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ASSESSING COFFEE ECOTOURISM STRENGTHS AND CHALLENGES IN CIBULAO VILLAGE THROUGH STORY MAPS

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ABSTRACT

Cibulao Village has significant potential for ecotourism development, particularly through coffee cultivation. However, this potential requires strategic planning and effective promotion. This study analyzes the strengths, weaknesses, opportunities, and challenges of coffee ecotourism in Cibulao Village and develops a promotional media that supported by geographic information system using the ArcGIS StoryMaps platform. The methods included interviews, observation, and documentation involving managers, tourists, and the local community. The research results show good potential in developing coffee ecotourism, such as a tourism concept that promotes education on conservation coffee cultivation area and sites but still faces challenges in infrastructure and limited development possibilities due to land ownership and area status. The development of ArcGIS StoryMaps can be an alternative interactive promotional media based on geographic information system technology that is more effective and efficient because it shows the potential strengths, weaknesses, opportunities, and challenges that are depicted in real time tracking map and storytelling.

Keywords: *ArcGIS StoryMaps; Communities; Ecotourism; Sustainable; SWOT*

INTRODUCTION

The Puncak Bogor area is a crucial water catchment area and a protected area. However, this area faces increasing environmental pressures, primarily due to reduced forest cover (Hamka *et al.*, 2022; Pratama *et al.*, 2024). Land conversion for commercial, plantation, and residential areas has reduced the forest's ability to absorb rainwater and regulate surface water flow. This condition affects the area's ecological balance and increases the risk of natural disasters such as flooding and landslides, particularly during the rainy season. The development of the Puncak area, which is part of the Jakarta metropolitan region, places significant pressure on its environmental carrying capacity. Rapid physical development and population growth are worsening the situation, jeopardizing the area's ecological function as a vital buffer for downstream regions (Prihayati & Veriasa, 2021). If this issue is not addressed promptly, the sustainability of the Puncak area's ecosystem will be increasingly at risk, potentially leading to serious consequences for the social capital governance (Setiawan & Saraan, 2025).

As one of the solutions, the Regional Government of Bogor Regency introduced the Community-Based Forest Management Program (PHBM), to elaborate it become tourism destinations (Prihayati & Veriasa, 2021) and promote environmental conservation (Nakayama *et al.*, 2024), while also improving their welfare. In Cibulao Village, PHBM is implemented through the Forest Village Community Institution (LMDH) Puncak Lestari, which manages a 610-hectare Village Forest Area (HPD). This program has successfully empowered the community through an agroforestry system, including the establishment of the Cibulao Hijau Forest Farmers Group (KTH), which focuses on coffee cultivation using an intercropping system (Fitri *et al.*, 2024; Nakayama *et al.*, 2024; Setiawan & Saraan, 2025). Cibulao Village has great potential as an ecotourism destination that not only offers natural beauty but also educational experiences. Through coffee-based ecotourism, visitors can learn about environmentally friendly coffee cultivation processes while enjoying the natural scenery. This initiative supports the improvement of the local community's economy while also reducing pressure on the forest ecosystem. However, the management and promotion of Cibulao Village as an ecotourism destination still face several challenges. Analysis of its tourism appeal, governance, and socio-economic impacts on the surrounding community remains limited. Additionally, promotion of the area has not been carried out optimally. To date, there is no promotional media that is informative, interactive, and engaging to showcase the uniqueness and educational value of Cibulao Village's ecotourism.

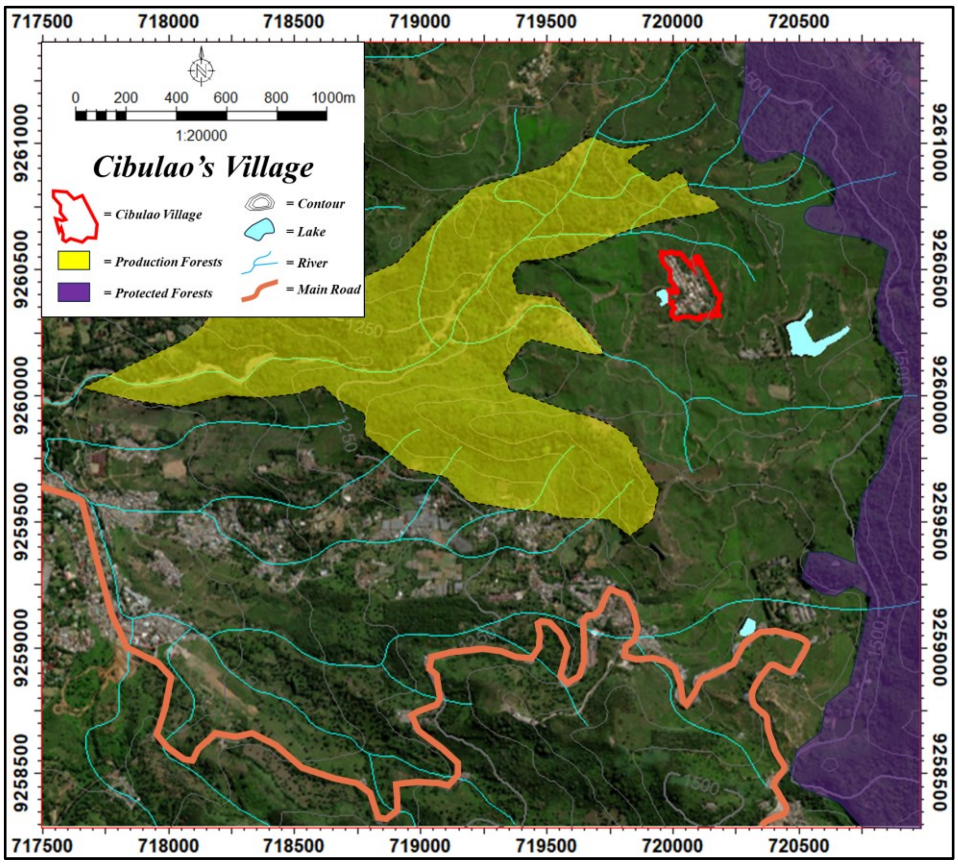

Figure 1. The Research Location of Cibulao Village.

To address these gaps, the integration of technology-based promotional tools, such as ArcGIS StoryMaps, offers a compelling solution. ArcGIS StoryMaps provides ready-to-use templates like Story Maps Shortlist, Story Maps Journal, and Story Maps Cascade, which allow users to combine geographic data with compelling visuals and narratives (Mehdila *et al.*, 2023). The storymap aims to communicate scientific results (Munz *et al.*, 2023) presents spatial based understanding (A'rachman *et al.*, 2024) and stories in both online and offline modes, as well as present an interactive web map that dynamically integrates information recorded as georeferenced texts, images, audios, and videos (Du *et al.*, 2022). ArcGIS StoryMaps combine geographic data with captivating visuals and narratives, enabling more effective digital storytelling to ideally foster government and public engagement in state decision making (Cook, 2024). This approach not only broadens the reach of Cibulao's ecotourism potential but also educates visitors on the importance of forest conservation and community empowerment. Ultimately, this initiative supports ecological sustainability in the Puncak region and enhances Cibulao Village's appeal as an inspiring and responsible ecotourism destination.

Nestled within the highland landscapes of Tugu Utara Village in Cisarua District, Cibulao Village stands out as a model of coffee-based ecotourism that harmonizes ecological integrity, cultural education, and community-driven development (Setiawan & Saraan, 2025). Its geological setting consist of the lava and breccia deposits of the ancient Pangrango volcano are predominantly andesitic in composition. These geological formations have shaped a rugged landscape characterized by narrow, elongated valleys and hills with steep to moderately sloping terrain. The area exhibits a classic dendritic drainage pattern, reflecting the influence of volcanic morphology and erosional processes over time (Effendi *et al.*, 2011; Novita *et al.*, 2016; Sidarto, 2013), which is covered by lush forest cover, excellent porosity, and fertile volcanic soils, that can be an important resource for the local population and provides an ideal environment for sustainable coffee cultivation (Caesario *et al.*, 2024). More than just a place to savor locally grown coffee, Cibulao offers visitors an immersive experience that highlights the interdependence between environmental stewardship and rural livelihoods. Through participatory conservation practices and agroforestry systems, the village exemplifies how spatial planning and sustainable tourism can reinforce both ecological resilience and socio-economic empowerment.

SWOT analysis, as an acronym for Strengths, Weaknesses, Opportunities, and Threats, is a strategic tool widely used to assess the potential and sustainability of ecotourism development. It helps stakeholders identify internal capabilities and external challenges that influence tourism planning and natural resource management. Ecotourism strengths include rich biodiversity and cultural heritage, while weaknesses such as poor infrastructure and limited community engagement hinder progress. These insights can serve as valuable input for policymakers to transform weaknesses into opportunities and enhance sustainability (Budiatiningsih *et al.*, 2025; Heshmati *et al.*, 2022). In Bangladesh, natural beauty and cultural diversity are key strengths, but threats such as environmental degradation and weak policy enforcement pose serious risks (Hossain *et al.*, 2025). They advocate for stronger governance and community-based tourism models to ensure long-term viability. Similarly, an examined protected areas in Turkey, a legal protection supports conservation, it also introduces regulatory constraints that must be managed carefully (Yilmaz & Ozturk, 2023). In Indonesia, SWOT analysis has been used to explore tourism promotion through storynomics, a narrative-driven strategies that highlight local identity. With the support of modern technologies such as ChatGPT, this approach can enhance educational engagement and offers promising applications in ecotourism storytelling and visitor education (Kartini, 2021; Mai *et al.*, 2024). Recent advancements in SWOT analysis involve its integration with the Analytic Network Process (ANP) and The International Union for Conservation of Nature (IUCN) guidelines, resulting in a more refined and multidimensional strategy for sustainable ecotourism management. This approach underscores the importance of multi criteria decision making and adherence to ecological standards in tourism planning, ensuring that development aligns with both conservation goals and stakeholder needs (Sobhani *et al.*, 2023). Overall, SWOT analysis provides a comprehensive lens for evaluating ecotourism potential, guiding strategic decisions that balance conservation, education, and economic empowerment (Suarto, 2017).
Developing sustainable, community-based ecotourism around Kampung Cibulao faces several notable challenges. These include limited access to technological infrastructure, low public awareness of biodiversity conservation, and insufficient government support. Such constraints hinder the realization of ecotourism's full potential, despite the area's rich agricultural landscape and vibrant cultural heritage (Djuwendah *et al.*, 2023). Addressing these issues through targeted

capacity-building, policy intervention, and community engagement is essential to unlock the region's ecotourism opportunities and ensure a long-term sustainability. On the other hand, the Joint Forest Management Program initiated by Perhutani presents a valuable opportunity to strengthen collaborative natural resource governance to derive economic benefits from the sustainable use of forest products. In this context, the present study aims to analyze the strengths, weaknesses, opportunities, and threats (SWOT) of Kampung Cibulao's coffee-based ecotourism. Furthermore, it seeks to develop a promotional medium in the form of a story map to effectively showcase the ecological and cultural uniqueness of the area and support its positioning as a sustainable ecotourism destination.

METHODS

This study employs a descriptive qualitative research approach, which is designed to systematically describe existing phenomena, both natural and human-made based on their forms, characteristics, relationships, and changes. This methods suitability for analyzing social phenomena and environmental contexts (Furidha, 2024). The primary sources of data in qualitative research are words and actions, while supporting data may include documents and other materials. In this study, both primary and secondary data are utilized. Primary data refers to information collected directly by the researcher from original sources, such as interviews, field observations, and participatory activities relevant to the research topic. Secondary data includes books, academic journals, government reports, and other published materials that provide contextual and theoretical support for the analysis. The combination of these data sources allows for a comprehensive understanding of the dynamics surrounding ecotourism in Kampung Cibulao.

This research was conducted in accordance with the schedule set by the 2024 Thematic Field Work Team and their supervising lecturers. Field activities, including data collection, were carried out on November 7, 2024, in Cibulao Hamlet, Tugu Utara Village, Cisarua District, Bogor Regency, West Java Province. Data collection employed multiple qualitative techniques, including interviews, field observations, and documentation combined with the rapid mapping method (Suasti *et al.*, 2024). Interviews were conducted with key stakeholders such as local managers, residents, and visitors to the ecotourism site. Observations were made directly in the field to capture environmental and social dynamics, while documentation supported the analysis with relevant records and visual materials.

The tools used during fieldwork included smartphones equipped with the GPS Map Camera application for geotagging, as well as notebooks and paper for manual recording. For data processing and analysis, the researchers utilized a laptop with ArcGIS software, ArcGIS StoryMaps, Microsoft Word, and Microsoft Excel. Data analysis involved spatial mapping using ArcGIS, digital storytelling through StoryMaps, and strategic assessment using SWOT analysis. The SWOT framework was applied to evaluate the strengths, weaknesses, opportunities, and threats associated with the Cibulao Village coffee-based ecotourism initiative. This multi-method approach enabled a comprehensive understanding of the site's potential and challenges, supporting recommendations for sustainable development and effective promotional strategies.

RESULTS and DISCUSSION

A. SWOT Analysis of Cibulao Village Coffee Ecotourism

Ecotourism in Cibulao Village is a nature-based tourism initiative that emphasizes environmental conservation, educational experiences, and the sustainable utilization of local resources. This approach aligns with global ecotourism principles, aiming not only to attract visitors but also to foster awareness and stewardship of the natural environment. One of the key strengths of Cibulao

Village's ecotourism lies in its distinctive focus on coffee cultivation education. Visitors are offered immersive experiences that include learning about organic farming practices, the coffee production process, and the socio-economic importance of coffee to the local community. This educational component is supported by a strong collaborative framework involving multiple stakeholders, government bodies, private sector partners, and academic institutions. Such synergy enhances the credibility and sustainability of the tourism model, ensuring that benefits are equitably distributed and that knowledge transfer occurs effectively. Despite these strengths, the development of coffee ecotourism in Cibulao Village faces several challenges. The most prominent weakness is the lack of adequate supporting facilities and infrastructure. Limited access to transportation, insufficient accommodation options, and underdeveloped visitor amenities hinder the overall tourist experience and restrict the village's capacity to attract and retain visitors. Addressing these infrastructural gaps is essential for scaling up the initiative and improving its competitiveness. To guide strategic planning, a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis was conducted. This analysis yielded four strategic directions, such as : (1). S-O (Strengths–Opportunities): Leveraging the village's strong educational tourism concept and stakeholder collaboration to capitalize on growing interest in sustainable and experiential travel; (2). S-T (Strengths–Threats): Using existing strengths to mitigate external threats such as competition from other ecotourism destinations and environmental degradation; (3). W-O (Weaknesses–Opportunities): Addressing infrastructural weaknesses by seeking investment and support from government and private sectors, especially in light of increasing demand for rural tourism; and (4). W-T (Weaknesses–Threats): Developing contingency plans and risk management strategies to prevent weaknesses from being exacerbated by external threats, such as climate change or economic downturns. This strategic framework provides a roadmap for enhancing the resilience and impact of ecotourism in Cibulao Village. By focusing on sustainable development, community empowerment, and continuous improvement, the village can position itself as a model for ecotourism in Indonesia and beyond.

Based on the SWOT analysis, Cibulao Village continues to face significant limitations in terms of supporting facilities and infrastructure necessary for sustainable tourism activities. These weaknesses present challenges to the overall visitor experience and the scalability of ecotourism initiatives. However, the village also possesses considerable development potential, particularly in expanding ecotourism programs and diversifying its coffee-based products. Among the four strategic options identified: S-O, S-T, W-O, and W-T. The Strengths–Threats (S-T) Strategy emerges as the most suitable primary approach for Cibulao Village. This strategy leverages existing strengths to proactively address external threats and ensure long-term sustainability. Key components of the S-T strategy. Collaborative conservation initiatives by strengthening partnerships among local communities, government agencies, NGO (Non-Governmental Organization), and academic institutions to design and implement habitat conservation programs. A notable example is the protection of the Javan hawk-eagle, a critically endangered species native to the region. These efforts not only support biodiversity but also enhance the village's appeal as an ecotourism destination. Then improve infrastructure for disaster Mitigation by Increasing cooperation with government bodies to develop infrastructure aimed at mitigating natural threats, particularly landslides, which pose risks to both residents and tourists.

Table 1. SWOT Analysis Matrix for Cibulao Village Coffee Ecotourism.

External Factors/ Internal Factors	***S: Strength*** 1. Buggy car, canoe, trekking, and outbound activities are available. 2. Government support and collaboration with universities. 3. Comfortable environment with beautiful nature.	***W: Weaknesses*** 1. Limited Facilities 2. Limited buggy car availability, resulting in long queues. 3. Waste increases on weekends; management is not optimal.
O: *Opportunities* 1. Promote via Instagram and TikTok. 2. Provide environmental education for students. 3. Feature high-altitude coffee with unique flavor. 4. Highlight natural wonders like Lake Saat and its story.	**S-O Strategy** ***(Leveraging Strengths to Seize Opportunities)*** 1. Promote tourism through engaging activities shared on social media. 2. Partner with government and universities for environmental education. 3. Showcase the village's natural beauty and unique story to attract visitors.	**W-O Strategy** ***(Overcoming Weaknesses by Seizing Opportunities)*** 1. Utilize social media promotions to secure sponsorships or funding to improve basic facilities. 2. Utilize local stories to create an appeal for more environmentally friendly transportation and reduce long vehicle queues.
T: *Threats* 1. Disturbance to the habitat of local fauna, such as the Javan Hawk-eagle. 2. Threat of landslides around tourist areas. 3. Restrictions on infrastructure development in conservation areas. 4. Coffee tree pests can damage the harvest.	**S-T Strategy** ***(Overcoming Strengths to Overcome Threats)*** 1. Collaborate on habitat conservation, e.g., for the Javan hawk-eagle. 2. Work with the government on landslide mitigation infrastructure. 3. Focus tourism promotion on education and environmental preservation.	**W-T Strategy** ***(Reducing Weaknesses and Avoiding Threats)*** 1. Initiating local community participation in tourism management to optimize waste management and improve facilities. 2. Increasing training for tourism managers to reduce negative impacts such as waste and environmental damage.

Source: Research calculation results (2025)

This includes constructing protective barriers, improving drainage systems, and implementing early warning mechanisms around key tourist zones. Then repositioning tourism promotion by shifting the focus of tourism marketing from general leisure to educational tourism that emphasizes environmental conservation and cultural preservation (Purnomo & Amaniyah, 2022). By highlighting the village's commitment to sustainability and learning-based experiences, Cibulao can attract a more conscious and engaged segment of travelers. This strategic orientation not only addresses current vulnerabilities but also positions Cibulao Village as a forward-thinking model of community-based ecotourism. Continued investment in infrastructure, conservation, and education will be essential to realizing its full potential.

B. Development of ArcGIS StoryMaps for Cibulao Village Coffee Ecotourism

By enhancing the visualization of storylines and global geography, StoryMaps not only deepened users' understanding of the cultural, social, and historical dimensions of the text (Attademo & Pagliano, 2024; D'eugenio, 2024; Lowry & Korson, 2024), but also served as a dynamic platform for a global business project, where developers crafted and presented digital narratives that demonstrated corporate resilience amid shifting macro-level factors, while effectively communicating ideas, promoting initiatives, and addressing societal and sustainability impacts (Cyvin *et al.*, 2022; Permata *et al.*, 2023; Watson & Campbell, 2024). The ArcGIS StoryMaps developed by the Cibulao Village Coffee Ecotourism Program were designed to further promote coffee ecotourism in Cibulao Village, Puncak Bogor. The ArcGIS StoryMaps consist of several sections: an overview of Cibulao Village, the birth of the Cibulao Coffee Community Group (KTH), a tour of Cibulao, conservation coffee farming, and the impact of the agroforestry program. The Cibulao ArcGIS StoryMaps can be accessed at the following link: https://arcg.is/9Da9H0. The homepage of the story map features a photo of coffee plants set against the backdrop of Cibulao Village, featuring a full-coverage setting to highlight the coffee ecotourism in Cibulao Village. The story map's theme is summit. Users can scroll down to learn more.

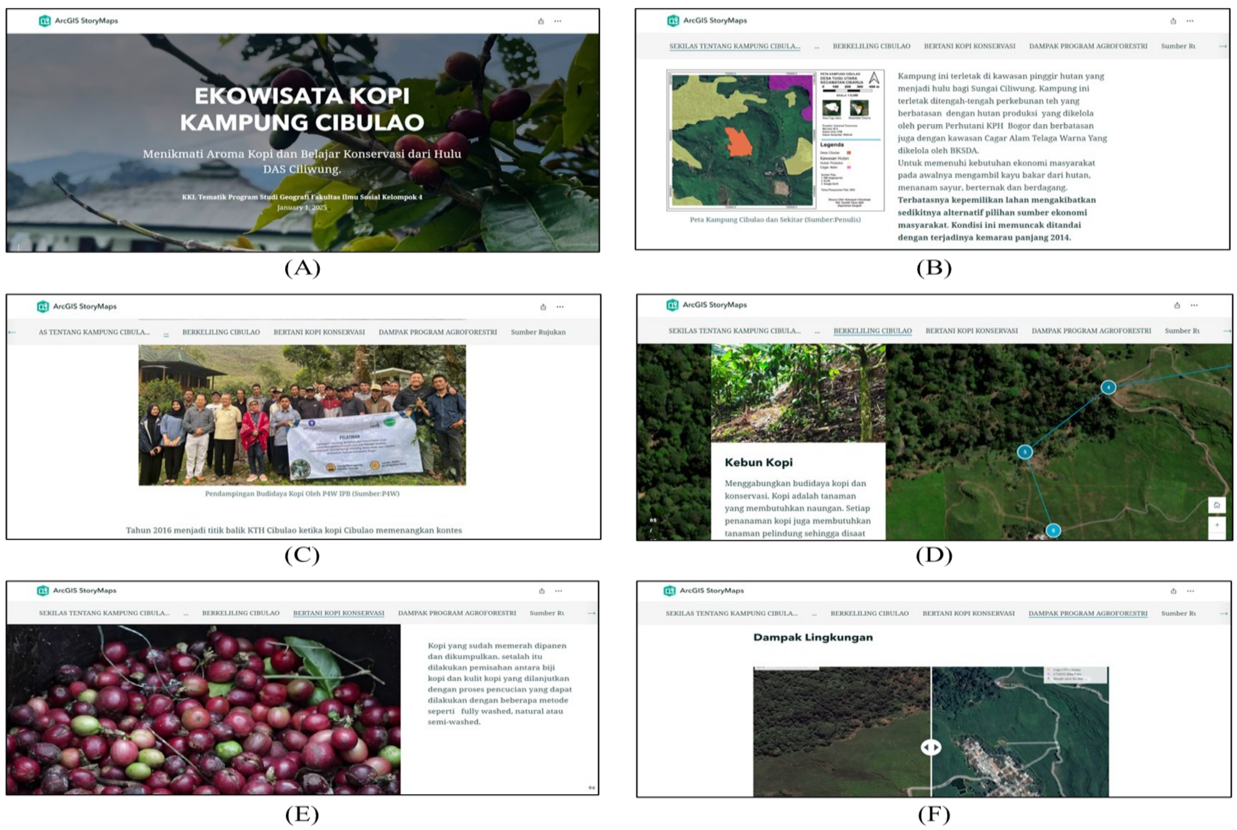

Figure 2. (A). The Arc GIS StoryMaps Home Page; (B). The Page Overview of Cibulao Village; (C). The Page of the Birth of KTH Kopi Cibulao; (D). The Tourist attractions around Cibulao Village Pages; (E). The Conservation Coffee Farming Page; and (F). The Impact of Agroforestry Program Page.

The homepage of the ArcGIS StoryMaps opens with full-cover images of coffee plants set against the serene backdrop of Cibulao Village, immediately immersing users in the atmosphere of coffee ecotourism. The visual theme used is 'Summit,' which reinforces the natural and elevated character of the region. Users are invited to scroll down for more information, where the next section introduces the background of Cibulao Village. This part provides a concise narrative covering the origin of the village's name, its geographical location, the socio-economic conditions of the local community, and the environmental challenges posed by the development of the nearby Puncak Area, particularly the increased risks of flooding and landslides. The third section of the StoryMaps focuses on the formation of the Forest Farmers Group (Kelompok Tani Hutan or KTH) in Cibulao Village. It outlines the motivations behind its establishment, the development process, and the support received from the Center for Regional Studies and Development (P4W) at IPB University. This section also highlights the group's achievements in sustainable coffee cultivation. Following this, the 'Around Cibulao' section presents an interactive map tour showcasing various tourist attractions within the coffee ecotourism area. These include conservation coffee plantations, Telaga Saat, educational pavilions, the KTH bike park, and other points of interest. Each location is accompanied by engaging visuals and geospatial data to enhance user exploration. The fifth section delves into the process of conservation coffee farming. Using the sidecar feature, it combines media and narrative panels to guide users through each stage, from seeding and nurturing coffee plants to harvesting, processing, and packaging. This immersive storytelling approach helps users understand the sustainable practices involved. The final section explores the impact of the agroforestry program in Cibulao Village. It is divided into two parts: the first uses the swipe feature to compare forest conditions before and after the program, offering a compelling visual representation of environmental change. The second part discusses the program's influence on the economic well-being of the local community, emphasizing how agroforestry has contributed to both ecological restoration and livelihood improvement.

CONCLUSIONS and RECOMMENDATION

Cibulao Village coffee ecotourism represents a unique tourism concept that emphasizes education in sustainable coffee cultivation, built on strong collaboration among the local community, government, private sector, and academic institutions (the Center for Regional Planning and Development Studies (P4W) IPB University). This integrated approach not only promotes environmental awareness but also supports community empowerment. However, the development of this ecotourism initiative faces challenges, particularly in terms of limited supporting facilities and infrastructure, which must be addressed to ensure its long-term success. A SWOT analysis of the initiative highlights the need for a strategic focus on conservation-based educational tourism. By adopting this approach, Cibulao Village has the potential to enhance its appeal as a sustainable ecotourism destination while simultaneously strengthening the socio-economic resilience of its residents. To support this strategy, tourism promotion efforts have been advanced through the development of an interactive StoryMaps, GIS-based digital platform. StoryMaps serves as an innovative promotional tool that effectively visualizes the rich potential of Cibulao Village's coffee ecotourism. Through engaging multimedia content and geospatial storytelling, the platform helps tourists, stakeholders, and policymakers better understand the village's attractions, challenges, and future development opportunities. Ultimately, the use of StoryMaps not only facilitates more efficient and impactful communication but also reinforces the village's identity as a model for sustainable, community-driven ecotourism.

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