

ABSTRAK

Letak Klaten yang berada di antara tiga kota besar Yogyakarta, Surakarta, dan Semarang membuat Klaten kurang terekspose. Kondisi ini diperparah dengan adanya pandemi Covid-19 yang menyebabkan penurunan kunjungan pada objek-objek wisata sehingga popularitasnya di mata masyarakat semakin menurun, salah satunya kawasan sentra pengrajin gerabah Bayat di Desa Melikan, Klaten, Jawa Tengah. Kawasan sentra pengrajin gerabah Bayat ini telah memiliki akses yang memadai namun terletak cukup jauh dari pusat kota. Selain itu, kawasan ini belum tertata dan terintegrasi dengan baik sehingga terjadi ketimpangan di antara para pengrajin. “Omah Gerabah” dirancang sebagai bangunan penerima wisatawan yang bertujuan memberi informasi mengenai kawasan sentra pengrajin gerabah Bayat dan memicu kunjungan wisata ke titik-titik pengrajin gerabah Bayat Desa Melikan. Perancangan “Omah Gerabah” menggunakan pendekatan *Community Based Tourism* yang berfokus pada kesejahteraan dan keberlanjutan. Bangunan “Omah Gerabah” diharapkan akan menumbuhkan jati diri dan rasa bangga masyarakat terhadap kawasan sentra pengrajin gerabah Bayat di Desa Melikan, Klaten, Jawa Tengah.

Kata Kunci: *Bangunan Penerima, Community Based Tourism, Gerabah, Klaten, Wisata*

ABSTRACT

Located among three big cities Yogyakarta, Surakarta, and Semarang makes Klaten less exposed. This condition become worse with Covid-19 pandemic causing decreased number of visitors at the tourism objects. It also makes the tourism objects popularity in society decreased. One of the tourism object is Bayat pottery center at Melikan village, Klaten, Central Java. Bayat pottery center has a good access but it's far from downtown. Moreover, this district doesn't arranged and integrated well. "Omah Gerabah" designed as a visitor building receiver aims to give information about Bayat pottery center and trigger visitor to visit Bayat pottery center at Melikan village. The design of "Omah Gerabah" uses a Community Based Tourism approach that focuses on welfare and sustainability. "Omah Gerabah" building is expected to rise community identity and pride in the Bayat pottery center in Melikan Village, Klaten, Central Java.

Keyword: Visitor Building Receiver, Community Based Tourism, Pottery, Klaten, Tourism