



INTISARI

Sektor pariwisata di Kabupaten Gunungkidul memiliki destinasi-destinasi alam yang unik dan terus berkembang pesat. Hutan Wanagama sebagai salah satu aset milik Universitas Gadjah Mada memiliki potensi ekowisata yang besar, namun belum dimanfaatkan secara optimal. Keanekaragaman burung di Hutan Wanagama sebagai daya tarik utama ekowisata dapat dikembangkan menjadi paket wisata minat khusus. Tujuan penelitian ini untuk menganalisis potensi 6A (*Attraction, Accessibility, Amenities, Available package, Activity, Ancillary services*) dan potensi keanekaragaman burung yang dapat dijadikan paket wisata *birdwatching* yang terintegrasi dengan paket wisata Hutan Wanagama. Metode yang digunakan pada penelitian ini adalah kualitatif deskriptif dengan pengumpulan data melalui observasi, wawancara, studi literatur, dan dokumentasi. Hasil penelitian menunjukkan bahwa Hutan Wanagama memiliki potensi keanekaragaman burung yang signifikan sehingga dapat dilakukan penyusunan paket wisata *birdwatching*. Penelitian ini merancang paket wisata *one day tour* dan *two day one night*. Sehingga paket wisata ini dapat menjadi acuan ide pembuatan paket wisata minat khusus *birdwatching* di Indonesia.

Kata kunci : *Birdwatching*, Paket wisata minat khusus, Hutan Wanagama



ABSTRACT

The tourism sector in Gunungkidul Regency has unique natural destinations and is continuously growing rapidly. Wanagama Forest, as one of the assets owned by Gadjah Mada University, has significant ecotourism potential but has not been optimally utilized. The diversity of birds in Wanagama Forest, as the main attraction of ecotourism, can be developed into a special interest tourism package. This study aims to analyze the potential of the 6A (Attraction, Accessibility, Amenities, Available package, Activity, Ancillary services) and the bird diversity potential that can be developed into a birdwatching tourism package integrated with the Wanagama Forest tourism package. The method used in this research is descriptive, with data collection through observation, interviews, literature study, and documentation. This research also uses market testing to determine the target market by distributing online questionnaires. The results of the study indicate that Wanagama Forest has a high diversity of birds, which can facilitate the development of birdwatching tourism packages. This research designs a one-day tour and a two-day one-night tour package. Therefore, this tourism package can serve as a reference for creating special interest birdwatching tourism packages in Indonesia.

Keywords: Birdwatching, Special interest tourism package, Wanagama Forest