



INTISARI

Festival Nasional Reyog Ponorogo (FNRP) merupakan bagian penting dari rangkaian acara Grebeg Suro dan Hari Jadi Kabupaten Ponorogo. *Event* ini memiliki potensi besar dalam meningkatkan kunjungan wisatawan, namun masih belum banyak pengembangan paket wisata yang mengintegrasikan FNRP dengan destinasi wisata di Kabupaten Ponorogo. Penelitian ini bertujuan untuk mengidentifikasi komponen penyusun paket wisata dan merancang paket wisata berbasis *event* FNRP. Teknik pengumpulan data dilakukan melalui observasi, wawancara, dan dokumentasi. Analisis menggunakan pendekatan komponen paket wisata yang mencakup fasilitas wisata, fasilitas akomodasi, fasilitas restoran dan makan minum, fasilitas transportasi, fasilitas pertunjukan, fasilitas tempat belanja wisatawan, serta fasilitas prasarana wisata. Hasil penelitian menunjukkan bahwa destinasi yang dimasukkan dalam paket telah memenuhi unsur-unsur utama penyusunan paket wisata dan menghasilkan dua kategori paket wisata, yaitu paket wisata khusus saat momen Festival Nasional Reyog Ponorogo dan paket reguler yang tetap dapat dibeli di luar periode festival. Masing-masing kategori terdiri dari tiga bentuk paket, yaitu *Full Day Tour*, *2 Days 1 Night Tour*, dan *3 Days 2 Nights Tour*.

Kata kunci: Pariwisata berbasis *Event*, Festival Nasional Reyog Ponorogo, Paket Wisata, Kabupaten Ponorogo



ABSTRACT

The Festival National Reyog Ponorogo (FNRP) is an essential part of the Grebeg Suro celebration and the anniversary of Ponorogo Regency. This event holds great potential to increase tourist visits, but there are still limited tour packages that integrate the festival with tourist destinations in Ponorogo. This study aims to identify the components of tour packages and design event-based tour packages centered on The Festival National Reyog Ponorogo. The method used is descriptive qualitative with data collection techniques including observation, interviews, and documentation. The analysis used a tour package component approach, including tourism facilities, accommodation facilities, food and beverage services facilities, transportation facilities, performance facilities, tourist shopping facilities, and tourism infrastructure facilities. The results show that the selected destinations meet the essential elements of a tour package. The study produced two categories of tour packages: special packages available during the FNRP event and regular packages that can be offered year-round. Each category consists of three types of packages: Full Day Tour, 2 Days 1 Night Tour, and 3 Days 2 Nights Tour.

Keywords: event-based tourism, National Reyog Ponorogo Festival, tour packages, Ponorogo Regency