

INTISARI

Penelitian ini bertujuan untuk menyusun paket agrowisata berbasis durian di Desa Alasmalang, Kecamatan Kemranjen, Kabupaten Banyumas, sebagai salah satu sentra penghasil durian terbesar di Kabupaten Banyumas, khususnya varietas Duran bawor. Namun, hingga saat ini belum tersedia paket wisata terstruktur yang mampu mengoptimalkan potensi tersebut secara menyeluruh. Penelitian ini menggunakan pendekatan deskriptif kualitatif dengan teknik pengumpulan data melalui observasi, wawancara, dokumentasi dan studi literatur. Analisis data dilakukan dengan mengacu pada kerangka 6A (*attraction, accessibility, amenities, activities, ancillary services, dan available package*) sebagai dasar perencanaan paket wisata. Hasil penelitian ini berupa rancangan paket wisata *one day tour* bernama “D’Bawor Journey” yang mencakup berbagai aktivitas edukatif dan rekreatif, seperti praktik durian, kunjungan ke kebun durian, hingga pembuatan produk olahan durian. Nilai penting dari paket wisata ini terletak pada kemampuannya untuk meningkatkan nilai ekonomi masyarakat setempat, memperluas wawasan dan pengetahuan wisatawan terkait budidaya durian unggul, serta memperkenalkan Desa Alasmalang sebagai destinasi agrowisata yang berdaya saing dan berkelanjutan. Dengan demikian, paket wisata ini diharapkan tidak hanya menjadi sarana promosi durian khas Alasmalang, tetapi juga mendukung pengembangan pariwisata berbasis potensi lokal dan berwawasan lingkungan di Kabupaten Banyumas.

Kata Kunci : Agrowisata, Durian Bawor, Desa Alasmalang, Paket Wisata, 6A,

ABSTRACT

This research aims to develop a durian-based agrotourism package in Alasmalang village, Kemranjen District, Banyumas Regency, which is one of the largest durian production centers in Banyumas, particularly for the Bawor Durian variety. However, until now, there has been no structured tourism package capable of fully optimizing this potential. This study employs a descriptive qualitative approach with data collection techniques including observation, interviews, documentation, and literature review. Data analysis was conducted by referring to 6A framework (attraction, accessibility, amenities, activities, ancillary services, dan available package) as the basis for planning the tour package. The result of this research is a one-day tour package titled “D’Bawor Journey” which includes various educational and recreational activities, such as durian cultivation practices, visits to durian orchards, and the processing of durian-based products. The significance of this tour package lies in its ability to enhance the economic value of the local community, broaden the knowledge and understanding of tourists regarding superior durian cultivation, and introduce Alasmalang village as a competitive and sustainable agrotourism destination. Therefore, this tour package is expected not only to serve as a promotional tool for Alasmalang’s signature durian but also to support the development of environmentally sustainable tourism based on local potential in Banyumas Regency.

Keywords : Agrotourism, Bawor Durian, Alasmalang Village, Tour Package, 6A,