

INTISARI

Sampah masih menjadi permasalahan bagi masyarakat maupun pemerintah Yogyakarta. Keberadaan bank sampah terbukti belum efektif dalam mengatasi permasalahan tersebut. Masyarakat Kalurahan Srigading, Kapanewon Sanden, Kabupaten Bantul, Provinsi Yogyakarta berhasil mengatasi permasalahan sampah dengan baik. Mereka mampu membuka usaha sekaligus menjual jasa edukasi terkait proses pengolahan sampah menjadi barang yang bernilai jual. Dengan adanya potensi tersebut, pada proyek akhir ini dirancanglah paket wisata edukasi pengelolaan sampah di Kalurahan Srigading. Tujuan penelitian ini adalah mengidentifikasi komponen penting dalam pengembangan paket wisata serta mengembangkan paket wisata edukasi pengelolaan sampah dalam upaya meningkatkan kesadaran akan pentingnya mengelola sampah dengan baik dan benar sebagai bentuk menjaga lingkungan. Penelitian ini menggunakan metode kualitatif dengan teknik pengumpulan data berupa observasi lapangan, wawancara, dokumentasi, serta studi literatur. Hasil dari penelitian ini adalah perancangan paket wisata edukasi pengelolaan sampah dengan melibatkan komponen 4A pariwisata yaitu *attraction*, *amenities*, *accessibility* dan *ancillary*. Komponen *attraction* berupa pengolahan sampah organik dan anorganik, *amenities* berupa penginapan, rumah makan, dan tempat ibadah, *accessibility* berupa kondisi jalan menuju lokasi, serta *ancillary* yang berupa layanan tambahan seperti bank dan ATM. Paket wisata yang terbentuk antara lain *one day tour* pengolahan sampah organik dengan harga Rp215.000/*pax*, *one day tour* pengolahan sampah anorganik dengan harga Rp165.000/*pax*, dan 2D1N pengolahan sampah organik dan anorganik dengan harga Rp570.000/*pax*.

Kata Kunci: *Pengolahan Sampah, Paket Wisata Edukasi, Kalurahan Srigading*

ABSTRACT

Waste is still a problem for the people and government of Yogyakarta. The existence of waste banks has proven to be ineffective to solve this problem. The people of Srigading Sub-district, Sanden District, Bantul Regency, Yogyakarta Province have managed to solve that problem well. They are able to build a business while selling educational services related to the process of waste processing into valuable items. Hence, the final project designed was an educational tour package for waste management in Srigading Village. This project aims to identify the important components for development of tour packages and development of educational tour packages of waste management to increase the awareness about the importance of waste managing properly and correctly as an effort to save the environment. This research was carried out using qualitative methods with data collection techniques included field observations, interviews, documentation, and literature studies. This research result is the design of a waste management educational tour package by involving the 4A components of tourism, those are attraction; amenities; accessibility and ancillary. The attraction component is about the processing of organic and inorganic waste, the amenities include the lodging; restaurants; and worship places, the accessibility is about the road conditions to the location, and ancillary as additional services such as banks and ATMs. The tour packages include one day tour of organic waste processing at IDR215,000/pax, one day tour of inorganic waste processing at IDR165,000/pax, and 2D1N of organic and inorganic waste processing at IDR570,000/pax.

Keywords: *Waste Processing, Educational Tour Packages, Srigading Sub-district*