



INTISARI

Penelitian ini bertujuan untuk menganalisis pengembangan Jogja Exotarium sebagai destinasi wisata edukasi di Kabupaten Sleman dengan menyoroti penerapan prinsip 3E (*Environmental Factors, Engagement, Exploration*) pada komponen 4A Pariwisata (*Attraction, Amenities, Accessibility, Ancillary Services*). Metode penelitian yang digunakan adalah deskriptif kualitatif melalui observasi, wawancara, dan dokumentasi. Hasil penelitian menunjukkan Jogja Exotarium telah menunjukkan komitmen terhadap pelestarian lingkungan melalui perawatan satwa dan penataan ruang yang baik. Program interaktif seperti animal show dan outbound mampu meningkatkan keterlibatan serta eksplorasi pengunjung dari berbagai usia. Fasilitas dasar sudah cukup memadai, namun diperlukan peningkatan pada aspek kebersihan, kenyamanan area istirahat, serta aksesibilitas bagi difabel. Faktor pendukung utama meliputi keragaman atraksi, harga tiket terjangkau, akses transportasi yang mudah, fasilitas yang memadai, dan partisipasi masyarakat lokal. Di sisi lain, hambatan yang dihadapi adalah keterlibatan masyarakat yang masih terbatas, promosi yang belum optimal, serta infrastruktur internal yang perlu ditingkatkan. Penelitian ini merekomendasikan perbaikan fasilitas, peningkatan promosi, serta kolaborasi berkelanjutan antara pengelola, masyarakat, dan pemerintah daerah guna mendukung pengembangan Jogja Exotarium secara berkelanjutan.

Kata Kunci: Wisata Edukasi, Jogja Exotarium, Prinsip 3E, Komponen 4A, Pengembangan Pariwisata.



ABSTRACT

This study aims to analyze the development of Jogja Exotarium as an educational tourist destination in Sleman Regency. The study will highlight the application of the 3E principles (environmental factors, engagement, and exploration) in the four A's of tourism (attraction, amenities, accessibility, and ancillary services). The descriptive qualitative research method used includes observation, interviews, and documentation. The findings suggest that Jogja Exotarium is committed to environmental conservation through proper animal care and spatial planning. Interactive programs, such as animal shows and outdoor activities, effectively enhance visitor engagement and exploration across various age groups. While basic facilities are adequate, improvements are needed in terms of cleanliness, rest area comfort, and accessibility for people with disabilities. Key supporting factors include diverse attractions, affordable ticket prices, easy transportation access, adequate facilities, and local community participation. Conversely, challenges include limited community involvement, inadequate promotion, and the need to improve internal infrastructure. This study recommends improvements to the facility, enhanced promotion, and sustained collaboration between managers, the community, and the local government to support the sustainable development of Jogja Exotarium.

Keywords: Educational Tourism, Jogja Exotarium, 3E Principles, 4A Components, Tourism Development.