

ABSTRAK

Pengembangan objek wisata Negeri Kahyangan merupakan salah satu upaya dalam meningkatkan kepariwisataan di Kabupaten Magelang, dan meningkatkan kesejahteraan masyarakat sekitar. Penelitian ini menggunakan metode kualitatif dengan teknik pengumpulan data primer berupa wawancara dan observasi, serta data sekunder berupa dokumen yang terkait dengan obyek penelitian. Penelitian ini menghasilkan temuan berupa potensi daya tarik alam dan budaya yang memiliki nilai *unique selling proposition* di Negeri Kahyangan berdasarkan persepsi masyarakat dengan konsep *community based tourism*. Untuk daya tarik wisata alam ditemukan adanya potensi pemandangan, lahan perkebunan, kuliner sebagai olahan budidaya alam, ruang jalan dengan pemandangan alam, embung dan umbul. Untuk potensi daya tarik budaya ditemukan adanya potensi kesenian tradisional, kerajinan masyarakat, aktivitas kebudayaan, rumah kesenian, dan area *workshop*. Saat ini penerapan *community based tourism* di Negeri Kahyangan sudah tercapai kesesuaian 4 dari 7 aspek. Penelitian ini dapat digunakan sebagai rekomendasi pengembangan objek wisata Negeri Kahyangan, Magelang.

Kata Kunci: *unique selling proposition*, *community based tourism*, Negeri Kahyangan

ABSTRACT

The development of the Negeri Kahyangan tourist object aims to increase tourism in Magelang Regency and improve the welfare of the surrounding community. This study employed qualitative methods with primary data collection techniques in the form of interviews and observations, as well as secondary data in the form of documents related to the object. This research showed that potential natural and cultural has unique selling proposition values in the Negeri Kahyangan based on public perceptions with the community based tourism concept. As a natural tourist attraction, it has been discovered that there is potential for various features, such as scenic views, plantations, natural cuisine, scenic routes, ponds, and pavilions. The potential cultural attractions include traditional arts such as local handicrafts, cultural activities, cultural centers, and workshop areas. At present the application of community based tourism in the Negeri Kahyangan has achieved conformity in 4 of 7 aspects. This research can be a recommendation for developing tourist objects in the Negeri Kahyangan, Magelang.

Keywords: unique selling proposition, community based tourism, Negeri Kahyangan.