

INTISARI

Griya Spa Purba Ayu merupakan sebuah usaha Spa di bawah naungan Desa Wisata Nglanggeran, Gunungkidul, D.I.Yogyakarta, yang berfokus pada layanan Spa tradisional dan paket wisata edukatif. Sebagai salah satu bentuk produk *wellness tourism* berbasis lokal, Griya Spa Purba Ayu menawarkan pengalaman relaksasi sekaligus pembelajaran budaya lokal dengan memanfaatkan kekayaan alam. Penelitian ini berusaha untuk menguraikan permasalahan yang dihadapi Griya Spa Purba Ayu pada fluktuasi jumlah kunjungan. Dugaan awal berupa aspek pemasaran yang memengaruhi rendahnya eksposur dan kunjungan wisatawan. Metode yang digunakan adalah deskriptif kualitatif dengan teknik pengumpulan data melalui observasi dan wawancara kepada tujuh terapis dan enam wisatawan Griya Spa Purba Ayu. Analisis didasarkan pada teori bauran pemasaran 4P (*product, price, place, promotion*) milik Kotler dan Armstrong (2018) serta Zeithaml dkk., (2018) sebagai landasan dalam melihat langkah bauran pemasaran.

Hasil penelitian menunjukkan (1) aspek *product* barang, jasa, dan paket edukatif menampilkan keunggulan pada kualitas layanan berupa sertifikasi terapis dan pemanfaatan bahan baku unggulan cokelat Nglanggeran; (2) aspek *price* dinilai adaptif dengan memperhatikan konsep *customer value-based pricing*; (3) aspek *place* ditemukan kendala pada keterbatasan akses transportasi dan belum optimalnya pemanfaatan lokasi secara digital melalui peta daring; (4) aspek *promotion* masih bersifat konvensional dan minim strategi digital, termasuk pemanfaatan media sosial dan e-commerce akibat keterbatasan sumber daya manusia.

Kata kunci: Spa, desa wisata, bauran pemasaran, *wellness tourism*

ABSTRACT

Griya Spa Purba Ayu is a Spa enterprise under the management of Desa Wisata Nglanggeran, Gunungkidul, Yogyakarta Special region, focusing on traditional Spa service and educational tourism packages. As a form of locally based wellness tourism product, Griya Spa Purba Ayu offers a relaxation experience combined with local cultural learning by utilizing the richness of natural resources. This study aims to explore the issues faced by Griya Spa Purba Ayu, particularly the fluctuation in the number of tourist visits. The initial assumption indicates that marketing aspects may contribute to the limited exposure and low visitor numbers. The research employs a qualitative descriptive method, with data collected through observation and interview involving seven Spa therapists and six visitors at Griya Spa Purba Ayu. The analysis are based on the 4P (product, price, place, promotion) mix marketing theory proposed by Kotler and Armstrong (2018) and Zeithaml et al., (2018) to examine the implementation of marketing strategies.

The findings revealed that (1) the product aspect, including goods, services, and educational package demonstrates strengths in service quality, notably through certified therapists and the use of premium local cocoa as a raw material; (2) the price aspects is considered adaptive, employing a customer value-based pricing approach; (3) the place aspects faces challenges such as limited transportation access and underutilization of digital mapping tools; and (4) the promotion aspects remains conventional, lacking digital strategies including the use of social media and e-commerce, primarily due to limited human resources.

Keyword: Spa, tourism village, mix marketing, wellness tourism