

INTISARI

Kampung Wisata Bausasran merupakan sebuah kampung wisata yang terletak di Kelurahan Bausasran, Kecamatan Danurejan, Kota Yogyakarta. Kampung Sayur merupakan daya tarik utama dari kampung wisata ini. *Urban farming* di Kampung Wisata Bausasran ini merupakan praktik bertani di alam kota yang menawarkan sejumlah manfaat finansial yang signifikan. Hal tersebut diperlukan pengembangan strategi dan peningkatan daya tarik wisata. Penelitian ini bertujuan untuk (1) Mengetahui pengaruh Kampung Wisata Bausasran terhadap tingkat perekonomian masyarakat Kampung Bausasran. (2) Mengetahui tingkat kepuasan wisatawan terhadap berbagai aspek produk wisata seperti fasilitas, aksesibilitas, daya tarik, pengelolaan lingkungan, dan kualitas produk makanan kampung wisata di Kampung Wisata Bausasran. (3) Mengidentifikasi aspek produk wisata yang harus ditingkatkan dan dikembangkan dari Kampung Wisata Bausasran. Pendekatan *mix method* dipilih sebagai landasan penelitian ini. Teknik pengambilan sampel yang digunakan adalah *purposive sampling* dengan partisipasi sebanyak 122 responden.

Berdasarkan hasil wawancara yang telah dilakukan oleh penulis terhadap pihak-pihak terkait, dapat diketahui bahwa Kampung Wisata Bausasran telah memberikan dampak positif terhadap peningkatan perekonomian masyarakat sekitar. Analisis menggunakan *Customer Satisfaction Index* (CSI) menghasilkan skor 76.4%, menandakan bahwa tingkat kepuasan dikategorikan sebagai "puas". Menurut analisis kuadran menggunakan *Importance Performance Analysis* (IPA), ditunjukkan bahwa komponen produk wisata yang berada di kuadran C memiliki kepentingan dan kinerja rendah. Komponen produk wisata yang ditingkatkan adalah sarana ibadah di Kampung Wisata Bausasran, fasilitas tempat makan dan minum, ketersediaan fasilitas untuk acara pertemuan yang memadai, tersedianya akses jalan setapak yang memadai, sarana prasarana transportasi menuju lokasi memadai, petunjuk arah yang mendukung perjalanan menuju Kampung Wisata Bausasran, produk makanan dan minuman dikemas secara menarik, serta produk makanan dan minuman yang tersedia beragam.

Kata Kunci: Kampung Wisata Bausasran, *Urban farming*, Kepuasan wisatawan, *Customer Satisfaction Index* (CSI), *Importance Performance Analysis* (IPA), Produk wisata

ABSTRACT

Bausasran Tourism Village is a tourist village located in Bausasran Village, Danurejan District, Yogyakarta City. Village Vegetables is the main attraction of this tourist village. Urban farming in the Bausasran Tourism Village is a farming practice in urban settings that offers a number of significant financial benefits. This requires developing strategies and increasing tourist attractions. This research aims to (1) determine the influence of the Bausasran Tourism Village on the economic level of the Bausasran Village community. (2) To find out the level of tourist satisfaction with various aspects of tourism products such as facilities, accessibility, attractiveness, environmental management and quality of tourist village food products in Bausasran Tourism Village. (3) Identify aspects of the tourism product that must be improved and developed in the Bausasran Tourism Village. The mix method approach was chosen as the basis for this research. The sampling technique used was purposive sampling with the participation of 122 respondents.

Based on the results of interviews conducted by the author with related parties, it can be seen that the Bausasran Tourism Village has had a positive impact on improving the economy of the surrounding community. Analysis using the Customer Satisfaction Index (CSI) produces a score of 76.4%, indicating that the level of satisfaction is categorized as "satisfied". According to quadrant analysis using Importance Performance Analysis (IPA), it is shown that tourism product components in quadrant C have low importance and performance. Components of the tourism product that are being improved are religious facilities in the Bausasran Tourism Village, eating and drinking facilities, availability of adequate facilities for meeting events, availability of adequate footpath access, adequate transportation infrastructure to the location, directions that support travel to the Bausasran Tourism Village, food and beverage products are attractively packaged, and the food and beverage products available are varied.

Keywords: Bausasran Tourism Village, Urban farming, Tourist satisfaction, Customer Satisfaction Index (CSI), Importance Performance Analysis (IPA), Tourism products