

INTISARI

Wisata kuliner merupakan suatu rangkaian kegiatan untuk mengunjungi tempat-tempat kuliner seperti kafe, restoran, produsen makanan, hingga festival kuliner di suatu daerah. Lingkungan fisik seperti pencahayaan, suasana toko, tata ruang, dan desain interior, secara signifikan memengaruhi kepuasan dan niat berkunjung kembali wisatawan ke sebuah restoran. Wisata kuliner menjadi salah satu sektor unggulan di Kabupaten Banyumas tepatnya di daerah Purwokerto yang memiliki beberapa area pusat kuliner, salah satunya Pratistha Harsa. Namun, potensi wisata di Pratistha Harsa belum dikembangkan dengan optimal untuk mendukung perkembangan pariwisata kuliner di Purwokerto.

Penelitian ini mengadopsi teori bauran pemasaran 7P (*products, price, promotion, people, place, physical evidence, dan process*) milik Kotler, dkk (2009) untuk menentukan apa saja potensi wisata yang ada di Pusat Kuliner Pratistha Harsa dan mengembangkan potensi wisata yang tepat untuk meningkatkan daya tarik wisata kuliner di Pratistha Harsa. Pengumpulan data dilakukan dengan wawancara, observasi, dan studi literatur. Hasil penelitian menunjukkan bahwa aspek *products, price, dan people* sudah tercapai dengan baik, sementara aspek *promotion, place, physical evidence, dan process* di Pratistha Harsa masih memerlukan pengembangan lebih lanjut. Saran pengembangan potensi yang dapat dilakukan yaitu memaksimalkan keberagaman produk kuliner khas Banyumas, meningkatkan promosi, mengembangkan infrastruktur yang lebih ramah bagi semua kalangan, menjaga kebersihan dan keamanan area kuliner, menyediakan kegiatan wisata kuliner, dan meningkatkan kualitas pelayanan.

Kata Kunci : Pengembangan Potensi, Daya Tarik Wisata, Wisata Kuliner, Pratistha Harsa Purwokerto

ABSTRACT

Culinary tourism is a series of activities to visit culinary places such as cafes, restaurants, food producers, and culinary festivals in an area. The physical environment such as lighting, store atmosphere, spatial layout, and interior design, significantly affects tourists' satisfaction and intention to revisit a restaurant. Culinary tourism is one of the leading sectors in Banyumas Regency, precisely in the Purwokerto area which has several culinary center areas, one of which is Pratistha Harsa. However, the tourism potential at Pratistha Harsa has not been optimally developed to support the development of culinary tourism in Purwokerto,

This research adopts the 7P marketing mix theory (products, price, promotion, people, place, physical evidence, and process) of Kotler, et al (2009) to determine what tourism potential exists in Pratistha Harsa Culinary Center and develop the right tourism potential to increase the attractiveness of culinary tourism in Pratistha Harsa. Data collection was done by interview, observation, and literature study. The results showed that the aspects of products, price, and people have been well achieved, while the aspects of promotion, place, physical evidence, and process at Pratistha Harsa still require further development. Suggestions for potential development that can be done are maximizing the diversity of typical Banyumas culinary products, increasing promotion, developing infrastructure that is more friendly to all groups, maintaining the cleanliness and safety of the culinary area, providing culinary tourism activities, and improving service quality.

Keywords : Potential Development, Tourism Attraction, Culinary Tourism, Pratistha Harsa Purwokerto