

## INTISARI

Taman Saga Edukasi Gandatapa merupakan salah satu destinasi wisata yang berada di Kecamatan Sumbang, Kabupaten Banyumas yang pada awalnya memiliki potensi wisata berupa atraksi wisata pertanian sekaligus dapat menjadi sarana edukasi bagi wisatawan. Taman Saga Edukasi awalnya merupakan destinasi wisata yang menerapkan konsep agrowisata karena tim pengelola menerapkan beberapa faktor-faktor yang harus dipenuhi agar tercipta pada destinasi agrowisata dan Taman Saga Edukasi berada pada kawasan pertanian yang masyarakat lokalnya mayoritas bekerja pada bidang pertanian, hal ini dianggap akan efektif dalam pemanfaatan lahan dan potensi pertanian sebagai destinasi wisata agar dapat memberikan keuntungan kepada masyarakat lokal. Namun dikarenakan beberapa kendala dan faktor Taman Saga Edukasi terpaksa harus tutup dan mengalami ketidakberlanjutan destinasi. Penelitian ini dilakukan untuk mengetahui pengelolaan, kendala dan juga analisis faktor-faktor penyebab ketidakberlanjutan Taman Saga Edukasi Gandatapa. Penelitian ini menggunakan metode penelitian deskriptif kualitatif. Data primer didapatkan melalui observasi lapangan dan wawancara kepada beberapa anggota tim pengelola Taman Saga Edukasi. Data sekunder didapatkan dari beberapa sumber-sumber lain seperti media laman, buku jurnal, dan juga artikel-artikel. Hasil penelitian ini adalah Taman Saga Edukasi pada dasarnya sudah menerapkan beberapa faktor-faktor destinasi agrowisata seperti kelangkaan, kealamiahan, keunikan, pelibatan tenaga kerja, optimalisasi penggunaan lahan, keadilan dan pertimbangan pemerataan, dan penataan kawasan. Namun, Taman Saga mengalami beberapa kendala antara lain yaitu ketahanan infrastruktur dan juga situasi pandemi COVID-19, selain itu faktor-faktor seperti terbatasnya kapasitas SDM, pengelolaan pendapatan yang terbatas, manajemen pemasaran, kebijakan pemerintah, kerjasama dengan pihak lain dan keterlibatan masyarakat membuat Taman Saga Edukasi mengalami ketidakberlanjutan.

**Kata Kunci : ketidakberlanjutan, agrowisata, Taman Saga Edukasi Gandatapa**

## ABSTRACT

Taman Saga Edukasi Gandatapa is a tourist destination located in Sumbang District, Banyumas Regency which initially had tourism potential in the form of agricultural tourist attractions as well as being an educational facility for tourists. It was originally a tourist destination that applied the concept of agro-tourism because the management team implemented several factors that had to be fulfilled to create an agro-tourism destination. Taman Saga Edukasi Gandatapa was in an agricultural area where the majority of the local community worked in agriculture, this was considered to be effective in land use and agricultural potential as a tourist destination to provide benefits to local communities. However, due to several constraints and factors, Taman Saga Edukasi Gandatapa was forced to close and the destination became unsustainable. This research is used to analyze the management of the destination, obstacles and also to analyze the factors causing the unsustainability of Taman Saga Edukasi Gandatapa. This study used a qualitative descriptive research method. Primary data was obtained through field observations and interviews with several members of the Taman Saga Edukasi management team. Secondary data were obtained from several other sources such as media websites, journals, and also articles. The results of this study are that Taman Saga Edukasi has implemented several agro-tourism destination factors such as scarcity, naturalness, uniqueness, workforce involvement, optimizing land use, justice, and equity considerations, and regional arrangement. However, Taman Saga has several obstacles, including the resilience of infrastructure and also the COVID-19 pandemic situation, in addition to factors such as limited human resource capacity, limited revenue management, marketing management, government policies, collaboration with other parties and community involvement made the Taman Saga Edukasi unsustainability.

**Keywords: unsustainability, agro-tourism, Taman Saga Edukasi Gandatapa**