

INTISARI

Kawasan Borobudur merupakan salah satu daerah penyedia jasa pariwisata yang memiliki potensi luar biasa. Didukung dengan lanskap pedesaan, kondisi alam, ketersediaan transportasi anti polusi, dan kehadiran wisatawan dari berbagai daerah, kawasan Borobudur layak dikembangkan sebagai kawasan yang lebih ramah lingkungan. Tujuan dari penelitian ini yaitu mengidentifikasi potensi destinasi wisata di kawasan Borobudur yang berpotensi untuk dikemas dalam bentuk paket wisata berbasis *sustainable tourism* dan menciptakan paket wisata sesuai dengan kriteria pariwisata berkelanjutan yang memenuhi aspek ekonomi, sosial, budaya, dan lingkungan di kawasan Borobudur. Penelitian ini menggunakan metode kualitatif. Teknik pengumpulan data yang digunakan adalah observasi, wawancara, dokumentasi, dan studi pustaka. Hasil penelitian ini menunjukkan bahwa kawasan Borobudur memiliki banyak potensi wisata yang dapat dikemas menjadi paket wisata berbasis *sustainable tourism* yang dianalisis menggunakan aspek 4A (*Attraction, Amenities, Accesibilities, dan Ancillary*). Adapun potensi atraksi wisata yang ditemukan di kawasan Borobudur, yaitu Mandala View, Candi Mendut, Candi Pawon, Candi Borobudur, Sanggar Kinnara Kinnari, Batik Dewi Wanu, Gerabah Arum Art, Dlizfood Borobudur, dan Ashfa Madu Borobudur. Ketersediaan sarana prasarana pendukung juga cukup lengkap seperti infrastruktur jalan, transportasi ramah lingkungan, *homestay*, restoran, serta Pokdarwis dan Kelompok Wanita Tani. Penelitian ini menghasilkan satu paket wisata yaitu Borobudur: *Travel Thru Sustainability* berdurasi 4D3N.

Kata Kunci: *Sustainable Tourism*, Perancangan Paket Wisata, Kawasan Borobudur

ABSTRACT

Borobudur area is one of the areas providing tourism services that has extraordinary potential. Supported by rural landscapes, natural conditions, availability of anti-pollution transportation, and the presence of tourists from various regions, the Borobudur area deserves to be developed as a more environmentally friendly area. The purpose of this research is to identify potential tourist destinations in the Borobudur area that have the potential to be packaged in the form of sustainable tourism-based tour packages and create tour packages in accordance with sustainable criteria that fulfill economic, social, cultural, and environmental aspects in the Borobudur area. This research uses a qualitative method. The data collection techniques used were observation, interviews, documentation, and literature study. The results of this study indicate that the Borobudur area has a lot of tourism potential that can be packaged into sustainable tourism-based tour packages analyzed using the 4A aspects (Attraction, Amenities, Accessibilities, and Ancillary). The potential tourist attractions found in the Borobudur area are Mandala View, Mendut Temple, Pawon Temple, Borobudur Temple, Sanggar Kinnara Kinnari, Batik Dewi Wanu, Gerabah Arum Art, Dlizfood Borobudur, and Ashfa Madu Borobudur. The availability of supporting infrastructure is also quite complete such as road infrastructure, environmentally friendly transportation, homestays, restaurants, as well as Pokdarwis and Kelompok Wanita Tani. This research produces one tour package, namely Borobudur: Travel Thru Sustainability with a duration of 4D3N.

Keywords: *Sustainable Tourism, Tour Package Design, Borobudur Area*