

ABSTRAK

Penelitian ini berjudul “Strategi Pengembangan Wisata Kuliner Coffee D’Ground Pasca Bencana Alam di Kawasan Gunung Salak (Studi Kasus Gampong Alue Dua, Kecamatan Nisam Antara, Kabupaten Aceh Utara)”. Penelitian ini bertujuan untuk mengetahui kondisi Coffee D’Ground pascabencana alam serta menganalisis strategi pengembangan yang dilakukan pengelola dalam mempertahankan keberlangsungan usaha. Penelitian menggunakan pendekatan kualitatif dengan metode deskriptif. Teknik pengumpulan data dilakukan melalui observasi, wawancara mendalam, dan dokumentasi. Informan penelitian terdiri dari pengelola, karyawan, dan pihak-pihak yang terkait dengan aktivitas Coffee D’Ground. Analisis data dilakukan melalui tahapan reduksi data, penyajian data, dan penarikan kesimpulan. Penelitian ini menggunakan Teori Tindakan Sosial Max Weber, khususnya tindakan rasional instrumental, untuk memahami tindakan dan keputusan yang dilakukan pengelola dalam mengembangkan usaha pascabencana. Hasil penelitian menunjukkan bahwa pascabencana longsor, Coffee D’Ground mengalami kerusakan pada beberapa fasilitas pendukung, terganggunya akses menuju lokasi, penurunan jumlah pengunjung, serta keterbatasan operasional usaha. Untuk mengatasi kondisi tersebut, pengelola melakukan strategi pemulihan operasional, promosi melalui media sosial dan jaringan relasi, serta perbaikan dan pengembangan fasilitas secara bertahap. Strategi yang dilakukan menunjukkan tindakan rasional instrumental, yaitu tindakan yang didasarkan pada pertimbangan tujuan, kondisi, dan sumber daya yang dimiliki untuk mempertahankan serta mengembangkan usaha. Penelitian ini menunjukkan bahwa strategi pengembangan yang dilakukan pengelola menjadi bentuk adaptasi dalam menghadapi dampak bencana sekaligus upaya membangun kembali kepercayaan pengunjung terhadap Coffee D’Ground.

Kata Kunci: Strategi Pengembangan, Wisata Kuliner, Pascabencana, Coffee D’Ground, Tindakan Sosial

ABSTRACT

This study is titled “Strategies for the Development of Coffee D’Ground Culinary Tourism Following a Natural Disaster in the Mount Salak Area (A Case Study of Gampong Alue Dua, Nisam Antara Subdistrict, North Aceh Regency).” The study aims to examine the condition of Coffee D’Ground following the natural disaster and to analyze the development strategies implemented by management to ensure the business’s sustainability. The study employs a qualitative approach using descriptive methods. Data collection techniques included observation, in-depth interviews, and documentation. Informants consisted of management, employees, and parties involved in Coffee D’Ground’s operations. Data analysis was conducted through the stages of data reduction, data presentation, and drawing conclusions. This study employs Max Weber’s Theory of Social Action, specifically rational-instrumental action, to understand the actions and decisions made by management in developing the business post-disaster. The results indicate that following the landslide, Coffee D’Ground experienced damage to several supporting facilities, disrupted access to the location, a decline in visitor numbers, and operational limitations. To address these conditions, the management implemented strategies for operational recovery, promotion through social media and personal networks, as well as the gradual repair and development of facilities. The strategies implemented reflect instrumental rationality—that is, actions based on considerations of goals, conditions, and available resources to sustain and develop the business. This study shows that the development strategies implemented by management serve as a form of adaptation in coping with the impact of the disaster, while also representing an effort to rebuild visitors’ trust in Coffee D’Ground.

Keywords: Development Strategies, Culinary Tourism, Post-Disaster, Coffee D’Ground, Social Action.

