

INTISARI

Kecamatan Babakan Madang di Kabupaten Bogor memiliki potensi wisata alam yang menarik untuk dikembangkan sebagai destinasi *wellness tourism*. Lokasinya yang dekat dengan Jabodetabek menjadikannya strategis bagi masyarakat perkotaan yang membutuhkan ruang untuk beristirahat dari rutinitas pekerjaan. Stres berkepanjangan dapat menyebabkan *burnout* dan menurunkan kualitas hidup, sehingga diperlukan strategi pemulihan, salah satunya melalui *wellness tourism*. Penelitian ini bertujuan merancang paket wisata *wellness tourism* di Babakan Madang dan mengidentifikasi komponen pendukungnya. Penelitian menggunakan metode kualitatif deskriptif dengan teknik pengumpulan data melalui studi literatur, dokumentasi, dan wawancara semi-terstruktur. Hasil penelitian menunjukkan paket wisata yang dirancang adalah *one-day wellness tour* berjudul *Remedy for The Soul* yang mencakup kegiatan berendam air panas, *trekking*, yoga, *workshop* makanan sehat, serta sesi *reframing mindset* dan *journaling*. Paket ini diharapkan menjadi strategi efektif untuk membantu pekerja di wilayah Jabodetabek mengelola stres melalui aktivitas wisata yang bermanfaat bagi kesehatan fisik dan mental.

Kata Kunci: Strategi *Coping stress*, *Burn Out*, *Trekking*, *Reframing Mindset*.

ABSTRACT

Babakan Madang District in Bogor Regency has attractive natural tourism potential to be developed as a wellness tourism destination. Its location, which is close to the Jabodetabek area, makes it strategic for urban communities who need space to rest from their daily work routines. Prolonged stress can lead to burnout and reduce the quality of life, requiring recovery strategies, one of which is wellness tourism. This research aims to design a wellness tourism package in Babakan Madang and to identify its supporting components. This research used a descriptive qualitative method. Data were collected using literature study, documentation, and semi-structured interviews. The results show that the designed tourism package is a one-day wellness tour titled Remedy for The Soul, which consists of hot spring bathing, trekking, yoga, nutritious food workshops, and sessions on reframing mindset and journaling. This wellness tourism package is expected to serve as an effective strategy to help workers in the Jabodetabek area manage stress through tourism activities that benefit their physical and mental health.

Keywords: *Coping Stress Strategy, Burn Out, Trekking, Reframing Mindset.*