

Agrowisata menjadi kunci pembangunan pedesaan dalam meningkatkan pendapatan petani melalui efisiensi lahan pertanian baik di negara maju atau berkembang. Di Tiongkok, sektor agrowisata mampu menghasilkan pendapatan hingga 850 miliar yuan atau mencakup 53,28% dari total pengunjung dan pendapatan pariwisata. Secara global, sektor pariwisata menyumbang sekitar 10% terhadap Produk Domestik Bruto (PDB) dunia, sementara di Indonesia pada tahun 2024 menyumbang lebih dari 4% terhadap PDB nasional.

Kabupaten Boyolali mempunyai potensi alam, kuliner dan budaya, serta posisi strategis karena terletak diantara beberapa Kawasan Strategis Pariwisata Nasional (KSPN), koridor wisata Solo-Selo-Borobudur (SSB) dan di dalam segitiga emas Joglosemar (Jogja-Solo-Semarang). Salah satu bentuk pemanfaatan potensi tersebut adalah desa wisata. Salah satu desa wisata di Kabupaten Boyolali adalah Desa Catur yang terletak di Kecamatan Sambu, Kabupaten Boyolali. Desa Catur mempunyai potensi dan fokus utama adalah pertanian dengan identitas yang telah dibentuk sebagai Kampung Tani. Namun seiring berkembangnya sektor industri lain, terjadi penurunan jumlah petani di Desa Catur yang mengancam keberlanjutan identitas desa sebagai Kampung Tani. Oleh karena itu, diperlukan perencanaan berbasis pertanian yang dapat meningkatkan nilai tambah sektor tersebut tanpa mengubah karakter desa. Konsep *Community Based Agrotourism* dilakukan sebagai pendekatan untuk mengembangkan desa wisata berbasis partisipasi masyarakat yang berfokus pada penguatan sektor pertanian dan pariwisata. Pendekatan perencanaan yang digunakan merupakan gabungan dari pendekatan partisipatif dan *master planning* dengan proses analisis menggunakan deskriptif, *gap analysis*, *Porter's five forces analysis*, dan *benchmarking*. Metode pengembangan menggunakan *SCAMPER* serta *Analytical Hierarchy Process* (AHP) dalam proses pemilihan alternatif.

Luaran perencanaan berupa *masterplan* dan secara umum pendetailan perencanaan dibagi menjadi perencanaan makro dan meso-mikro dengan rincian terkait guna lahan, zona aktivitas ruang, daya tarik wisata, amenitas dan infrastruktur dasar, sirkulasi, penanda, dan aksesibilitas, serta tata kelola kelembagaan. Selain itu dilakukan skema pentahapan dan skema pembiayaan menggunakan Metode *Cost-Benefit Analysis*.

Kata kunci: Desa Wisata, Agrowisata, Identitas Dari Tempat, Pariwisata Berbasis Masyarakat, Pertanian

Agro-tourism is the key to rural development in increasing farmers' income through agricultural land efficiency in both developed and developing countries. In China, the agro-tourism sector is able to generate revenues of up to 850 billion yuan or account for 53.28% of total visitors and tourism revenue. Globally, the tourism sector contributes around 10% to the world's Gross Domestic Product (GDP), while in Indonesia in 2024 it will contribute more than 4% to the national GDP.

Boyolali Regency has natural, culinary and cultural potential, as well as a strategic position because it is located between several National Tourism Strategic Areas (KSPN), the Solo-Selo-Borobudur (SSB) tourism corridor and within the Joglosemar golden triangle (Jogja-Solo-Semarang). One form of utilization of this potential is a tourist village. One of the tourist villages in Boyolali Regency is Catur Village which is located in Sambu District, Boyolali Regency. Catur Village has potential and the main focus is agriculture with an identity that has been formed as a Kampung Tani. However, along with the development of other industrial sectors, there has been a decrease in the number of farmers in Catur Village which threatens the sustainability of the village's identity as a Kampung. Therefore, agriculture-based planning is needed that can increase the added value of the sector without changing the character of the village. The concept of Community Based Agrotourism is carried out as an approach to develop tourism villages based on community participation that focuses on strengthening the agricultural and tourism sectors. The planning approach used is a combination of participatory approach and master planning with an analysis process using descriptive, gap analysis, Porter's five forces analysis, and benchmarking. The development method uses SCAMPER and the Analytical Hierarchy Process (AHP) in the alternative selection process.

The planning outputs in the form of a masterplan and in general planning details are divided into macro and meso-micro planning with details related to land use, spatial activity zones, tourist attractions, basic amenities and infrastructure, circulation, markers, and accessibility, and institutional governance. In addition, a phasing scheme and financing scheme are carried out using the Cost-Benefit Analysis Method.

Keywords: *Tourism Village, Agrotourism, Identity of Place, Community-Based Tourism, Agriculture*