

INTISARI

Kalurahan Donokerto memiliki tiga desa wisata dengan potensi budaya yang beragam, meliputi Desa Wisata Kembangarum, Desa Wisata Gabugan, dan Desa Wisata Widuri. Ketiganya memiliki daya tarik utama masing-masing, mulai dari atraksi seni budaya, kehidupan masyarakat, hingga pelestarian tradisi lokal. Namun, pengelolaan ketiga desa wisata tersebut masih berjalan secara terpisah dan belum terintegrasi dalam satu perjalanan wisata yang saling bersinergi. Penelitian ini bertujuan untuk mengidentifikasi potensi dan menyusun pola perjalanan wisata berbasis budaya antar desa wisata di Kalurahan Donokerto. Penelitian menggunakan pendekatan kualitatif deskriptif dengan teknik pengumpulan data melalui observasi, wawancara, studi kepustakaan, dan dokumentasi. Hasil penelitian menunjukkan bahwa masing-masing desa wisata memiliki ragam potensi wisata budaya mencakup aspek atraksi, aksesibilitas, amenitas, dan layanan tambahan. Identifikasi dan analisis rute menghasilkan tiga model perjalanan wisata budaya, yaitu tertutup (*circular loop/chaining loop*) dengan durasi satu hari, terpusat (*radiating hub*) selama dua hari satu malam, dan terbuka (*touring point to point/stopover*) dengan durasi tiga hari dua malam. Masing-masing pola terdiri dari enam variasi rute kunjungan berdasarkan efisiensi jarak dan waktu, serta durasi daya tarik wisata budaya pada masing-masing desa wisata.

Kata Kunci: pola perjalanan wisata, wisata budaya, Desa Donokerto

ABSTRACT

Donokerto Village has three tourism villages with diverse cultural potentials, namely Kembangarum Tourism Village, Gabugan Tourism Village, and Widuri Tourism Village. Each village has its own main attractions, ranging from cultural performances and community life to the preservation of local traditions. However, the management of these tourism villages still operates separately and is not yet integrated into a synergistic tourism journey. This study aims to identify the potentials and develop a culture-based travel pattern connecting the tourism villages in Kalurahan Donokerto. The research used a descriptive qualitative approach with data collected through observation, interviews, literature study, and documentation. The findings show that each tourism village offers various cultural tourism potentials, including aspects of attraction, accessibility, amenities, and ancillary services. Route identification and analysis result in three cultural tourism travel models: a closed model (circular loop/chaining loop) with a duration of one day, a centralized model (radiating hub) for two days and one night, and an open model (touring point to point/stopover) for three days and two nights. Each model consists of six route variations based on distance and time efficiency, as well as the duration of cultural attractions in each tourism village.

Keywords: *travel pattern, cultural tourism, Donokerto Village*