



INTISARI

Desa Wisata Lembah Asri Serang merupakan salah satu desa yang dikenal dengan aktivitas petik stroberi, namun hingga saat ini belum tersedia paket wisata yang mendukung pengalaman agrowisata secara terpadu. Penelitian ini bertujuan untuk mengidentifikasi komponen pariwisata 6A sebagai acuan pengembangan agrowisata di Desa Wisata Lembah Asri Serang Kabupaten Purbalingga, serta merancang paket agrowisata berbasis potensi lokal yang mengintegrasikan atraksi utama dengan atraksi pendukung. Metode penelitian yang digunakan adalah deskriptif kualitatif dengan teknik pengumpulan data melalui observasi, wawancara, dokumentasi, dan studi literatur, dengan analisis menggunakan komponen pariwisata 6A (*attraction, accessibility, amenities, ancillary, activities, dan available package*). Hasil dari penelitian menunjukkan bahwa seluruh komponen 6A di Desa Wisata Lembah Asri Serang memiliki kondisi yang memadai untuk mendukung aktivitas agrowisata, dan rancangan paket wisata berupa full day tour bernama “Serang *Strawberry Village Adventure*” dengan susunan kegiatan meliputi edukasi budidaya stroberi konvensional dan hidroponik, pengolahan hasil panen menjadi olahan turunan, penjelajahan jeep wisata di hutan pinus, serta relaksasi di kolam air hangat. Paket ini dirancang untuk kapasitas ideal 10 orang guna menjaga kualitas pengalaman dan kelestarian kebun. Paket ini diharapkan dapat menambah pilihan wisata dan mendukung pengembangan pariwisata di Desa Wisata Lembah Asri Serang.

Kata Kunci: Agrowisata, Desa Wisata Lembah Asri Serang, Komponen 6A, Paket Wisata

ABSTRACT

Lembah Asri Serang Tourism Village is one of the villages known for its strawberry-picking activities. However, there is currently no tourism package that provides an integrated agrotourism experience. This study aims to identify the 6A components of tourism as a reference for the development of agrotourism in Lembah Asri Serang Tourism Village, Purbalingga Regency, as well as to design an agrotourism package based on local potential by integrating the main attraction with supporting attractions. The research employed a descriptive qualitative method, with data collected through observation, interviews, documentation, and literature review, and analyzed using the 6A tourism components (attraction, accessibility, amenities, ancillary, activities, and available package). The results show that all 6A components in Lembah Asri Serang Tourism Village are in adequate condition to support agrotourism activities. The proposed tourism package is a full-day tour titled “Serang Strawberry Village Adventure,” which consists of activities including conventional and hydroponic strawberry cultivation education, processing harvested strawberries into derivative products, jeep exploration in the pine forest, and relaxation in a hot spring pool. The package is designed for an ideal capacity of 10 participants to maintain the quality of the experience and the sustainability of the strawberry fields. This package is expected to expand tourism options and support tourism development in Lembah Asri Serang Tourism Village

Keywords: 6A Components, Agrotourism, Serang Lembah Asri Tourism Village, Tour Package