

## INTISARI

Wisata gastronomi diakui sebagai "pasar wisata berkembang" sejak tahun 2014. Wisata gastronomi memadukan pengalaman budaya, proses pengolahan makanan, dan nilai lokal sebagai bagian dari wisata kreatif. Sektor ini memberikan dampak ekonomi yang signifikan, terbukti dari kontribusinya terhadap GDP Thailand sebesar 1-2% selama pandemi COVID-19 dan mampu memberikan manfaat dari hulu hingga hilir industri gastronomi. Di Indonesia, sektor pariwisata dan ekonomi kreatif menyumbang 2,23% dan 7,35% terhadap PDB nasional pada 2020, dengan subsektor kuliner sebagai kontributor utama. Di tingkat kabupaten, sektor akomodasi dan makan minum menyumbang 11,3% terhadap PDRB Kabupaten Bantul pada 2023.

Kalurahan Wonokromo, Pleret, Bantul memiliki potensi alam dan budaya yang besar, termasuk Sate Klathak yang telah ditetapkan sebagai Warisan Budaya Takbenda (WBTb) Indonesia. Namun, pelestarian dan pengembangan kuliner ini belum optimal ditambah dengan belum terpenuhinya sarana prasarana lingkungan yang berdampak pada penurunan daya tarik wisata kuliner WBTb Sate Klathak dan degradasi lingkungan. Oleh karena itu, perlu adanya perencanaan kawasan secara menyeluruh berupa pengembangan *integrated farming based agribusiness* kawasan wisata gastronomi WBTb Sate Klathak.

Perencanaan ini bertujuan mengembangkan kawasan agar lebih optimal dalam mendukung pelestarian budaya dan lingkungan, edukasi, pemanfaatan sumber daya lokal, serta peningkatan ekonomi masyarakat. Unit amatan perencanaan ini meliputi zonasi, aksesibilitas, konservasi, fasilitas, bangunan, penanda, dan informasi, serta kelembagaan yang dianalisis dengan metode deskriptif kualitatif, *gap analysis*, *benchmarking*, dan *multicriteria decision making analysis* (MCDMA). Perencanaan kawasan ini dikonseptualisasi dengan empat nilai terapan yaitu *educational*, *integrated agriculture supply system*, *circular waste management*, serta *community participation*, *collaboration*, and *empowerment*, kemudian dikembangkan dengan metode SCAMPER yang menghasilkan dua alternatif rencana, yaitu *Edu-Centered Gastronomy Tourism* dan *Integrated Agro-Gastronomy Tourism*. Hasil penilaian dengan *performance matrix* menunjukkan alternatif *Integrated Agro-Gastronomy Tourism* sebagai pilihan terbaik yang kemudian didetailkan dalam *masterplan* pengembangan *integrated farming based agribusiness* kawasan wisata gastronomi WBTb Sate Klathak di Kalurahan Wonokromo, Pleret, Bantul.

Kata Kunci: Kalurahan Wonokromo, Sate Klathak, Sistem Pertanian Terpadu, Warisan Budaya Takbenda, Wisata Gastronomi

## ABSTRACT

*Gastronomic tourism has been recognized as an "emerging tourism market" since 2014, integrating cultural experiences, food processing methods, and local values as part of creative tourism. This sector provides significant economic impact, evidenced by its contribution of 1-2% to Thailand's GDP during the COVID-19 pandemic and its ability to generate benefits across the entire gastronomic industry value chain. In Indonesia, the tourism and creative economy sectors contributed 2.23% and 7.35% respectively to the national GDP in 2020, with the culinary subsector serving as the primary contributor. At the regional level, the accommodation and food services sector contributed 11.3% to Bantul Regency's GDP in 2023.*

*Wonokromo Village, Pleret, Bantul possesses substantial natural and cultural potential, including Sate Klathak, which has been designated as Indonesia's Intangible Cultural Heritage (ICH). However, the preservation and development of this culinary heritage remains suboptimal, compounded by inadequate environmental infrastructure that has resulted in declining attractiveness of ICH Sate Klathak culinary tourism and environmental degradation. Therefore, comprehensive area planning is necessary through the development of integrated farming-based agribusiness for ICH Sate Klathak gastronomic tourism area.*

*This planning aims to develop the area for optimal support of cultural and environmental preservation, education, local resource utilization, and community economic enhancement. The analytical units of this planning include zoning, accessibility, conservation, facilities, buildings, landmarks and information systems, and institutional aspects, analyzed through qualitative descriptive methods, gap analysis, benchmarking, and multicriteria decision-making analysis (MCDMA). The area planning is conceptualized through four applied values: educational, integrated agriculture supply system, circular waste management, and community participation, collaboration, and empowerment. It is subsequently developed using the SCAMPER method, generating two alternative plans: Edu-Centered Gastronomy Tourism and Integrated Agro-Gastronomy Tourism. Performance matrix evaluation results indicate the Integrated Agro-Gastronomy Tourism alternative as the optimal choice, which is then detailed in the masterplan for developing integrated farming-based agribusiness ICH Sate Klathak gastronomic tourism area in Wonokromo Village, Pleret, Bantul.*

*Keywords: Gastronomic Tourism, Intangible Cultural Heritage, Integrated Farming, Sate Klathak, Wonokromo Village*