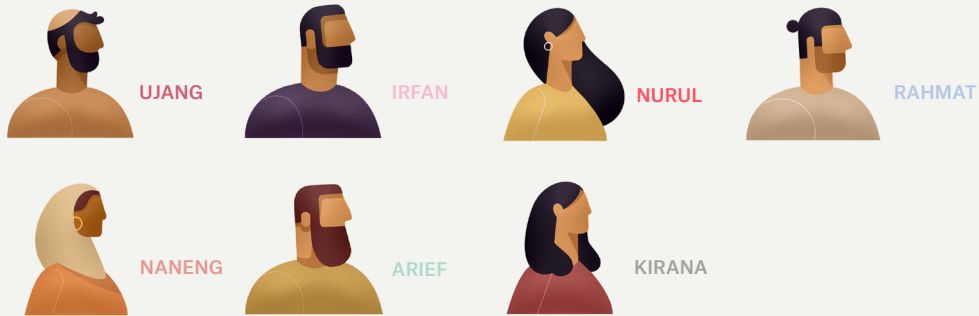
(Citamansakti Tourism Village), e.g., village boundary, integration on village roadmap

*((Responding to personas))*



## 2. Facilitation on halal certification and collective PIRT (home-industry license)

*((Responding to personas))*



## 3. Certification for tourism actors

(homestay owner, tour/local guide, restaurant owner, etc.),  
especially in English language training

*((Responding to personas))*



★ “The communities in West Java had already suggested a specific list of interventions during the listening process”

① Construction of a jogging track, for the convenience of guests to be able to cross Curug Cikanteh. With Ministry of Maritime Affairs and Fisheries (KKP), and managed by BUMDES Mandarajaya.

② Improving solid waste management (Mechanical and biological treatment infrastructure) in the villages along the coast and adjacent to rivers, to address marine debris.

③ Agro-tourism opportunity can be optimized for productive farmers to develop sustainable agriculture through agricultural socialization with schools, so it can be introducing in early age to school children. And together with the West Java Horticultural Crop Agriculture Office, agriculture and animal husbandry can collaborate to utilize organic fertilizers.

→ The construction of the Cikalong bridge (at the borderline between the Tamanjaya-Mekarsakti villages), also the Nyomplong and Cibadak bridges need to be elevated, due to the possibility of being affected by settlements during heavy rains.

*With the Department of Public Works, or Human Settlements, or also through a CSR scheme to repair or build the bridge, whether it is a semi-permanent construction or a suspension bridge.*

→ A Bumdesma-managed storage for crops should be established so that it can be used to store the crops, when it comes to post-harvest issues or crop yields, etc.

 ***With BUMDESMA (Joint Village-owned Enterprises).***

→ Mina Padi (fish farming in rice fields) as way to diversify the farmer's nutrition intake. There are a lot of assistance from the central government which should be channeled to farmers for fisheries. There has been training for mina padi from PPL (Field Extension Officer). But, there is still a shortage of manpower, and limited knowledge of agricultural technique and skills.

 ***With Agricultural Field Extension Officer (PPL) – they have been providing training for Mina Padi, but there is a shortage of manpower limited knowledge of agricultural technique.***


→ Padi

***“In this ancestral technique it's possible to grow rice and cultivate fish like tilapia, catfish, or carp at the same time. In this way it permits farmers to diversify their crops and their nutrition intake, as well as add value to the production and the farmers could supply to restaurants in the area.”***


A collaboration with the Sukabumi Animal Husbandry Service to get information about fertilizers and on how they can use organic fertilizer and become a motivation for farmers to process their livestock waste into organic fertilizer. In this sense, the livestock and agriculture sectors can be synergized. This should be accompanied by the PPL reactivation to control the fertilizers prices.

Products division by specific region like in Thailand with the OTOP (One Tambon One Product) system: the products are different for each village. So, when, for example, in Ciwaru the product is mango, it means that tourists who want to buy mangoes will go to Ciwaru, the ones that want to buy black rice would go to Tamanjaya, and so on. Each village will have its own uniqueness and market.

Training on digital devices and platforms. Training with people unfamiliar with the use of digital devices and platforms on how to use platforms to market and develop their business. There are areas of application and public communication that can help in terms of marketing MSME products in the Citamansakti area.

 *This would be a public service with Department of Communication and Informatics in Sukabumi.*

Fiber optics in geopark. Provincial level can also encourage providers in Indonesia that have decent infrastructure, such as Telkom and Indosat, to invest in geopark areas because up to now, fiber optic networks are still limited. And maybe in addition to some points in the Citepus area and Cisolak hot springs, it has been also intervened by installing WMS (Wifi Management Service) from the district budget so that the public or visitors can surf the internet for free there.

 *With the The Department of Communication and Informatics in Sukabumi.*

① Replicating East Java pilot. In East Java there was a UPT (Technical Implementation Unit) for the manufacture of a hygienic and attractive packaging for MSME products, it could also be applied in West Java.

🧑 *With Activation of the BUMESMA- Joint Village Owned Enterprise.*

② More information about free licensing. So, if there was a Nurul profile who found it difficult to take care of legality, today the legality process can be done through WA by including a photo of the TIN (Tax ID Number).

## 3.1 – Initial conceptualization for selected ideas

The most appealing ideas for participants were conceptualized during the co-creation sessions.

### Ranca Genjer irrigation

- o **Concept:** It will not only serve its irrigation purposes, but also will be able to become a new water tourism destination and a facility for freshwater fish cultivation.
- o The **targeted** group will be all farmers in Citamansakti.
- o **Purpose:** To increase the agricultural productivity as well as to water approximately 1500 hectares of rice fields which mostly are rainfed. This irrigation program also serves as a clean water source for the locals.
- o **Addressed personas:**
- o **Supporting quote:**
- o **SDG integration**

**Concept Poster**

AGRIRE LEHENDAKARIA CENTER  
for Social and Political Studies

Title  
**Ranca Genjer Irrigation**


Description  
The availability of irrigation could support the Citamansakti villages regarding the water sources. In addition, these initiatives could become new tourism destination and sources of income for communities to cultivate fish

<p>Target groups </p> <ul style="list-style-type: none"> <li>• Farmers community in the Citamansakti rural area</li> </ul>	<p>Needs</p> <ul style="list-style-type: none"> <li>• Increase the local communities' source of incomes</li> <li>• Increase the paddy quality from 200 to 300</li> <li>• It could irrigate approximately 1.500 rice field</li> <li>• Source of water for the communities</li> </ul>
<p>What new?</p> <ul style="list-style-type: none"> <li>• New water theme tourism destination</li> <li>• BUMDESMA Citamansakti as a coordinator and management board</li> </ul>	<p>Who should join? </p> <ul style="list-style-type: none"> <li>• Communities and head of the villages</li> <li>• Local government especially food and livestock agencies</li> <li>• National &amp; regional government especially ministry of agriculture</li> </ul>

## Geopark Ciletuh Showcase Gallery for marketing local products

- o **Concept:** is meant to be a one-stop tourist destination that can be visited before tourists continue to the other destinations in the geopark.
- o The **targeted** group will be Farmers.
- o **Purpose:** This house can be a basecamp for guides and tours of Ciletuh Geopark. This facility can improve the capacity of the locals to be creative, and make it easier to sell products such as handcrafts and Micro, Small, and Medium Enterprises products.
- o **Partners/stakeholders:** Bumdesa
- o **Addressed personas:**
- o **Supporting quote:**
- o **SDG integration**

### Concept Poster




**Title**

**Ciletuh Geopark Corner**

**Description**

The availability of Ciletuh Geopark Corner in each tourism destination

**Target groups** 


- Local government especially tourism agencies
- Tourism awareness group (POKDARWIS)
- Community tourism management (PAPSI - Paguyuban Alam Pakidulan Sukabumi)
- Ciletuh Palabuhanratu Geopark Agencies (CPUGGp)

**Needs**

- Increase the local communities' source of incomes especially for tourism actors

**What new?**

- All of the products in Geopark Ciletuh Corner are 100% from the local community

**Who should join?** 


- Others tourism awareness group
- Institution or association which focuses on tourism sector



## Monitoring of Farmer Card program

- o **Concept:** is directed towards helping farmers buy subsidized chemical fertilizers, since the farmers felt that the Farmer Card has not given a direct impact towards the price of fertilizer, which is not yet satisfying for the farmers. Through this, they hope that the Farmer Card can be used according to the initial purpose.
- o The **targeted** group will be Farmers.
- o **Purpose:** Better access to fertilizer and price regulation.
- o **Partners/stakeholders:**
- o **Addressed personas:**
- o **Supporting quote:**
- o **SDG integration**

### Concept Poster




**Title**

**Monitoring Farmers Card**

**Description**

This concept poster is formed to support farmers in purchasing chemical fertilizers subsidized by the government

**Target groups** 


- Farmers community in the Citamansakti rural area

**Needs**

- Farmers can get a cheaper price for fertilizer

**What new?**

- Farmers card is used properly according to government purposes

**Who should join?** 

- Department of Agriculture (Dinas Pertanian)
- Fertilizer sales agency
- Farm stores

## Typical Souvenirs of Ciletuh Geopark/Panenjoan

**AGIRRE LEHENDAKARIA CENTER**  
for Social and Political Studies

**Concept Poster**

Title  
**Food and souvenirs of Ciletuh/Panenjoan**

Description  
Black rice, palm sugar, wheat, oyek/inter, hanjeli, gandrung, sesame, cimplung cassava/yam/banana, bowl of shell (coconut shell), and coet

Target groups <ul style="list-style-type: none"> <li>Tourists</li> <li>Women of PKK Group</li> <li>Tour guide</li> <li>Students</li> <li>School</li> <li>Homestay owner/management</li> </ul>	Needs <ul style="list-style-type: none"> <li>Improve people's lives</li> <li>Help local economic condition</li> <li>Decrease the amount of unemployment</li> </ul>
What new? <ul style="list-style-type: none"> <li>There is no souvenir center at one point, there are just souvenir stalls individually.</li> <li>New product packaging tool</li> </ul>	Who should join? <ul style="list-style-type: none"> <li>Village's Head</li> <li>BUMDES Management</li> <li>Local Community</li> </ul>

## Ciletuh Geopark Corner

**AGIRRE LEHENDAKARIA CENTER**  
for Social and Political Studies

**Concept Poster**

Title  
**Ciletuh Geopark Corner**

Description  
The availability of Ciletuh Geopark Corner in each tourism destination

Target groups <ul style="list-style-type: none"> <li>Local government especially tourism agencies</li> <li>Tourism awareness group (POKDARWIS)</li> <li>Community tourism management (PAPSI - Paguyuban Alam Pakidulan Sukabumi)</li> <li>Ciletuh Palabuhanratu Geopark Agencies (CPUGGp)</li> </ul>	Needs <ul style="list-style-type: none"> <li>Increase the local communities' source of incomes especially for tourism actors</li> </ul>
What new? <ul style="list-style-type: none"> <li>All of the products in Geopark Ciletuh Corner are 100% from the local community</li> </ul>	Who should join? <ul style="list-style-type: none"> <li>Others tourism awareness group</li> <li>Institution or association which focuses on tourism sector</li> </ul>

## Citamansakti Tourism Village

**AGRIRE LEHENDAKARIA CENTER**  
for Social and Political Studies

**Concept Poster**

Title  
**Citamansakti Tourism Village**

Description  
Each village in Citamansakti (Ciwaru, Tamanjaya, Mekarsakti) has a tourism destination based on its characteristics and identities through tourism packages.

<p>Target groups </p> <ul style="list-style-type: none"> <li>Local, national and foreign visitors</li> <li>Government education institution (national, regional and local scale)</li> </ul>	<p>Needs</p> <ul style="list-style-type: none"> <li>Increase the local communities' source of incomes</li> <li>Preserve the local culture</li> <li>Reduce the urbanisation and the number of employment</li> </ul>
<p>What new?</p> <ul style="list-style-type: none"> <li>Integration between education curriculum and study tour as a tourism package</li> <li>Preserve the local culture through art and cultural performance on each tourism destination (<i>pencak silat &amp; badawang</i>)</li> <li>Tourism village legalisation</li> <li>Website and social media as a tourism promotion tools</li> <li>Regulation regarding to the health protocol for Covid19</li> </ul>	<p>Who should join? </p> <ul style="list-style-type: none"> <li>Ciletuh Palabuhanratu Geopark Agencies (CPUGGp)</li> <li>Tourism actors</li> <li>Local government</li> <li>State owned corporation (BUMN)</li> </ul>

## Development of Ciletuh Geopark's souvenir products

**AGRIRE LEHENDAKARIA CENTER**  
for Social and Political Studies

**Concept Poster**

Title  
**Food and souvenirs of Ciletuh/Panenjoan**

Description  
Black rice, palm sugar, wheat, oyek/inter, hanjeli, gandrung, sesame, cimplung cassava/yam/banana, bowl of shell (coconut shell), and coet

<p>Target groups </p> <ul style="list-style-type: none"> <li>Tourists</li> <li>Women of PKK Group</li> <li>Tour guide</li> <li>Students</li> <li>School</li> <li>Homestay owner/management</li> </ul>	<p>Needs</p> <ul style="list-style-type: none"> <li>Improve people's lives</li> <li>Help local economic condition</li> <li>Decrease the amount of unemployment</li> </ul>
<p>What new?</p> <ul style="list-style-type: none"> <li>There is no souvenir center at one point. there are just souvenir stalls individually.</li> <li>New product packaging tool</li> </ul>	<p>Who should join? </p> <ul style="list-style-type: none"> <li>Village's Head</li> <li>BUMDES Management</li> <li>Local Community</li> </ul>



Secretariat office of BUMDesMa Citamansakti

**Concept Poster**

AGRIRE LEHENDAKARIA CENTER  
for Social and Political Studies

Title  
**BUMDESMA Citamansakti Secretariat**

Description  
With the BUMDESMA, the community can improve the economy from various sectors

<p>Target groups </p> <ul style="list-style-type: none"> <li>MSME actors and villager communities</li> <li>Tourism actors</li> </ul>	<p>Needs</p> <ul style="list-style-type: none"> <li>Increase the per capita income of the Citamansakti community</li> <li>Form multipurpose buildings and galleries</li> <li>Accommodating local food production and MSME products</li> <li>Market the MSME products</li> </ul>
<p>What new?</p> <ul style="list-style-type: none"> <li>Create a center for MSME production in the Citamansakti area</li> <li>More coordinated all MSME products in the Citamansakti area</li> </ul>	<p>Who should join? </p> <ul style="list-style-type: none"> <li>Tourism actors</li> <li>Farmer communities</li> <li>Fishermen community</li> <li>Businessmen</li> <li>Ciletuh Palabuhanratu Geopark Agencies (CPUGGp)</li> </ul>



Provision of production and packaging machines

**Concept Poster**

AGRIRE LEHENDAKARIA CENTER  
for Social and Political Studies

Title  
**Production and Packaging Empowerment Program**


Description  
With the production and packaging empowerment program, the quality and selling value of the product can be increased

<p>Target groups </p> <ul style="list-style-type: none"> <li>MSME actors and villager communities</li> </ul>	<p>Needs</p> <ul style="list-style-type: none"> <li>Better production results</li> <li>Better packaging results</li> <li>Better branding results</li> <li>Increase the competitiveness and selling value of the product</li> </ul>
<p>What new?</p> <ul style="list-style-type: none"> <li>Able to sell products online</li> <li>Able to make traditional (simple) packaging to higher quality</li> </ul>	<p>Who should join? </p> <ul style="list-style-type: none"> <li>Tourism actors</li> <li>E-commerce</li> <li>Digital MSME actors</li> </ul>

## Establishment and development of stock farmer group

- o **Concept:** Establishment of and capacity building for Citamansakti breeder group (training on breeding technique, animal waste composting, etc.). It will focus on giving capital to animal farmers as well as livestock seeds for farming chicken, cows, and sheeps, and supporting the production of manure.
- o The **targeted** group will be breeders, Farmers .
- o **Purpose:** Better access to fertilizer and price regulation.
- o **Partners/stakeholders:**
- o **Addressed personas:**
- o **Supporting quote:**
- o **SDG integration**

### Concept Poster




**Title**

**Citamansakti Farmers Association**

**Description**

Capital assistance and chicken, sheep and cattle breeding, livestock training and manufacture of manure.

**Target groups** 


- Chicken Breeder
- Sheep Breeder
- Cattle Breeder

**Needs**

- Can increase the income of the Citamansakti community, which is better and more productive

**What new?**

- Raising livestock can be done with modern systems and can be integrated with agrotourism

**Who should join?** 

- Animal husbandry Department
- Tourism Department
- Investor
- Banking

## 4 – General clarifications and reflections

### ★ Roads and villages connections:

The coordination with Dinas Bina Marga of Sukabumi Regency is needed to ensure the quality of road infrastructure within the geopark. As for the work that was previously done by Dinas Bina Marga of West Java Province in Sukabumi, they have prepared a road stretching from the village of Loji all the way to the District of Waluran, including provincial roads. As for the roads needed to access the villages, the authority lies on Dinas Bina Marga of Sukabumi Regency or the villages itself. He hopes that this information could be useful to support the traffic that will come from the provincial roads to the villages, and vice versa.

Citamansakti Union of three villages The representative of the Citamansakti Villages area stated that there have been several concerns expressed by the locals regarding this Citamansakti Union of three villages, because there are several agendas that until now have not yet come into realization. First, is regarding the authority of Dinas Bina Marga of West Java Province. He mentioned that within the area, there is a plan to build a middle-axis road (“jalan poros tengah”, stretching for 8 kilometers) which will be traversed or passed by all of the three villages (Ciwaru, Tamanjaya and Mekarsakti). Until now, this road has not been built.

★ Common pond (“embung”) in Ranca Genjer Village:

There is a plan to build a common pond (“embung”), which is supposed to be in Ranca Genjer Village to irrigate the area. If these two programs are finally happening, it will increase the productivity of the farmers as well as to attract income for the locals.

★ Map the prime/prototyped products:

Regarding agriculture products, it is interesting that there has not been a prime or prototyped food product that could be a unique selling point from the area. This prototyped product could be cake fishes (ikan kue), salted fish, salmon. Therefore, the many homestays found within the area must contribute to supporting the local agriculture products, in a way that the tourists staying in the homestays will be able to purchase the prime products.

## 5 – Inputs for mapping exercise

★ For example, there is the agro-tourism program where all lines of stakeholders from farmers, UKMs and tour guides are involved, and it sets tourists to visit a mango plantation to observe all the process of cultivation: from breeding the seeds until it becomes processed products such as mango chips. The visitors pay the packages to the plantation owners, for example the mango chips processing package for one day of exploring.

★ In the center of Ciloa Village, there is a development plan to create a village forest, which will be called green forest. Despite the plan, the program in Ciwaru Village is aiming to build a tourist village on a 4-hectare land in the Pasirhaur Hill in the Leuweung Hejo area. However, the concept of green forest, for the time being, has not been followed up, because the area will be used as a place for disaster mitigation, considering that it is the highest place in the Ciwaru area. (there is a local myth of 'Ciwaru dikumbah').



★ Another program is also being implemented and advertised as a special tour package for football lovers through an integrated system with other tour package programs, which are fully booked until November. The idea is to incentivize the community empowerment.

*“The system includes checking in at 12 at noon to the homestay. Later in the afternoon, they bring their (football) team. When they are back to the homestay, they will participate in another tourism package. Rp 450.000, - per package is including 3 meals per day, one-night stay, exploring Cimarunjung Waterfall, and playing football until 12 the next afternoon. Finally, it is check out time.”*

★ Efforts to increase tourism potential are also being carried out. For example, in Ciwaru there is the program called tourism village (Desa Wisata).

★ Curug Sodong, a priority the provincial government (there is already a master plan) the idea is to build a mini bulb theater, camping ground and river tubing. However, the access to tourist attractions is not good.

★ Sirnagalih a cultural village (Sinagar) where pencak silat, Badawang martial arts are performed to tourists.

★ There is a plan to build a road (re.Jalan Petong) that connects Mekarsakti and Tamanjaya with the aim of optimizing tourism potential in Mekarsakti, such as teak forest tourism which can be used as a playground and agro-tourism. Mekarsakti is known for its agriculture area, so agricultural education tour packages can be made.

## 6 – Next Steps

### 6.1 Co-design each of these ideas with local stakeholders

The purpose of design workshop is to discover unique perspective through collaboration and to include user and stakeholder opinions in key decisions.

#### 6.1.1 Goals of these sessions

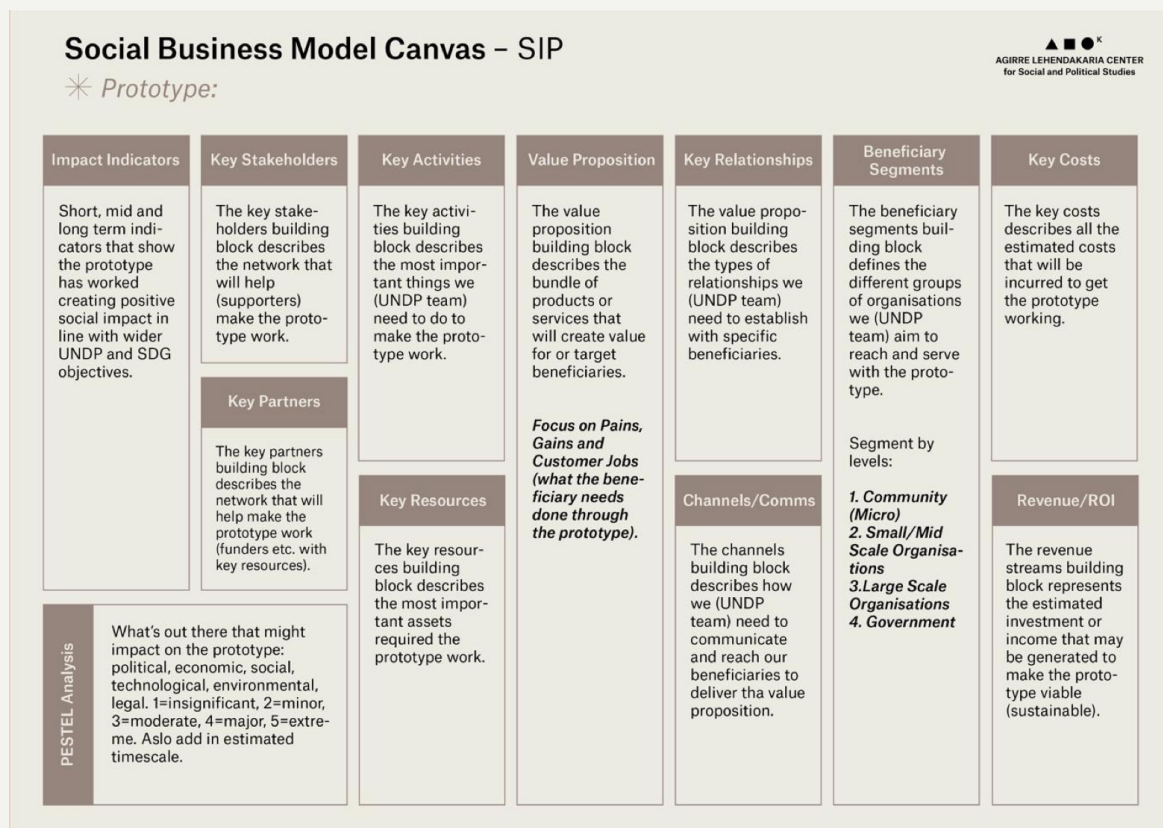
- ★ *Co-design sessions for each of the ideas selected.*
- ★ *Conceptualize the prototypes and define the steps to follow for their implementation in collaboration with the relevant actors. Prototypes should be sufficiently trained to be communicated and tested but remain flexible and adjustable.*
- ★ *Quickly test each of the prototypes in an action-research logic. Evaluation by facilitation team.*
- ★ *Make the necessary adjustments in order to complete and enhance the prototypes with the support of the tools and guidelines established in the cross-cutting phase (developmental evaluation).*
- ★ *Select the prototypes to be scaled, those to be discarded and those that will continue to be propelled by alternative ways. The criteria to consider, among others, are the following: alignment with SDGs and UNDP goals; economic viability; business plan; sustainability.*

### 6.1.2 Suggested tools<sup>4</sup>

#### ★ Social Business Model Canvas

The Social Business Model Canvas is a tool for creating a solid business model around a social enterprise. It's also a collaborative tool that helps to communicate with different business models and stakeholders and brainstorm new ones.

If developing a social business type, you may use a social business canvas.



<sup>4</sup> These tools will serve as an initial layout of the idea. Large scale initiatives and regulation initiatives can use this as a basis for a further development.

- **Key resources:** what resources do you need to perform your activity?
- **Partners and stakeholders:** Who are the essential groups that you need to involve to perform your program? Do you need special permits?
- **Key activities:** what programmed and non-programmed activities will your organization agree to perform?
- **Type of intervention:** What format does your intervention have? A workshop? A service? A product?
- **Channels:** How are you reaching your users and clients?
- **Segments:** Who are the beneficiaries?
- **Customers:** Which organization pays for your service/product?
- **Value proposition:** Value proposition for use
- **Measuring impact:** How will you show that you are creating social impact?
- **Client value proposition:** What does the client who pays for your product/service obtain?
- **Cost structure:** What are your major cost areas? How do they change by scale?
- **Surplus:** Where do you invest earnings?
- **Income:** Describe your sources of income in %

★ **Business Model Canvas**

Business Model Canvas is a structure for the business to develop. It allows you to plan cost and revenue streams, map your activities, profile customers and place the key activities. By using some of the components in that model, we can also create good predisposition when we want to take the prototype in the market.

Furthermore, the business model allows organizations to weigh the market and with the right strategy and approach to adapt to it.

- **Key allies:** Who will help you?
- **Key activities:** How do you do it?
- **Key resources:** What do you need?
- **Value proposition:** What do you do?
- **Customer segment:** Who do you help?
- **Distribution channels:** How to achieve?
- **Cost structure:** How much will cost?
- **Income flow:** How much will you earn?

**6.2 Build interconnections** between the initial prototypes and between those and existing actions.

**6.3 Keep the cocreation process based on these enriched personas**, in order to build a people-centered portfolio of multilevel initiatives.

**6.4 Deeper listening.** A second iteration of interviews and enriching channels.

**6.5 Systematize collective interpretation spaces in Gorontalo.** Once a month or every other month, open deliberation spaces should be part of the SIP.

## Annexes. Session structures

### Area 1. MSMEs

#### Idea generation with the “How Might We” questions:

The three co-creation sessions were initiated by the facilitators where they presented and recalled the challenges, opportunities and initiatives that have emerged during the deep listening process and during the sensemaking sessions. In the online session (30th of August) it has been used the tool Miro board to deploy those overviews, and in the face-to-face sessions they used the tools: *How might we ...?* and *share your ideas* to engage the participants.

The five initial questions that have been raised were:

- *How might we map and develop the typical products of each village into a potential business where one village has one business with a product that is unique to that village (one village one product)?*
- *How might we increase capacities that need to be developed in terms of finance, creativity, maintenance of production equipment and business management for MSMEs at KPPN Citamansakti?*
- *How might we develop the potential of home-based SMEs in processing agricultural, plantation and fishery products at KPPN Citamansakti?*
- *How might we improve the marketing and branding of MSME products at KPPN Citamansakti?*



## Area 1. MSMEs

- *How might we increase the potential of BUMDes / BUMDesma and Fish Auction Places (TPI) in developing the marketing of local MSME products as well as agricultural and fishery products at KPPN Citamansakti?*

### Problems:

- 1) **Access to finance:** BUMDESMA and capital
- 2) **Access to market:** How to guarantee quality, quantity, increase the buyer, expand to different villages, lack of a proper space to sell them, packaging, innovation etc.)
- 3) **Access to digitalization:** Lack of internet connection
- 4) **Access to skills:** Lack of capacity building and training
- 5) **Access to services and infrastructure:** (correct tools, machine and equipment maintenance, License and permits and Halal certification

### Problem development and possible solutions:

- 1) **Access to finance:** BUMDESMA and capital
  - a. Since there is no capital, I am looking for cooperation with companies that are engaged in building here. So I'm looking out and independent.
  - b. There must be an authorized capital provided by the government.
  - c. Loans from banks.
  - d. Cooperation with companies to supply goods. The profits are then divided.
  - e. Conducting comparative studies for business actors including BUMDes managers.

## Area 1. MSMEs

**2) Access to market:** How to guarantee quality, quantity, increase the buyers, expand to different villages, lack of a proper space to sell them, packaging, innovation etc.)

What needs to be prioritized is the means of production:

- a. Must have a marketing operator
- b. Marketing training
- c. Branding process
- d. MSME Center
- e. Better product quality
- f. Facilities: Place to sell the products (local market, fair, galleries etc..)
- g. Packaging: requires a vacuum sealer

*“Speaking of capital, the village has a lot of budgets, if they want the funds to be allocated clearly. What I see are low quality products, inaccessible marketing, and policy makers want a realistic concept. Many lack a little capital, there are few challenges, they run away. What I want are honest and responsible people.”*

**3) Access to digitalization:** Lack of internet connection

**4) Access to skills:** Lack of capacity building and training:

- a. Fish basket craftsmen: Difficult to expand to different market areas due to the lack of innovation.

## Area 1. MSMEs

*“We don’t market our products outside the fishermen’s market, because we can’t innovate. For example, not only fish baskets can be made, but many other products, such as besek models from bamboo. The use is not only for food, it can also be used as souvenirs. For Saluyu SMEs group which is focusing on mango chips, it can also be a place for that. In addition to besek, we can make a mini fan.”*

- b. There has been a lot of training on how to make chips, papaya sauce, etc., but after training, there’s no continuation on selling.
- c. Training is needed for the maintenance of machines and other production equipment.

**5) Access to services and infrastructure:** correct tools, machine and equipment maintenance, License and permits and Halal certification.

*“When it comes to MSMEs, for food products, for example, there must be a halal logo. It cannot be done alone. It takes the relevant person or agency for that. The process is difficult and long. Please encourage this matter.”*

## Area 1. MSMEs

### Prioritize ideas:

1. Ciletuh Geopark Corner, small souvenir shop in every tourism spot in Ciletuh Geopark
2. Training on product packaging and digital marketing
3. Mapping and development of Ciletuh's souvenir products (hanjeli, black rice, sorghum, gandum & gandum crackers, banana peel crackers, salted fish, bamboo, and coconut shell handicrafts, etc.)
4. Development of local cuisine menu to be incorporated in homestay packages
5. Provision of processing and packaging machines for food products
6. Provision of internet access to support online marketing
7. Facilitation on halal certification and collective PIRT (home-industry license)

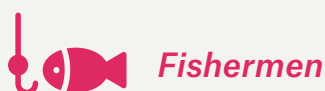


## Area 2. Food System

### Challenges:



- Impact of COVID-19 pandemic on fertilizer prices,
- The Farmer Card program is not yet effective due to the uncontrollable prices of fertilizer, socialization of prime products and commodities is still lacking, and there is no proper system for capitalization and marketing of agricultural products.
- There is a lack of a clear direction in terms of selling the products after harvesting, therefore producers end up selling to the middlemen for a cheaper price.



- The lack of infrastructure in fish storage, freezers, ice factory, and the fluctuation in fish prices; in which the prices could decrease just several hours after fishing.

## Area 2. Food System

### Idea generation with the “How Might We” questions:

- *How might we develop business and productivity in the agriculture (stock and farming) and fishery sector?*
- *How might we increase the attractiveness of farming?*
- *How might we increase the “touch” (intervention) to fishermen?*

### Agriculture

*“The farmers should have a dialogue in calculating the price determination, not even the ones above that determine, the government provides so many standards and doesn’t want to know what happened on the ground. The government even issued an import policy. When farmers raise prices, the government is even clamoring for imports. Now, what do the local farmers do? I suggest giving a selling price that can boost the enthusiasm of the farmers. Second, we need coaching, cooperating with companies to involve farmers/breeders.”*

#### 1) Actors:

- a. Bring young people to the fields to avoid immigration to the big cities
- b. BUMDesMa re-activation
- c. Farmers, breeders

## Area 2. Food System

### 2) Capital:

- a. Assistance from CSR or government
- b. Clear information regarding available funding

### 3) Technology

### 4) Capacity building:

- a. Capacity building: Training in animal husbandry.
- b. Organic fertilizer: Synergize agriculture with animal farming in order to develop manure (“pupuk kandang”) as an alternative to chemical fertilizer.
- c. Training and implementation of the “Minapadi” rice cultivation method.

### 5) Supporting policies:

- a. Fluctuations in the price of meat and agricultural crops. Prices are determined by the middlemen/government.
- b. Fertilizers are very expensive.
- c. There are too many policies that support import activities, so that it has a negative impact on local productivity.
- d. There is no full support from the government yet in terms of regulation, policies, and trainings/resources.

### 6) Infrastructure:

- a. Dams or artesian wells: Most of the rice fields in Tamanjaya Village and Mekarsakti Village are rainfed (depending on rainfall), different from those in Ciwaru Village that are irrigated fields. Because of that, the irrigation system’s purposes are different, such as the need for dams and artesian wells.

## Area 2. Food System

- b. Superior seeds: create a greenhouse for seedings
- c. Center for self-sustained Bird's eye chili
- d. Hydroponics village in Cimarunjung
- e. Build Cikarang reservoir

### 7) Market:

- a. Price control
- b. Agricultural diversity: The role of animal farming should also be developed as one way to help the local economy by socializing the intensive farming model and cage system.
- c. In terms of processed agricultural products, the products include sweets, mango crackers, rice crackers, ivory crackers.

### Fishery:

#### 1) Actors

#### 2) Capital:

- a. Clear information regarding available funding

#### 3) Technology:

- a. Use of the digital application "on fish" as well as an online fish market that helps the fishing activity and directly contributes towards fish sales.



## Area 2. Food System

### 4) Capacity Building:

- a. Training for livelihood opportunities during the lean season (during rain or storm seasons, fishermen are not able to go to sea).
- b. Hydroponic planting training

### 5) Supporting policies:

- a. Touch” to fishermen in the form of facilities assistance, especially for sea product processing.
- b. The fishermen’s cooperative/union can work well together in implementing a profit-sharing system, and eventually developing a model for the processing of salted fish.

### 6) Market

### 7) Infrastructure:

- a. Fishing tools
- b. Modern boats and access to technology
- c. Showroom (glass freezer) for fishermen’s processed products
- d. Beach shallowing
- e. Keramba (cages) are only in fishponds
- f. Facilitating cold storage for Ciwaru Village fishermen by The Ministry of Marine Affairs and Fisheries

***Citamansakti villages area to become an agritourism destination so that there will be an increased opportunity to develop a sustainable agriculture mode.***

## Area 2. Food System

### Prioritize ideas:

1. The irrigation of Ranca Genjer Village
2. Monitoring of Kartu Tani program (control of fertilizer price)
3. Animal Farmer Groups in Citamansakti Villages
4. Showcase House of Ciletuh Geopark
5. Revitalization of fish market or fish auction as tourist destination
6. Mapping and development of food value chain
7. BUMDESMA (village-owned enterprise) as one-stop marketing service for crops and local product

## Area 3. Tourism

 Idea generation with the “How Might We” questions:

*1) How businesses in the Geopark area can cooperate with each other in one ecosystem by making tour packages that involve many parties?*

According to the participants, this has been designed but it needs to be developed and better coordinated.

a. For example, there is the agro-tourism program where all lines of stakeholders from farmers, UKMs and tour guides are involved, and it sets tourists to visit a mango plantation to observe all the process of cultivation: from breeding the seeds until it becomes processed products such as mango chips. The visitors pay the packages to the plantation owners, for example the mango chips processing package for one day of exploring.

b. Another program is also being implemented and advertised as a special tour package for football lovers through an integrated system with other tour package programs, which are fully booked until November. The idea is to incentivize the community empowerment.

*“The system includes checking in at 12 at noon to the homestay. Later in the afternoon, they bring their (football) team. When they are back to the homestay, they will participate in another tourism package. Rp 450.000, - per package is including 3 meals per day, one-night stay, exploring Cimarunjung Waterfall, and playing football until 12 the next afternoon. Finally, it is check out time.”*

## Area 3. Tourism

### *2) How to increase the tourism potential?*

Efforts to increase tourism potential are also being carried out. For example, in Ciwaru there is the program called tourism village (Desa Wisata).

★ **Stakeholders' response:** The declaration of a Tourism Village must be included in the Village RPJMD.

The RPKP has been established, the legality has also been determined as a village. However, there is no tourist village yet, it is necessary to confirm whether the determination of this tourist village is per village or the entire Citamansakti. Until now, Tourism Villages still have to be per village.

a. In the center of Ciloa Village, there is a development plan to create a village forest, which will be called green forest. Despite the plan, the program in Ciwaru Village is aiming to build a tourist village on a 4-hectare land in the Pasirhaur Hill in the Leuweung Hejo area. However, the concept of green forest, for the time being, has not been followed up, because the area will be used as a place for disaster mitigation, considering that it is the highest place in the Ciwaru area. (there is a local myth of 'Ciwaru dikumbah').

### Area 3. Tourism

Other tourism village programs will also be initiated:

- a. Curug Sodong, a priority the provincial government (there is already a master plan) the idea is to build a mini bulb theater, camping ground and river tubing. However, the access to tourist attractions is not good.
- b. Sirnagalih a cultural village (Sinagar) where pencak silat, Badawang martial arts are performed to tourists.
- c. There is a plan to build a road (re.Jalan Petong) that connects Mekarsakti and Tamanjaya with the aim of optimizing tourism potential in Mekarsakti, such as teak forest tourism which can be used as a playground and agro-tourism. Mekarsakti is known for its agriculture area, so agricultural education tour packages can be made.

#### Problems and possible solution for each village: Ciwaru and Mekarsakti Village

- ★ **Ciwaru Village:** the problems are
  - 1) **Lacking internet connection**
  - 2) **Human resource capacity improvement**
  - 3) **Lacking water sources/environmental damage**
  - 4) **Online booking applications/tourism promotion**
  
- ★ **Mekarsakti Village:** the problems are:
  - 1) **Lacking internet connection**
  - 2) **Lacking water sources/environmental damage**
  - 3) **Road infrastructure/road access**

## Area 3. Tourism

**1) Lacking internet connection:** All villages find the lack of internet connection a priority challenge that must be solved. Telkom (main provider) invites cooperation, but it doesn't work because 'BUMDESMA' is constrained with the financial / capital issue.

The residents have initiated RT-Net by creating a WIFI network but are constrained by electricity stability, maintenance and signals that are not supportive due to some unsupportive natural factors).

★ **Response of the Ministry of Communication and Information:** Diskominfo already has a program for blank spots, but we don't know whether the area has entered the blank spot, we need to know where the data is, installation is free, but to connect the house to the network, village businesses is needed.

*"We need to match data with DPMP with diskominfo, for blank spot data, because DPMP also has a program"*

**2) Human resource capacity improvement:** Capacity building for homestay owners and tour guides.

▲ **Challenge:** Low foreign language skills

● **Solution:** Training for foreign languages

## Area 3. Tourism

### 3) Lacking water sources/environmental damage:

*“In the past, many trees became water sources. Now, we have run out of trees, we have a barren forest, and greening efforts must be made above the Waterfall in Mekarjaya Village. Above the Waterfall, there is an oil palm plantation, the one owned by Budi Handoko.”*

#### ▲ Challenge:

- Deforestation areas and pollution due to mining (Wilton Company) and palm oil plantation close to water tables and rivers.
- Waste management: Uncollected waste is a significant source of pollution and health problems for communities. Open dumping is still the most widespread practice for solid waste disposal in Indonesia. The effects of uncollected waste will reflect directly into the rivers and waterfalls.

- **Solution:** Develop an Environmental impact assessment (plan to reforestation, impact control, waste management, etc.). To carry out studies and prepare reports focusing on the natural - physical and biotic - socioeconomic, cultural, and land environment.)

### Area 3. Tourism

**4) Road infrastructure/road access:** Road infrastructure should be built in stages. Road repairment can be done from the provincial financial aid, the one that is IDR 130 million. Hopefully, there could be more, from the village fund. Well, within the village fund, the Cash Direct Assistance will still exist in the 70%, 8% goes to Covid Emergency Measures, and the rest of it can be used according to your priority of needs. If road infrastructure is a priority, then when you hold a village meeting, make it a priority.

**5) Online booking applications/ tourism promotion:**

*“Online application are our biggest loss. For example, on weekends, hotel prices on Reddoorz and Oyo can be down to 0,1 rupiah. That is the problem.”*

▲ **Challenge:** Online applications such as Reddoorz and Oyo are selling prices way below market, directly impacting the homestays.

● **Solution:** Make a promotional video, show all the tourist attractions here, upload it on Youtube or Instagram, and then show the prices for your homestays, letting them know your homestays are affordable. This will make tourists prefer homestays compared to villas.

🧑 **Stakeholder:** Documentary film on the coast of Cimaja in the Ciletuh area.



## Area 3. Tourism

### Geopark Management:

- **Geosite education tour:** Recommendation for re-validation, a geopark corner will be built, to show that this can be a geosite educational tour. Maybe in the future there will be collaboration with the education office, some from SMA 1 Ciracap which will also complete the gallery.

#### **-Geopark Expert Council:**

1. This development is a priority, but as BP, we are only coordinating. The problem with this is the use of government land assets. Last year, we wanted to build a gallery on one of the government's lands, in collaboration with MSMEs, but it didn't happen and the funds were returned to the provincial government, due to the pandemic. So it will focus on filling the corners, but not yet on the construction.
2. For the fish market, the policy is stretched out, now in the Province, then in the Regency.
3. Conservation museum, can it be used as an information center again?

In 2017, all of them were deployed for UNESCO validation. and BP has just been established in the province, but has not paid attention to who owns these assets. In recent months BP Ciletuh has just been formed, and we don't have a budget yet, so we'll look into it later.

### Area 3. Tourism

- **Cultural diversity:**  
*“Recognizing the connection between culture and human values, the welfare of local communities is of particular significance as it strengthens community life and is an indicator for social welfare. The involvement of local communities in initiatives related to Geopark conservation, education and promotion is therefore a principal factor in the sustainable development program of the Geopark”.*  
**(UNESCO)**
- **Cultural diversity:** From Citamansakti, Agrotourism with local values. There are many cultures, but this physical form such as dance, food, this can be seen, but for the intangible such as stories, this needs to be preserved/conserved.
  1. Culture used for tourism development is hardly seen. Whereas tourism, to be developed there must be culture filled with stories and cultures.
  2. This “invisible culture” could be showed in the documentary.

Ciwaru	Mekarsakti	Taman Jaya
1. Sodong Waterfall	1. Chilli farm	1. Awang Waterfall
2. Mango farm	2. Teak forest	2. Tengah Waterfall
3. Cultural village “Sirna Galih”	3. Hade Peak	3. Puncak Manik Waterfall
4. Palangpang Beach	4. Pethong Rocky Hill	4. Fruit farm
5. Green Forest		5. Camping Ground
6. ‘Gelora Muda Ciwaru’ (Sport tourism package)		6. Homestay
7. Homestay		

**Table 1. List of tourism potentials in each village at KPPN Citamansakti**

### Area 3. Tourism



#### Prioritize ideas:

1. Program development of 'Festival Hajat Laut' and 'Ciletuh Sabilulungan' to represent local culture and tradition.
2. Cultural performance program 'Pencak Silat & Badawang' (martial arts) in each tourism location.
3. 'Ikatan Homestay Ciletuh', integrated homestay owner - tour/local guide program to give full experience for tourists in one package.
4. Facilitation and certification for tourism actors (homestay owner, tour/local guide, restaurant owner, etc.) especially in English language training.
5. Mapping and development of tourism packages for Desa Wisata Citamansakti (One Village One Destination - Agrotourism).
  - a. **Ciwaru - coastal tourism** (Sodong Waterfall, green forest, Palangpang beach, mango farm, mangrove forest, coral reef, annual sports event, cultural village 'Sirna Galih', kampung homestay Cimarunjung).
  - b. **Mekarsakti - agrotourism** (Hade Hill, chili farm, teak forest).
  - c. **Tamanjaya - agrotourism** (Awang Waterfall, Puncak Manik Waterfall, fruits farm, camping ground, forest walk, motor cross track, agro tourism village - Kampung KB).

### Area 3. Tourism

6. Rumah Pamer Geopark Ciletuh (tourism information centre and souvenir shop).
7. Development of Sodong Waterfall (Ciwaru) as one of the priority areas in Ciletuh-Palabuhanratu UNESCO Global Geopark.
8. Development of tourism road access (jalan poros tengah).
9. Reforestation in uphill Citamansakti village cluster to maintain water resources.
10. Initiation and legalization of 'Desa Wisata Citamansakti' (Citamansakti Tourism Village), e.g., village boundary, integration on village roadmap.

### Area 3. Tourism



