



DESIGNING OF AGROTOURISM PROGRAM AT NARA KUPU VILLAGE DEPOK

FACHRUL HANIF



**AGRIBUSINESS MANAGEMENT
VOCATIONAL SCHOOL
IPB UNIVERSITY
BOGOR
2025**

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ABSTRAK

FACHRUL HANIF. Perancangan Program Agrowisata di Nara Kupu Village Depok. Dibimbing oleh ANITA RISTIANINGRUM.

Nara Kupu Village merupakan tempat destinasi wisata alam di Depok. Nara Kupu Village menghadapi masalah pada jumlah pengunjung yang masih dibawah target. Untuk meningkatkan jumlah pengunjung, perusahaan harus melakukan perbaikan untuk meningkatkan kepuasan pengunjung. Tujuan penelitian ini adalah untuk menganalisis tingkat kepuasan pengunjung, merumuskan perbaikan atribut, dan menilai kelayakan finansial. Metode yang digunakan adalah *Customer Satisfaction Index (CSI)*, *Importance Performance Analysis (IPA)*, dan kriteria investasi. Hasil penelitian menunjukkan tingkat kepuasan pelanggan sebesar 78,55%, yang artinya puas. Atribut yang menjadi prioritas perbaikan kinerja atribut adalah kemudahan akses ke objek wisata, lokasi yang strategis dan mudah ditemukan, serta keberadaan papan informasi, rambu, dan papan nama yang jelas. Secara finansial, usaha ini dinyatakan layak dengan NPV sebesar Rp 2.263.560.034, IRR sebesar 36,56%, *Net B/C* sebesar 3,02, *Gross B/C* sebesar 1,24, dan *Payback Period* sebesar 3,64.

Kata kunci: Agrowisata, kelayakan usaha, kepuasan konsumen, perluasan pasar

ABSTRACT

FACHRUL HANIF. Designing of Agrotourism Program at Nara Kupu Village Depok. Supervised by ANITA RISTIANINGRUM.

Nara Kupu Village is a nature tourism destination in Depok has been underperforming in terms of visitor numbers, consistently falling short of its targets. To address this issue, the management is focusing on improving visitor satisfaction. This study aims to analyze current levels of visitor satisfaction, identify key areas requiring enhancement, and assess the financial viability of the improvements. Using the Customer Satisfaction Index (CSI) and Importance Performance Analysis (IPA), as well as standard investment evaluation metrics, the research reveals an overall visitor satisfaction score of 78.55%, indicating a generally satisfied clientele. The analysis highlights three priority areas for improvement easier access to the site, a more strategically located and recognizable setting, and clearer signage and informational boards. Financial evaluation confirms the project's feasibility, demonstrated by a Net Present Value (NPV) of IDR2,263,560,034, IRR of 36.56%, Net B/C of 3.02, Gross B/C of 1.24, and a Payback Period of 3.64.

Keywords: Agritourism, business feasibility, customer satisfaction, market expansion



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DESIGNING OF AGROTOURISM PROGRAM AT NARA KUPU VILLAGE DEPOK

FACHRUL HANIF

Final Project Report
as one of the requirements for obtaining a
Bachelor of Applied Business in Agribusiness
Management Study Program

**AGRIBUSINESS MANAGEMENT
VOCATIONAL SCHOOL
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BOGOR
2025**

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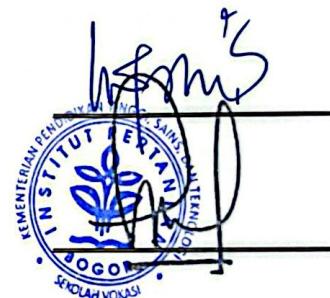
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PREFACE

The author would like to express his gratitude to Allah subhanaahu wa ta'ala for all His gifts so that this scientific work can be successfully completed. The title chosen in this research which was conducted from July 2024 to January 2025 is "Designing of Agrotourism Program at Nara Kupu Village Depok".

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Hopefully this scientific work will be useful for those in need and for the advancement of science.

Bogor, August 2025

Fachrul Hanif



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