

## INTISARI

Penelitian ini berjudul Penyusunan Paket Wisata Berbasis Agromina di Desa Beji, Kecamatan Kedungbanteng, Kabupaten Banyumas – Jawa Tengah; bertujuan untuk menyusun paket wisata berbasis agromina air tawar pertama di Kabupaten Banyumas. Jenis penelitian adalah deskriptif kualitatif dengan metode pengumpulan data menggunakan metode lapangan. Teknik pengumpulan data dilakukan dengan observasi, wawancara mendalam, dan studi dokumentasi. Data dianalisis menggunakan metode kualitatif interpretatif. Dalam penyusunan paket wisata digunakan teori analisis unsur 6A pariwisata. Hasil penelitian menunjukkan bahwa unsur 6A pariwisata di Desa Beji meliputi 1) *Attraction* berupa daya tarik wisata berbasis agromina (>100 buah kolam ikan air tawar); 2) *Accessibility* berupa posisi geografis yang strategis (<5 km dari stasiun besar Purwokerto); 3) *Amenities* berupa akomodasi dan sarpras yang lengkap meliputi faskes tingkat I Puskesmas Kecamatan Kedungbanteng, empat buah rumah makan (RM Mbak Lies, RM Wantu, RM Mbak Teti, dan RM Gayeng), penerangan dan jaringan telekomunikasi, warung dan toko, pertashop, dan masjid; 4) *Ancillary Services* berupa Pemerintah Desa Beji dan 13 Pokdakan serta asosiasi pariwisata lainnya di tingkat kabupaten; 5) *Activity* berupa kegiatan perikanan meliputi edukasi budidaya perikanan, memancing, ‘nyeser iwak’ tangkap ikan, ‘larung iwak’ melepas ikan, dan kelas memasak olahan ikan; 6) *Available Package* berupa paket studi banding dan *workshop* perikanan. Berdasarkan hasil analisis data dapat disimpulkan bahwa unsur 6A pariwisata di Desa Beji terpenuhi, sehingga dapat dihasilkan rancangan paket wisata tematik berbasis agromina air tawar pertama di Banyumas. paket wisata yang berhasil disusun diberi *branding* “*Cycling Tour at Beji Mina Village*”.

**Kata kunci:** paket wisata; agromina; beji; banyumas; mina *village*

## ABSTRACT

*This research is titled Preparation of Agromina-Based Tourism Package in Beji Village, Kedungbanteng District, Banyumas Regency - Central Java; aims to develop the first freshwater agromina-based tourism package in Banyumas Regency. The type of research is descriptive qualitative with data collection methods using field methods. Data collection techniques were carried out by observation, in-depth interviews, and documentation studies. Data were analyzed using interpretative qualitative methods. In organizing the tour package, the theory of analyzing the 6A elements of tourism was used. The results showed that the 6A elements of tourism in Beji Village include 1) Attraction in the form of agromina- based tourist attraction (>100 freshwater fish ponds); 2) Accessibility in the form of a strategic geographical position (<5 km from Purwokerto station); 3) Amenities in the form of complete accommodation and infrastructure including health facilities of Kedungbanteng Sub-district Health Center, four restaurants (RM Mbak Lies, RM Wantu, RM Mbak Teti, and RM Gayeng), lighting and telecommunication networks, stalls and shops, pertashop, and mosques; 4) Ancillary Services in the form of Beji Village Government and 13 Pokdakan and other tourism associations at the district level; 5) Activity in the form of fishery activities including aquaculture education, fishing, 'nyeser iwak' fish catching, 'larung iwak' releasing fish, and cooking classes for processed fish; 6) Available Package in the form of comparative study packages and fishery workshops. Based on the results of data analysis, it can be concluded that the 6A elements of tourism in Beji Village are fulfilled, so that the design of the first freshwater agromina-based thematic tourism package in Banyumas can be produced. The tour package that was successfully prepared was branding “Cycling Tour at Beji Mina Village”*

**Keywords:** *tour package; agromina; beji; banyumas; mina village*