

Concept KamiKita Community Center in Agrotourism Development and Environmental Conservation in Banda Aceh City

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Abstract

This research examines the concept of KamiKita in the development of agrotourism and efforts to raise public awareness of environmental conservation. The research method used qualitative research, data collection techniques of observation, interviews, and documentation. Data analysis techniques included data reduction, data presentation, and conclusion drawing. The results of the study show that the KamiKita concept in agrotourism development originated from the spirit of creating a clean environment, collaboration between individuals “we” and the wider community ‘we’, utilization of vacant land, processing of organic waste, and promotion of local products such as Gayo coffee, durian, and Aceh spices with the motto “together we build a green and prosperous Aceh.” Efforts to raise public awareness include socialization, workshops, public lectures, direct campaigns and through social media, social, religious and cultural approaches, establishing laboratories, conservation of campus institutions, schools and Islamic boarding schools, collaborating with the government in planning, implementation, supervision and evaluation, increasing understanding among visitors, teaching how to process waste, healthy lifestyles and preservation of the environment in residential areas and public places.

Keywords: *KamiKita Community Center, agrotourism, environment*

Konsep KamiKita Community Center dalam Pengembangan Agrowisata dan Konservasi Lingkungan di Kota Banda Aceh

Abstract

Penelitian ini mengkaji konsep KamiKita dalam pengembangan agrowisata dan upaya peningkatan kesadaran masyarakat akan pelestarian lingkungan. Metode penelitian yang digunakan adalah penelitian kualitatif. Pengumpulan data observasi, wawancara, dan dokumentasi. Teknik analisis data meliputi reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa konsep KamiKita dalam pengembangan agrowisata berawal dari semangat dari pengelola untuk menciptakan lingkungan yang bersih, kolaborasi sesama individu “kita” dan masyarakat luas “kita”, yaitu dengan pemanfaatan lahan kosong, pengolahan sampah organik, dan promosi produk lokal seperti kopi Gayo, buah durian, dan rempah-rempah Aceh dengan motto “bersama kita membangun Aceh yang hijau dan sejahtera”. Upaya peningkatan kesadaran masyarakat meliputi sosialisasi, lokakarya, kuliah umum, promosi melalui media sosial, pendekatan sosial, agama dan budaya, pendirian laboratorium, pelestarian lembaga kampus, penataan lingkungan sekolah, pesantren dan kolaborasi dengan pemerintah dalam perencanaan, pelaksanaan, pengawasan dan evaluasi, meningkatkan pemahaman di kalangan pengunjung, mengajarkan cara mengolah sampah, gaya hidup sehat dan pelestarian lingkungan di kawasan permukiman dan tempat umum.

Keywords: *KamiKita community center, agrowisata, lingkungan hidup*

Introduction

Indonesia is an agrarian country with vast agricultural land and varied topography (Nurani et al., 2020). Its natural potential can be developed into agrotourism, combining tourism activities with agricultural utilization (Saputra et al., 2018). Agrotourism is one of the alternatives for sustainable tourism by utilizing agricultural activities as tourist attractions (Palit et al., 2017). The development of agrotourism in a region can not only improve the welfare of farmers, but also preserve a clean natural environment and boost the local economy. The development of agrotourism has many benefits, including creating jobs and increasing the income and welfare of the community (Damayanti et al., 2020: Florensa, 2022).

In principle, agrotourism is an industrial activity that expects consumers to visit tourist sites directly (Swastika et al., 2017: Yasmita et al., 2025). Therefore, environmental quality is an important asset that must be provided, especially in areas used for tourist exploration, and the importance of environmental quality and the local community is encouraged to maintain the authenticity, comfort, and sustainability of the environment (Raihan, 2022). The concept of community-based agrotourism is a tourism program that utilizes natural and cultural potential, as well as the support of the local community in carrying out tourism activity programs (Amos. N, 2008).

Agrotourism is an integrated and coordinated system of activities aimed at developing tourism and agriculture in conjunction with environmental conservation and improving community welfare (Pambudi et al., 2018). Banda Aceh has adequate natural and agricultural land potential to be utilized by the community, one of which is the natural and cultural potential in Mulia village, which will be managed by KamiKita by utilizing vacant

land and launched as an agrotourism center (Budiarti et al., 2013).

KamiKita is a community of young people from different ethnicities and religions that promotes urban farming and literacy training. This community has various social activities, one of which is utilizing vacant agricultural land to create an agrotourism center, particularly in Gampong Mulia. KamiKita manages natural resources by conducting training programs such as space planning, organic urban farming, basketball clubs, and recycling initiatives for materials like plastic, glass, coffee grounds, and organic waste. Gampong Mulia, in addition to its outstanding natural potential, can also utilize vacant land to create urban agrotourism sites (Observasi, 2024).

In previous studies, it was found that community-based agrotourism in rural areas is expected to benefit not only rural communities but also urban communities by providing them with a better understanding and appreciation of agriculture, as well as serving as a means of education in this field (Budiarti et al., 2013: Muthe, 2024). Further research shows that agrotourism management involves developing the potential of agricultural land and forests into agrotourism zones, developing partnership networks with tourism industry players and relevant institutions/agencies to promote and develop agrotourism destinations, developing community-based agrotourism websites and promotional media, and increasing community participation in the development of innovative agrotourism products (Suwarsito et al., 2022).

Furthermore, in other studies, agrotourism areas are viewed from the perspective of the community, which tends to agree with these efforts because they can have an impact on sustainable agricultural development from an ecological, social, economic, and management perspective (Manan, A., 2023). Strategies that can be

implemented in agrotourism development, so that it can be developed as an agrotourism area by utilizing available opportunities (Azi et al., 2024). Further related research shows that effective assistance, especially promotion in the form of tourist visit books, flyers and brochures on agroecotourism coffee products, as well as websites, and the involvement of various elements can create synergy between the relevant components, so that empowerment is intensive and productive (Dwiridotjahjono et al., 2017).

Previous studies have had a similar scope, but with a different focus. This study is novel in that it refers to the KamiKita Community Center concept in the development of agrotourism and efforts to raise public awareness of environmental conservation in the city of Banda Aceh. Therefore, this research also has an interesting urgency, because there is an environmental potential that is basically very dirty, then utilized so that it has the opportunity to be made into Gampong Mulia as an agrotourism center through the KamiKita concept so that it can have a positive impact on the community in Banda Aceh City in general.

Result and Discussion

The Concept of Community Centers in Agrotourism Development

The existence of KamiKita Community Center in Banda Aceh City has great potential to become a center for community-based agrotourism development. Its strategic location close to urban areas provides opportunities for agrotourism to not only be a place for agricultural production, but also to open up space for educational, recreational, and community empowerment activities in the surrounding area.

The concept of a community center in agrotourism development is an approach that positions the community as the primary actor in managing agricultural and environmental potential. In the context of

the title "KamiKita Community Center Concept in Agrotourism Development and Environmental Conservation in Banda Aceh City," the community center serves as a collaborative space that brings together farmers, tourism operators, academics, government officials, and local communities to design, manage, and promote sustainable agrotourism activities. Thus, agrotourism becomes not only an economic activity, but also a means of education and environmental conservation.

The KamiKita Community Center can be positioned as an innovation and education hub that integrates agricultural activities with experiential tourism. Visitors not only enjoy the natural scenery but also participate directly in activities such as planting, harvesting, and processing agricultural products, as well as learning about environmentally friendly farming practices (Saprijal, 2023). This concept reinforces the educational value of agrotourism while raising public and tourist awareness of the importance of environmental sustainability in the Banda Aceh City area.

Furthermore, this community center serves as a driver of the local economy through community empowerment. Local agricultural and processed products can be marketed directly through the community center, creating added economic value for farmers and small businesses. This model also opens up opportunities for the development of agro-tourism-based MSMEs, such as organic products, culinary specialties, and crafts based on local resources. This synergy can improve community welfare along with the development of the sustainable tourism sector.

Furthermore, environmental conservation is a key foundation in the development of the KamiKita Community Center. Agricultural land management is carried out according to environmentally

friendly principles, such as the use of organic fertilizers, water conservation, and biodiversity preservation. Environmental education for visitors is also crucial for fostering ecological awareness. With this approach, agrotourism in Banda Aceh not only provides economic and social benefits but also contributes to maintaining a sustainable ecosystem balance.

Furthermore, the success of the KamiKita Community Center depends heavily on collaborative governance involving various stakeholders. Local governments play a role in providing regulations and supporting infrastructure, while universities can contribute through research, agricultural technology innovation, and community mentoring (Yoeti, 2000). Meanwhile, local communities are the primary actors in carrying out daily activities. This synergy creates an adaptive, participatory, and sustainable agrotourism management model tailored to local needs in Banda Aceh City.

Furthermore, digitalization is also a crucial element in the development of the KamiKita Community Center. Utilizing social media, digital platforms, and tourism information systems can expand the reach of agrotourism promotions to national and international levels (Nismara, 2025). Digitalization also supports tour booking systems, local product marketing, and virtual education on environmental conservation. With this technological integration, the KamiKita Community Center is not only a physical space but also a hub for digital innovation, strengthening the competitiveness of Banda Aceh's agrotourism in the modern era.

As explained by Eni, director of KamiKita Community Center, the KamiKita concept in agrotourism development is an integrated activity center and facility managed by the community and local residents. Its purpose is to facilitate the community with educational programs,

participation, and improve economic welfare, cultural preservation, and the environment around tourist destinations. This facility supports agro-educational activities and is part of a community-managed tourist destination, providing direct benefits to the local community.

Then, our main goal is to utilize used materials such as plastic, water bottles, glass, and other waste by recycling them for reuse. Then, over time, we began planting fruit trees, flowers, and vegetables, which has resulted in the creation of an agrotourism site that continues to this day. This program began in 2019 during the COVID-19 pandemic, when we rented vacant land owned by the local village and turned it into a place for processing used materials while preserving a clean environment. In addition, KamiKita has an educational concept and has successfully created a space for social interaction based on urban agriculture.

This concept is in line with the needs of the people of Banda Aceh, who have increasingly limited access to agricultural land but still have an interest in farming and educational tourism for the general public (Eni, 2025).

Jesika, the manager of KamiKita, further explained that KamiKita's main vision is to promote sustainable agriculture by involving the local community, university students, and school students. Therefore, KamiKita's presence in the community is not only as a vegetable garden, but also as a means of direct learning, especially related to waste utilization and environmental conservation around the community. Additionally, the development of KamiKita as an agrotourism venue opens up new business opportunities and produces products such as organic vegetables, ornamental plants, and processed products that have begun to be marketed on a small scale. This serves as initial evidence of the potential for increased income for the local community (Jesika, 2025).

According to Abdurahman, the head of Gampong Mulia village, the local community is quite enthusiastic about getting involved, whether in the form of farming activities, training, or recreational visits. Community involvement is the initial capital in the development of community-based agrotourism in the city of Banda Aceh in particular and throughout Indonesia in general. In addition, Kamikita is a strategic agrotourism location because it is not far from the city center and visitors from outside the region who come for religious and historical tourism are also interested in visiting urban agricultural areas as an alternative educational tourism destination (Abdurahman, 2025).

Furthermore, Fajari Ari Setia, Head of Empowerment at the Banda Aceh DLHK, explained that: From an environmental perspective, KamiKita contributes to environmental greening. Basically, land that was previously neglected has now been put to productive use, thereby improving air quality and creating open green spaces that benefit the surrounding community. In addition, according to DLHK observations, the urban farming concept implemented by KamiKita is based on organic farming. This is a unique selling point, especially for groups of people who are increasingly aware of healthy and clean lifestyles (Fajari Ari Setia, 2025).

According to Hasbi, an employee at Kamikita, during his time working there, he has participated in many training activities such as hydroponics workshops, herbal cultivation, and organic fertilizer production, which were attended by students, pupils, and plant hobbyist communities. In terms of management, the KamiKita community is still simple, but its organizational structure has been established. This community-based management model provides a democratic space for workers and the surrounding community to contribute to the

development of agrotourism and environmental management in the city of Banda Aceh (Hasbi, 2025).

According to Tina, Deputy Director of KamiKita Community Center, this community brings concepts that are in line with the current needs of the community, such as education, utilization of vacant land, environmental management, healthy living, and waste recycling. Of course, these concepts can open up opportunities for the community to increase their additional income. In addition, KamiKita not only presents new innovations, but also plays an important role in protecting the environment. Currently, KamiKita is the only community in Aceh that has become an agrotourism location, so it is hoped that it will become a role model for other regions. From the programs that have been implemented, many local communities have begun to imitate a clean lifestyle because they have seen the real example set by KamiKita. However, there are still some people who neglect environmental cleanliness by littering. Nevertheless, Kamikita remains consistent in conducting education through direct socialization via workshops at universities, schools, government agencies, private institutions, and other organizations in each region (Tika, 2025).

Our ConceptKita Community Center in the development of agrotourism is as follows:

First, "KamiKita" comes from "Kami and Kita," reflecting the spirit of collaboration between individuals ('kami') and the wider community ("kita"). The focus is on community empowerment in the areas of vacant land utilization, organic waste management, and environmental conservation. Second, developing the potential of local agriculture, such as Gayo coffee, durian, and Aceh spices, as well as the vision of the city as a sustainable halal tourist destination. Third, creating new

innovations in urban-based agriculture based on the development plans of the Banda Aceh city government and partners such as local non-governmental organizations (NGOs). Fourth, building an independent community through inclusive agrotourism, with the motto "Together Building a Green and Prosperous Aceh".

Our Goals: We aim to develop agrotourism in the city of Banda Aceh, namely:

1. Empowerment of local communities, namely: communities have control over the ownership and management of agrotourism destinations, thereby increasing economic income.
2. Providing integrated facilities, namely: The community center provides a venue or space for various activities, including agrotourism education, so that visitors can learn about local agriculture and the community in general.
3. Cultural preservation and a clean environment, namely: tourist sites are managed with consideration for environmental sustainability and local culture, in line with the principles of community-based tourism.
4. Improving living standards means creating new jobs and employing local people to manage tourism, so that their income increases in line with their responsibilities and skills.

The benefits of developing agrotourism through the KamiKita program in the city of Banda Aceh are: economic empowerment, increasing farmers' income through direct sales, a target of 20-30% increase from the tourism sector, cultural and environmental preservation, integrating Acehese customs (Islamic law) and environmentally friendly agricultural practices for climate mitigation and tourist accessibility, facilities such as mini homestays, organic cafes, and recreational areas for international tourists.

Based on the researchers' analysis, the development of KamiKita integrates three aspects, namely economic (products and tourism), social (participation and education), and environmental (conservation and reforestation). These three aspects are interrelated and must become a strategic foundation for future sustainability. In general, KamiKita has bright prospects as a community-based agrotourism destination. Therefore, it requires additional and strengthened infrastructure, spatial planning, digital promotion, and government support. This concept has the potential to become a model for sustainable agrotourism development in urban areas, especially in the city of Banda Aceh.

Efforts to Raise Public Awareness of Environmental Conservation

KamiKita Community Center is one of the communities that consistently voices or socializes public awareness in maintaining environmental cleanliness. The programs run target urban communities with a participatory approach. In addition, KamiKita also utilizes community spaces as a means of educating people about healthy lifestyles, such as household waste management, environmentally friendly urban farming, and the use of plastic-friendly products. This is in line with the goal of preserving a clean environment in the city of Banda Aceh in particular.

Efforts to raise public awareness about environmental conservation within the context of the "KamiKita Community Center Concept for Agrotourism Development and Environmental Conservation in Banda Aceh" begin with a community-based educational approach. The KamiKita Community Center can function as an open learning space that provides the community with an understanding of the importance of maintaining ecosystem balance. Through

training activities, discussions, and hands-on field practice, the community is encouraged to understand that the environment is a source of life that must be maintained sustainably.

One key strategy that can be implemented is experiential learning. Communities and visitors not only receive theory but also engage in real-life activities such as tree planting, organic waste management, composting, and water conservation. In this way, environmental awareness is not merely cognitive but also develops through direct experience, which is more lasting and easily applied in everyday life.

In addition, the KamiKita Community Center can develop environmental campaigns involving various community groups, including students, youth, and local communities. These campaigns can be implemented through community service activities, environmental cleanup competitions, and plastic waste reduction initiatives. Active community participation in these activities will strengthen a sense of belonging to the surrounding environment, thus fostering a sustainable culture of environmental stewardship.

Media and technology also play a crucial role in raising public awareness. Utilizing social media, educational videos, and digital content can be effective tools for spreading environmental conservation messages. The KamiKita Community Center can serve as a hub for the production and distribution of educational content showcasing best practices in environmental management and agrotourism. This way, educational outreach can be expanded not only locally but also regionally and even nationally.

Furthermore, collaboration with educational institutions is a strategic step in strengthening environmental awareness from an early age. Schools and universities can utilize the KamiKita Community Center

as a natural laboratory for out-of-class learning activities. Activities such as field studies, environmental research, and community service will provide students with firsthand experience in the importance of environmental conservation and wise natural resource management.

In addition to education, community empowerment is also a crucial factor in raising environmental awareness. When communities experience the economic benefits of environmentally friendly activities, such as agrotourism and organic farming, their motivation to protect the environment increases. The KamiKita Community Center can bridge the gap between economic and ecological aspects, creating a balance between community well-being and environmental sustainability.

To support environmental conservation, the KamiKita Community Center can also develop programs based on the local wisdom of the Acehese people. Cultural values such as the spirit of mutual cooperation, concern for nature, and the tradition of preserving shared resources can serve as a foundation for developing environmentally friendly behaviors. A local culture-based approach will make conservation messages more readily accepted by the community because it aligns with the values and social identities that have long existed within the Banda Aceh community.

Furthermore, the development of green open spaces and environmental education areas around community centers can provide engaging learning opportunities for both residents and tourists. These areas can function as educational gardens, local plant conservation parks, and integrated waste management centers. These facilities not only enhance the beauty of agrotourism areas but also serve as interactive platforms to directly introduce visitors to the importance of preserving biodiversity and environmental quality.

Furthermore, ongoing evaluation and mentoring are crucial steps in ensuring the success of environmental awareness programs. The KamiKita Community Center can establish environmental awareness groups tasked with monitoring, educating, and developing conservation activities on a regular basis. With active and sustained community involvement, environmental conservation efforts will not be merely a one-time program but will develop into a social movement capable of creating a greener, cleaner, and more sustainable environment in Banda Aceh.

Furthermore, the KamiKita Community Center can inspire the formation of a network of environmentally conscious communities across Banda Aceh. Through collaboration between communities, people can share experiences, knowledge, and innovations in agro-tourism-based environmental management. This network will strengthen social solidarity and create a broader collective movement to preserve nature. With strong community participation, the concept of environmental conservation will not only be an individual responsibility but also develop into a shared culture embedded in everyday life.

Efforts to raise public awareness about environmental conservation must be carried out in a sustainable and integrated manner. The KamiKita Community Center in Banda Aceh City can serve as a model for a learning, empowerment, and innovation center that combines education, economics, and conservation. With a participatory and collaborative approach, it is hoped that the community will not only understand the importance of the environment but also actively participate in protecting and preserving it for future generations.

According to Eni, Director of KamiKita Community Center, KamiKita's strategy to raise public awareness is through practice-based education. However, the community is not only given lectures, but also invited to

directly participate in environmental clean-up activities through green class activities held to instill the value of cleanliness from an early age, where elementary school children are taught about the importance of sorting waste, making compost, and maintaining cleanliness around their homes and other public spaces. In addition, KamiKita held an eco-festival to attract wider public attention. This event showcased recycled products, healthy foods, and plastic-free campaigns. From a SWOT analysis, KamiKita's strengths are community spirit, youth involvement, and support for the tradition of mutual cooperation. The weakness lies in limited funding. Opportunities arise from the green lifestyle trend, while threats come from the consumptive culture of society (Eni, 2025).

Next, Jesika, manager of KamiKita, explained that efforts to raise awareness of environmental cleanliness in Banda Aceh cannot rely solely on the responsibility of the Banda Aceh city government, but must also be reinforced through social communities from KamiKita programs. The long-term impact is expected to be the creation of a social ecosystem that cares about clean living. This can be seen from the growth of other small communities that are inspired and have started to take action on cleanliness. In addition, we are expanding our network of cooperation with public and private educational institutions, namely schools, Islamic boarding schools, and community organizations, so that awareness of maintaining a clean environment can be more widespread and sustainable. Overall, KamiKita acts as a driving force for public awareness in preserving a clean environment by strengthening collaboration, digital promotion, and policy support from the village and city government of Banda Aceh (Jesika, 2025).

Furthermore, Nurlina, as a member of the local community, explained that: by joining us and participating in various activities, we can experience a change in

attitude, such as being more disciplined in disposing of waste in its proper place and starting to reuse used items. In addition, the activities facilitated by us are quite good, so that they can foster a sense of concern for environmental cleanliness, especially within the family (Nurlina, 2025).

From the results of an interview with Rahmat Faisal, head of the Banda Aceh DLHK, it appears that we are the only community that is very concerned about environmental issues and has collaborated with the DLHK in implementing programs that combine social, cultural, and religious approaches. For example, in community clean-up activities, spiritual messages with Islamic values emphasizing cleanliness as part of faith are incorporated. One of the flagship programs is the processing of organic waste into fertilizer for urban farming in the area. Thus, the community understands that waste is not only detrimental to a healthy lifestyle and the environment, but can also be processed into an additional source of income for the community (Rahmat Faisal, 2025).

Furthermore, Tina, Deputy Director of KamiKita Community Center, explained that: in addition, KamiKita certainly faces challenges in developing agrotourism, namely limited budget or funds to meet the needs of tourist facilities. Some facilities such as pamphlets, educational trails, and educational play areas are still inadequate, and promotion is still limited, but visitors can mostly obtain information from people close to them who have already visited the location. This requires a broader digital marketing strategy so that the general public can easily access information about our activities both in the city of Banda Aceh and in other areas. So far, government support has not been optimal, but in 2020-2021, we have received assistance in the form of plant seeds and training for our managers. This is part of the development of sustainable agrotourism in the city of Banda Aceh by

providing additional facilities such as cafes, photo areas, cake shops, and others (Tina, 2025).

Our efforts to raise awareness and preserve the environment are as follows:

First, socialize the importance of protecting the environment through social and cultural approaches. Second, making us a field laboratory for conservation for the general public, especially educational institutions such as campuses, schools, and Islamic boarding schools throughout Aceh. Third, ensure government support to pay more attention to the community through high-quality, long-term programs. Fourth, increase community participation by actively involving them in planning, implementation, monitoring, and evaluation in the development of better agrotourism. Fifth, by ensuring the sustainability of tourism through community management, agrotourism destinations can be more sustainable because the needs and welfare of the local community become the top priority. Sixth, improve visitors' understanding so that they don't just come and go, but also know how to properly process waste.

Conclusion

Our concept of the KamiKita Community Center in agrotourism development stems from collaboration between individuals ("kami") and the wider community ("kita"), empowering the community in the utilization of vacant land, organic waste management, and environmental conservation, developing the potential of local agriculture such as Gayo coffee, durian, and Aceh spices, and the vision of the city as a sustainable halal tourism destination. We aim to create new innovations in urban agriculture based on the development plans of the Banda Aceh City Government and partners such as local non-governmental organizations (NGOs), and build self-reliant communities through inclusive agrotourism, with the motto

“Together Building a Green and Prosperous Aceh.”

Efforts to raise public awareness of environmental conservation involve socialization and emphasizing the importance of protecting the environment through social and cultural approaches within local communities, making the KamiKita community a laboratory and conservation site for the general public, especially educational institutions such as universities, schools, and Islamic boarding schools, ensuring government support to pay more attention to the KamiKita community with high-quality, long-term programs and maintaining collaboration, increasing community participation by actively involving them in planning, implementation, monitoring, and evaluation in the development of better agrotourism, maintaining the sustainability of tourism by managing it through the community. -high-quality, long-term programs and maintaining collaboration, increasing community participation by actively involving them in planning, implementation, monitoring, and evaluation in the development of better agrotourism, maintaining the sustainability of tourism managed by the community, agrotourism destinations can be more sustainable because the needs and welfare of the local community are the top priority, increasing understanding for visitors, not just coming and going, but visitors must also know how to manage waste and preserve a clean environment.

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