

ABSTRACT

The need to maintain mental health is an important factor that influences Gen Z workers. Alternative activities need to be held to facilitate this need, one of which is through wellness tourism. One potential destination is Kabupaten Bantul. This research aims to compile a package wellness tourism in Kabupaten Bantul and identify the components of the tour package used qualitative descriptive methods through observation and interviews. The result of this research is package design wellness tourism in Kabupaten Bantul and identify the 4A components of tourism, namely attraction, accessibility, amenities, And ancillary. Component attraction in the form of Pandansari Beach, Rajaklana Resort & Spa, and Jamu Kiringan Tourism Village, amenities in the form of accommodation, places of worship, and restaurants, accessibility in the form of road conditions and distance to destination, and ancillary in the form of an ATM. Package wellness tourism resulting in five variations of packages, namely packages one day tour at Pandansari Beach for Rp837.000, package one day tour at Rajaklana Resort & Spa for Rp1.251.000 , package one day tour at Jamu Kiringan Tourism Village for Rp541.000, package two days one night for Rp2.190.000, and packages three days two nights for Rp3.528.000.

Keywords: Mental Health; Wellness Tourism; Gen Z; Kabupaten Bantul

INTISARI

Kebutuhan untuk menjaga kesehatan mental merupakan faktor penting yang memengaruhi pekerja Gen Z. Alternatif kegiatan perlu diadakan untuk dapat memfasilitasi kebutuhan tersebut salah satunya melalui *wellness tourism*. Salah satu destinasi yang berpotensi adalah Kabupaten Bantul. Penelitian ini bertujuan untuk menyusun paket *wellness tourism* di Kabupaten Bantul dan mengidentifikasi komponen paket wisata tersebut dengan metode deskriptif kualitatif melalui observasi dan wawancara. Hasil dari penelitian ini adalah perancangan paket *wellness tourism* di Kabupaten Bantul dan identifikasi komponen 4A wisata yaitu *attraction*, *accessibility*, *amenities*, dan *ancillary*. Komponen *attraction* berupa Pantai Pandansari, Rajaklana Resort & Spa, dan Desa Wisata Jamu Kiringan, *amenities* berupa penginapan, tempat ibadah, dan rumah makan, *accessibility* berupa kondisi jalan dan jarak tempuh menuju destinasi, dan *ancillary* berupa ATM. Paket *wellness tourism* yang dihasilkan sebanyak lima variasi paket, yaitu paket *one day tour* di Pantai Pandansari seharga Rp837.000, paket *one day tour* di Rajaklana Resort & Spa seharga Rp1.251.000, paket *one day tour* di Desa Wisata Jamu Kiringan seharga Rp541.000, paket *two days one night* seharga Rp2.190.000, dan paket *three days two nights* seharga Rp3.528.000.

Kata Kunci : Kesehatan Mental; Wellness Tourism; Gen Z; Wisata Kabupaten Bantul