

INTISARI

Desa Wisata Karangasem, Bantul, Daerah Istimewa Yogyakarta memiliki peluang untuk bertahan dalam krisis akibat pandemi *Corona Virus Disease 2019 (COVID-19)* melalui penghasilan dari produksi kerajinan anyaman bambu. Ketika desa wisata lain dengan atraksi serupa mengalami penurunan profit, Karangasem justru mengalami kenaikan profit mencapai dua kali lipat. Fenomena tersebut menimbulkan anomali segmentasi pasar dan mendatangkan sebuah peluang ekspansi yang menjadikan Desa Wisata Karangasem berpotensi dikembangkan lebih jauh melalui pariwisata digital. Berkaitan dengan hal tersebut, diperlukan sebuah inovasi produk yang dapat memaksimalkan potensi serta peluang ekspansi bisnis kerajinan anyaman bambu Karangasem. Inovasi produk yang dapat diimplementasikan yaitu *virtual creative tourism* berupa *virtual creative tour package* yang di dalamnya melibatkan aktivitas pembuatan serta pemasaran kit produk kerajinan bambu yang dalam proses pembuatannya nanti akan dipandu secara virtual. Melalui *virtual creative tour package* tersebut diharapkan ekonomi pariwisata khususnya di Desa Wisata Karangasem menjadi lebih menyejahterakan. Penelitian ini menggunakan metode pendekatan deskriptif kualitatif, di mana hasil penelitian dijabarkan secara lengkap dan detail tanpa menggunakan metode pengolahan angka. Data primer bersumber dari observasi langsung, wawancara semistruktur dan dokumentasi, selain itu data sekunder dikumpulkan dari buku, hasil penelitian terdahulu baik mengenai wisata virtual, wisata kreatif, desa wisata, paket wisata, perancangan *virtual creative tour package*, *storytelling* serta artikel pada jurnal baik nasional maupun internasional yang berkaitan dengan topik pada penelitian ini. Berdasarkan hasil penelitian, perancangan *virtual creative tour package* sebagai diversifikasi produk pariwisata di Karangasem Bantul terdiri atas beberapa komponen seperti panduan reservasi, *itinerary* serta *quotation*. Menurut perhitungan harga pada *quotation*, *Virtual Creative Tour Bamboo Craft Making "Being Bamboo Crafter for a Couple Hours"* dengan durasi 75 menit senilai Rp 350.000,00 *per pax* untuk wisatawan kategori usia anak-anak dan Rp 455.000,00 *per pax* bagi wisatawan kategori rentang usia dewasa (belum termasuk *package delivery service* ke negara asal masing-masing wisatawan). Terdapat pula *storytelling* seputar kerajinan bambu meliputi jenis kerajinan hingga jenis motif anyaman yang dibuat.

Kata kunci: Desa Wisata Karangasem, kerajinan bambu, *virtual creative tourism*, *virtual creative tour package*, COVID-19

ABSTRACT

Karangasem Tourism Village, Bantul, Special Region of Yogyakarta has the opportunity to survive the crisis due to the Corona Virus Disease 2019 (COVID-19) pandemic through income from the production of woven bamboo handicrafts. When other tourist villages with similar attractions experienced a decrease in profits, Karangasem actually experienced a double increase in profits. This phenomenon creates an anomaly in market segmentation and presents an opportunity for expansion which makes the Karangasem Tourism Village potentially developed further through digital tourism. In this regard, a product innovation is needed that can maximize the potential and opportunities for expansion of the Karangasem bamboo woven craft business. Product innovation that can be implemented is virtual creative tourism in the form of a virtual creative tour package which involves the manufacture and marketing of bamboo craft product kits which in the manufacturing process will be guided virtually. Through the virtual creative tour package, it is hoped that the tourism economy, especially in the Karangasem Tourism Village, will become more prosperous. This study uses a qualitative descriptive approach, in which the results of the research are described in full and in detail without using numerical processing methods. Primary data in this study were collected from direct observation, semi-structural interviews and field documentation. While secondary data was collected from books, the results of previous research regarding virtual tourism, creative tourism, tourism villages, tour packages, virtual creative tour package design, storytelling and articles in both national and international journals related to the topic in this study. Based on the research results, the design of virtual creative tour package as a diversification of tourism products in Karangasem Bantul consists of several components such as reservation guide, itinerary and quotation. According to the price calculation in the quotation, Virtual Creative Tour Bamboo Craft Making “Being Bamboo Crafter for a Couple Hours” with a duration of 75 minutes worth Rp. 350.000,00 per pax for tourists in the child age category and Rp 455.000,00 per pax for tourists in the adult age (not including package delivery service to the country of origin of each tourist). There are also storytelling of bamboo crafts, including the types of crafts to the types of woven motifs made.

Keywords: *Karangasem Tourism Village, bamboo crafts, virtual creative tourism, virtual creative tour package, COVID-19*