

## INTISARI

Penelitian ini bertujuan untuk merancang paket agrowisata kakao berbasis *sustainable tourism* di Kalurahan Giripurwo, Kapanewon Girimulyo, Kabupaten Kulon Progo, Daerah Istimewa Yogyakarta. Metode yang digunakan adalah deskriptif kualitatif dengan teknik pengumpulan data berupa observasi, wawancara, dokumentasi, dan studi literatur. Analisis dilakukan melalui pendekatan komponen 4A pariwisata (*attraction, amenities, accessibility, dan ancillary*) untuk mengidentifikasi potensi yang dimiliki. Hasil penelitian menunjukkan bahwa Kalurahan Giripurwo memiliki potensi kuat dalam pengembangan agrowisata kakao melalui praktik pertanian organik dan pengolahan produk turunan kakao. Paket agrowisata yang dirancang terdiri dari aktivitas edukatif dan rekreatif seperti pembibitan, penanaman, fermentasi, serta pencicipan produk cokelat. Konsep *sustainable tourism* diterapkan melalui pelibatan masyarakat lokal, pelestarian lingkungan, dan pemberdayaan ekonomi. Perancangan paket ini diharapkan mampu meningkatkan daya tarik wisata serta memberikan manfaat ekonomi berkelanjutan bagi masyarakat desa.

**Kata kunci:** Agrowisata, Kakao, *Sustainable Tourism*, Kalurahan Giripurwo, Paket wisata

## ***ABSTRACT***

*This research aims to design a cocoa agro-tourism package based on sustainable tourism in Giripurwo Village, Girimulyo Sub-district, Kulon Progo Regency, Special Region of Yogyakarta. The study employs a descriptive qualitative method, with data collected through observation, interviews, documentation, and literature review. Analysis uses the 4A components of tourism (attraction, amenities, accessibility, and ancillary) to identify the potential of the area. The results show that Giripurwo Village has strong potential for developing cocoa agro-tourism through organic farming practices and cocoa product processing. The designed tourism package includes educational and recreational activities such as seedling planting, fermentation, and chocolate tasting. The sustainable tourism concept applies through community involvement, environmental conservation, and economic empowerment. This package design is expected to enhance the village's tourism appeal while providing long-term economic benefits for the local community.*

***Keywords: Agro-tourism, Cocoa, Sustainable Tourism, Giripurwo Village, Tour package***