

## INTISARI

Yuchi Township terletak di Kabupaten Nantou, Taiwan dan terdiri dari 13 desa dan terkenal dengan keindahan alamnya seperti Sun Moon Lake yang merupakan danau terbesar di Taiwan, serta lanskap pegunungan yang mempesona. Selain keindahan alamnya, Yuchi Township juga terkenal dengan produksi teh hitam berkualitas tinggi dan tradisi minum teh yang merupakan hasil pengaruh budaya dari suku Aborigin, Jepang dan Han-Tiongkok. Tradisi ini adalah bagian integral dari kehidupan masyarakat setempat dan termasuk dalam kekayaan warisan budaya Taiwan. Namun, untuk memperkenalkan tradisi ini lebih luas, adanya keterbatasan informasi dan narasi mengenai tradisi minum teh yang dapat dipahami wisatawan internasional akibat perbedaan bahasa yang menjadi masalah utama. Penelitian ini bertujuan untuk merancang paket wisata budaya minum teh di Yuchi Township melalui analisis komponen pariwisata 6A (*Attraction, Amenities, Accessibility, Available Packages, Activities, Ancillary Services*) sebagai daya dukung pengembangan wisata budaya. Metode penelitian yang digunakan meliputi observasi partisipatif dan non-partisipatif, wawancara, studi literatur, dan dokumentasi. Hasil penelitian menunjukkan bahwa Yuchi memiliki daya tarik dari atraksi budaya, alam, dan buatan yang dapat menarik minat wisatawan internasional untuk mempelajari asal-usul, proses pembuatan, dan nilai budaya teh. Berdasarkan analisis potensi wisata budaya di Yuchi Township, dikembangkan paket *one day tour* yang menggabungkan tradisi minum teh dan keindahan alam Yuchi Township. Dengan demikian, diharapkan paket wisata budaya ini dapat meningkatkan pemahaman serta apresiasi wisatawan internasional terhadap tradisi minum teh di Yuchi Township dan mendukung pelestarian budaya lokal.

**Kata Kunci : Paket Wisata, Wisata Budaya, Tradisi Minum Teh Taiwan, Yuchi Township**

## ABSTRACT

*Yuchi Township is located in Nantou County, Taiwan and consists of 13 villages and is famous for its natural beauty such as Sun Moon Lake, the largest lake in Taiwan, as well as its breathtaking mountainous landscape. In addition to its natural beauty, Yuchi Township is also famous for its production of high-quality black tea and its tea-drinking tradition, which is the result of cultural influences from Aborigines, Japanese and Han-Chinese. This tradition is an integral part of local life and is included in Taiwan's rich cultural heritage. However, in order to introduce this tradition more widely, there is limited information and narratives about the tea tradition that can be understood by international tourists due to language differences. This study aims to design a cultural tea tour package in Yuchi Township through the analysis of the 6A tourism components (Attraction, Amenities, Accessibility, Available Packages, Activities, Ancillary Services) as a support for cultural tourism development. The research methods used include participatory and non-participatory observation, interviews, literature study, and documentation. The results showed that Yuchi has cultural, natural, and man-made attractions that can attract international tourists to learn about the origin, manufacturing process, and cultural value of tea. Based on the analysis of cultural tourism potential in Yuchi Township, a one-day tour package has been developed that combines the tea-drinking tradition and the natural beauty of Yuchi Township. It is hoped that this cultural tour package will increase international tourists' understanding and appreciation of the tea-drinking tradition in Yuchi Township and support the preservation of local culture.*

**Keywords: Tour Package, Cultural Tourism, Taiwanese Tea Drinking Tradition, Yuchi Township**