

## INTISARI

Penyusunan paket ekowisata di Desa Petaling, Kecamatan Selat Nasik, Kabupaten Belitung, yang terletak di Pulau Mendanau dengan jarak 60,5 km dari pusat kota Kabupaten Belitung. Desa ini memiliki potensi ekowisata yang signifikan, tetapi masih memerlukan pengembangan lebih lanjut karena kurangnya paket wisata terintegrasi. Tujuan penelitian ini adalah menganalisis komponen-komponen 4A pariwisata di Desa Petaling, mencakup *attraction*, *accessibility*, *amenities*, dan *ancillary*, serta merancang paket wisata minat khusus berbasis ekowisata. Metode penelitian yang digunakan adalah deksriptif kualitatif dengan pengumpulan data melalui wawancara semi terstruktur, observasi langsung, dokumentasi, dan studi literatur. Hasil penelitian menunjukkan bahwa ekowisata di Desa Petaling berpotensi menjadi atraksi utama bagi wisatawan yang mengunjungi Belitung. Berdasarkan analisis potensi wisata tersebut, dirancanglah paket dan perhitungan ekowisata dengan rencana perjalanan yang mengeksplor daya tarik wisata konservasi sumber daya alam dan lingkungan, ekonomi yang mempertimbangkan warisan budaya, dan kesejahteraan penduduk lokal yang menghasilkan tiga produk wisata terdiri dari *One Day Tour Get to Know Petaling Village*, *Two Days One Night Know More about Petaling Village*, dan *Three Days Two Nights Be a Part Petaling Village*.

Kata kunci : Ekowisata, Paket Wisata, Desa Petaling, Kabupaten Belitung

## ***ABSTRACT***

*The development of ecotourism packages in Petaling Village, Selat Nasik District, Belitung Regency, is located on Mendanau Island, 60.5 km from the city center of Belitung Regency. This village has significant ecotourism potential but still requires further development due to the lack of integrated tourism packages. This research aims to analyze the components of the 4A tourism in Petaling Village, covering attraction, accessibility, amenities, and ancillary services, as well as designing special interest ecotourism-based tour packages. The research method used was descriptive qualitative, with data collected through semi-structured interviews, direct observation, documentation, and literature review. The results show that ecotourism in Petaling Village has the potential to be the main attraction for tourists. Based on the analysis of the tourism potential, a package and ecotourism calculation are designed with a travel plan that explores the attractions of natural resource conservation and environmental tourism, economic considerations considering cultural heritage, and the welfare of local residents. This has resulted in three tourism products: One Day Tour - Get to Know Petaling Village, Two Days One Night - Know More about Petaling Village, and Three Days Two Nights - Be a Part of Petaling Village.*

*Keywords: Ecotourism, Tourism Package, Petaling Village, Belitung Regency*