

TRANSFORMATION OF INFORMATION SYSTEMS BASED ON ARTIFICIAL INTELLIGENCE(AI) IN COFFEE PRODUCT DEVELOPMENT AND TOURIST DESTINATIONS IN WATES JAYA, CIGOMBONG BOGOR

Maria Magdalena Melani¹, Palahudin²

¹Fakultas Ekonomi dan Bisnis, Universitas Djuanda Bogor, Indonesia ;

²Fakultas Ekonomi dan Bisnis, Universitas Djuanda Bogor, Indonesia ;

¹maria.magdalena@unida.ac.id; ²Palahudin@unida.ac.id;

Abstract

Background - The Bogor Regency Government is encouraging the development of new coffee products and tourist destinations in Cigombong District, through the Transformation of the Accounting Information System Based on Artificial Intelligence for new coffee product development. Artificial Intelligence or artificial intelligence is a technology designed to create computer systems that are able to imitate human intellectual abilities. Although AI brings the potential for great innovation in various sectors, it also raises ethical and security considerations regarding its use. The development of AI continues to pave the way for new discoveries and significant changes in the potential demand for coffee production increases. UMKM Kopi Ciwaluh is a business that produces and sells coffee with quality and taste. authentic. The coffee produced is coffee grown from local residents' plantations that are members of the Forest Farmers Group (KTH) located in RW 04 Wates Jaya Village. In addition to the Ciwaluh Coffee UMKM, there is also the Ciwaluh Tourism Village which promises natural beauty destinations ranging from waterfall tourism, river flow tourism and camping grounds. The main problems that occur in MSMEs Kopi Ciwaluh and Kampung Wisata Ciwaluh are the lack of understanding in terms of management, especially marketing management in tourist destinations which results in few visitors, the lack of understanding of accounting information systems in MSMEs and tourist destinations, the lack of productivity coffee processing is still not good and minimal location management in terms of waste management and existing facilities.

Purpose - Strengthening the tourism destination ecosystem through marketing based on attractive promotion and AI and also training about accounting information systems, innovative products with the aim of helping the community to develop village potential, introducing the village to the wider community and having an impact on the community's economy .

methodology - Observation, interviews, mentoring and documentation are the methods used

Findings - As a result, the village community can optimize the potential of the village and student activities help develop the village. the conclusion is that community service activities play a role in helping the community introduce tourist villages that are not widely known to the outside community.

Originality - a. Help distribute brochures in the Cicurug District square and help with promotions through social media and direct promotions. b. Improve existing facilities in the tourist village and UMKM Kopi Ciwaluh, such as installing signs and banners related to cleanliness and installing banners marking the UMKM Kopi Ciwaluh production house.

Keywords: Coffee Tourism and UMKM Destinations, Marketing Management, Accounting Information Systems and Artificial Intelligence
