ABSTRACT

The title of this thesis is Tea Museum Planning Model Based on Ecomuseum in the PTPN. VIII Kebun Gunung Mas Bogor region. Gunung Mas Bogor region is one of the tourist attraction in Bogor regency. The establishment of the tea museum is done in order to develop agro-tourism business units, promoting the tea, local culture, reinforce the identity of the estate as well as to add more appeal as a tourist attraction. The establishment planning of the tea museum is using ecomuseum approach in order to manage various resources, namely by the utilization of nature's potentials, site, memories, traditions, heritage and community within the region.

This study used qualitative methods with inductive reasoning. Data was collected using observation techniques, interviews, documentation, and literature studies. Data is classified to generate an empirical generalization. Presentation of data, both primary data and secondary data conducted using descriptive analyzes method.

Resources and the potential of the Gunung Mas region are sufficient to support the establishment of the museum. But the available resources and potentials have not been used to its full potential. Ecomuseum attempts to incorporate the use of natural resources, culture and potentials of the region. Meanwhile, the establishment of the museum needs to meet standard museum establishment requirements. The various steps and strategies are also needed in it. The research results showed that the fulfillment of the requirements for the establishment of museums, policies, implementative measures in the management of various resources, such as natural resources, culture and potential of the region can be used to complement each other and enrich the concept and the establishment planning model of the Tea Museum.

Keywords: Tea Museum, Model Planning, Ecomuseum, Resources.

ABSTRAK

Tesis ini berjudul *Model Perencanaan Museum Teh Berbasis Ecomuseum di Kawasan PTPN VIII Kebun Gunung Mas Bogor.* Kawasan Gunung Mas Bogor merupakan salah satu obyek wisata di kabupaten Bogor. Pendirian museum Teh dilakukan dalam upaya pengembangan unit usaha wisata agro, mempromosikan teh, budaya lokal, mempertegas identitas kawasan perkebunan serta menambah daya tarik wisata. Perencanaan pendirian museum teh menggunakan pendekatan *ecomuseum* untuk mengelola berbagai sumberdaya, yakni dengan pemanfaatan potensi alam, situs, kenangan, tradisi, warisan dan komunitas yang berada dalam kawasan.

Penelitian ini menggunakan metode kualitatif dengan penalaran induktif Pengumpulan data dilakukan dengan menggunakan tehnik observasi, wawancara, dokumentasi dan studi pustaka. Data diklasifikasikan untuk menghasilkan sebuah generalisasi empiris. Penyajian data, baik data primer maupun data sekunder dilakukan secara deskriptif analisis.

Sumberdaya dan potensi kawasan Gunung Mas cukup mendukung pendirian museum teh. Namun sumberdaya dan potensi yang ada belum digunakan secara maksimal. *Ecomuseum* berupaya menggabungkan pemanfaatan sumber daya alam, budaya dan potensi kawasan. Sementara itu, untuk mewujudkan pendirian museum diperlukan pemenuhan persyaratan pendirian museum. Berbagai langkah dan strategi juga dibutuhkan di dalamnya. Hasil penelitian menunjukan bahwa pemenuhan atas persyaratan pendirian museum, kebijakan, langkah-langkah implementatif dalam pengelolaan berbagai sumberdaya seperti sumber daya alam, budaya dan potensi kawasan dapat digunakan dan saling melengkapi untuk memperkaya konsep dan model perencanaan pendirian Museum Teh.

Kata kunci : Museum Teh, Model Perencanaan, *Ecomuseum*, Sumberdaya.