

INTISARI

Desa Wisata Balerante merupakan desa wisata yang berlokasi di Desa Balerante, Kecamatan Kemalang, Kabupaten Klaten, Jawa Tengah. Desa ini terletak di lereng Gunung Merapi, berjarak 7 km dari puncak Gunung Merapi, dan berbatasan dengan wilayah konservasi milik Taman Nasional Gunung Merapi (TNGM) di sebelah utara serta Provinsi Daerah Istimewa Yogyakarta di sebelah barat. Desa wisata ini memiliki ragam wisata, mulai dari wisata alam, agrowisata, wisata buatan, dan wisata budaya. Akan tetapi, desa wisata ini masih belum dikenal secara luas oleh wisatawan dikarenakan minimnya informasi terkait wisata di Desa Wisata Balerante. Penelitian ini bertujuan mengidentifikasi komponen pariwisata melalui analisis komponen pariwisata 6A (*attractions, accessibility, amenities, available packages, activities, dan ancillary services*), serta merancang buku panduan wisata sebagai media informasi dan promosi Desa Wisata Balerante. Penelitian ini menggunakan metode penelitian kualitatif dengan teknik pengumpulan data melalui observasi, wawancara semi terstruktur, dokumentasi, dan studi literatur. Penelitian ini menghasilkan luaran dalam bentuk buku panduan dengan judul ‘Harta Karun di Lereng Merapi: Balerante’ yang tersedia dalam bentuk fisik maupun *file digital* dengan jumlah 39 halaman.

Kata Kunci: Perancangan Buku Panduan, Desa Wisata Balerante, e-Guidebook, Komponen Pariwisata 6A

ABSTRACT

Balerante Tourism Village is located in Balerante Sub-district, Kemalang District, Klaten Regency, Central Java. This tourism village is situated on the slopes of Mount Merapi, approximately 7 km from its peak, and borders the conservation area belonging to the Mount Merapi National Park to the north and the Special Region of Yogyakarta Province to the west. This tourism village has a variety of attractions, ranging from nature tourism, agro-tourism, man-made, and cultural tourism. However, this tourism village is still not widely known by tourists due to the lack of information related to tourism in Balerante Tourism Village. This research aims to identify tourism components through the analysis of 6A tourism components (attractions, accessibility, amenities, available package, activities, and ancillary services), as well as designing the Balerante Tourism Village Guidebook as a source of information and a media to promote Balerante Tourism Village. This research used qualitative research methods with data collection techniques through observation, semi-structured interviews, documentation, and literature studies. The outputs of this research come in the form of a guidebook with the title 'Harta Karun di Lereng Merapi: Balerante' that is provided in physical form as well as digital file with a total of 39 pages.

Keywords: *Design Guidebook, Balerante Tourism Village, e-Guidebook, 6A Component of Tourism*