

INTISARI

Kesenian Reyog Ponorogo merupakan kesenian tradisional yang memiliki keindahan dalam instrumen, maupun ragam tarinya, serta mengandung nilai-nilai historis, edukatif, dan legendaris. Dalam upaya pengembangan eksistensi kesenian Reyog di Kabupaten Ponorogo, Pemerintah menyelenggarakan kegiatan wisata seperti Grebeg Suro, Festival Nasional Reyog Ponorogo (FNRP), dan pertunjukan Reyog Bulan Purnama. Namun permasalahannya, kegiatan wisata kesenian Reyog yang diselenggarakan pemerintahan tersebut belum mampu mawadahi wisatawan secara luas, kurang berkelanjutan, serta kurang mengangkat nilai-nilai sejarah, maupun potensi daya tarik wisata budaya lokal. Oleh karena itu, diperlukan penelitian tentang perancangan paket wisata kesenian Reyog Ponorogo berbasis *storytelling* sebagai daya tarik wisata budaya di Kabupaten Ponorogo. Tujuan penelitian ini adalah untuk mengembangkan sejarah kesenian Reyog Ponorogo melalui metode *storytelling*, memetakan daya tarik wisata budaya, yang berkaitan dengan kesenian Reyog, serta membuat paket wisata kesenian Reyog berbasis *storytelling* sebagai daya tarik wisata budaya di Kabupaten Ponorogo. Penelitian ini menggunakan teknik pengumpulan data berupa observasi non partisipatif, wawancara semi terstruktur, dan dokumentasi. Hasil penelitian menunjukan bahwa, (1) Dalam rangka melestarikan sejarah kesenian Reyog Ponorogo, maka perlu diperkenalkan melalui metode *storytelling*. (2) Komponen dalam menyusun *storytelling* kesenian Ponorogo meliputi karakter, alur, konflik, dan pesan. (3) Destinasi wisata budaya yang menyimpan edukasi dan narasi kesenian Reyog yaitu, Monumen Bantarangin, Pengrajin Dadak Merak, Penangkaran Merak Eduwisata Dhalem Kerto, Sanggar Tari Kartika Puri Joglo Paju, dan Kerajinan Gamelan Mbah Kusnan. (4) Analisis narasi *storytelling* berdasarkan destinasi wisata budaya kesenian Reyog Ponorogo dibagi menjadi tiga bagian, yaitu pembuka, inti, dan penutup. (5) Hasil produk penelitian berupa paket wisata budaya kesenian Reyog Ponorogo berdurasi dua hari satu malam (2D1N), dilaksanakan secara *group tour* 15 orang, dengan harga Rp 705.000,- per pax atau setara dengan \$ 47.54, serta menghasilkan *output* berupa pedoman pemanduan wisata sejarah kesenian Reyog berbasis *storytelling*.

Kata Kunci : Kabupaten Ponorogo, Kesenian Reyog, Paket Wisata, Storytelling, Wisata Budaya

ABSTRACT

The art of Reyog Ponorogo is a traditional art that has unique in its instruments, as well as the variety of dances, and contains historical, educational, and legendary values. In an effort to develop and exist for Reyog art in Ponorogo Regency, the Government organizes tourism activities such as Grebeg Suro, Reyog Ponorogo National Festival (FNRP), and Reyog Full Moon performance. But the problem is, Reyog art tourism activities organized by the government have not been able to accommodate tourists widely, are not sustainable, and do not raise historical values, as well as the potential for local cultural tourism attractions. Therefore, research is needed on the design of storytelling-based Reyog Ponorogo art tour packages as a cultural tourism attraction in Ponorogo Regency. The purpose of this study was to develop the history of Reyog Ponorogo art through the storytelling method, map out cultural tourism attractions related to Reyog art, and create storytelling-based Reyog art tour packages as a cultural tourism attraction in Ponorogo Regency. This study uses data collection techniques in the form of non-participatory observation, semi-structured interviews, and documentation. The results of the study show that, (1) In order to preserve the history of Reyog Ponorogo art, it is necessary to introduce it through the storytelling method. (2) The components in compiling Ponorogo art storytelling include characters, plots, conflicts, and messages. (3) Cultural tourism destinations that store Reyog art education and narratives. namely, Bantarangin Monument, Dadak Merak Craftsmen, Eduwisata Dhalem Kerto Peacock Breeding, Kartika Puri Joglo Paju Dance Studio, and Gamelan Crafts Mbah Kusnan. (4) Analysis of the storytelling narrative based on the cultural tourism destinations of Reyog Ponorogo is divided into three parts, namely the opening, the core, and the closing. (5) The results of the research product is a Reyog Ponorogo cultural tour package with a duration of two days and one night (2D1N), carried out in a group tour of 15 people, at a price of IDR 705,000 per pax or equivalent to \$ 47.54, and produces an output in the form of a guide book for guiding storytelling tours.

Keywords: Ponorogo Regency, Reyog Arts, Tour Packages, Storytelling, Cultural Tourism