

INTISARI

Greenhouse merupakan suatu teknologi pertanian yang identik dengan budidaya tanaman di dalam ruangan. Pengembangan *low cost smart greenhouse* satu-satunya di Daerah Istimewa Yogyakarta ada di Kalurahan Sriharjo, Kapanewon Imogiri, Kabupaten Bantul. Didukung dengan lanskap pedesaan yang indah di kaki perbukitan dan dilewati jernihnya aliran Sungai Oya, Kalurahan Sriharjo menyimpan potensi agrowisata *greenhouse* yang menjanjikan. Tujuan penelitian ini yaitu identifikasi komponen paket wisata dan menyusun paket agrowisata *greenhouse* di Kalurahan Sriharjo. Penelitian ini menggunakan metode kualitatif dengan teknik pengumpulan data yaitu observasi, wawancara, dokumentasi, dan studi literatur. Penelitian ini menghasilkan identifikasi komponen paket wisata di Kalurahan Sriharjo yang tergolong lengkap dan memadai. Dari hasil identifikasi tersebut juga dihasilkan sebuah paket *half day tour* dan *full day tour* bertajuk “Sriharjo Greenhouse Walk”. Sebuah paket wisata yang memberi edukasi terkait pertanian umum, teknologi pertanian *greenhouse* dan aktivitas melakukan pembibitan dengan metode hidroponik, perawatan hingga panen sayuran pada *greenhouse*. Rancangan paket wisata ini dilengkapi dengan *itinerary*, *quotation* dan brosur.

Kata Kunci: *Greenhouse*, Agrowisata, Paket Wisata, Sriharjo

ABSTRACT

A greenhouse is an agricultural technology commonly associated with indoor plant cultivation. The development of a low-cost smart greenhouse, the only one of its kind in the Special Region of Yogyakarta, is located in Sriharjo Village, Imogiri Subdistrict, Bantul Regency. Supported by a beautiful rural landscape at the foot of the hills and the clear flow of the Oya River, Sriharjo Village holds promising potential for greenhouse-based agrotourism. This study aims to identify the components of a tourism package and to design a greenhouse agrotourism package in Kalurahan Sriharjo. The research employed a qualitative method with data collection techniques including observation, interviews, documentation, and literature study. The results of the study indicate that the components of the tourism package in Kalurahan Sriharjo are relatively complete and adequate. Based on this identification, half-day and full-day tour package entitled "Sriharjo Greenhouse Walk" is developed. This tourism package offers educational experiences related to general agriculture, greenhouse farming technology, and activities such as hydroponic seedling, plant care, and harvesting within the greenhouse. The tour package design is complemented with an itinerary, a quotation, and a promotional brochure.

Keywords: Greenhouse, Agrotourism, Tour Package, Sriharjo