

INTISARI

Lebah Klanceng merupakan jenis lebah tanpa sengat yang berpotensi ekonomi sekaligus ekologis melalui produk madu, propolis, dan *bee pollen*. Desa Keputran, Kecamatan Kemalang, Kabupaten Klaten memiliki potensi budidaya lebah klanceng yang dapat dikembangkan menjadi paket agrowisata. Penelitian ini bertujuan mengidentifikasi komponen paket wisata dan merancang paket agrowisata dengan pendekatan kualitatif melalui observasi lapangan dan wawancara. Data dianalisis melalui tahapan reduksi, penyajian, dan verifikasi. Hasil penelitian menunjukkan paket wisata berbentuk *one day tour* dengan kegiatan utama pengenalan koloni, pecah koloni, panen madu, mencicipi produk, dan pembuatan salad buah. Fasilitas pendukung meliputi transportasi, pemandu, konsumsi, serta opsi asuransi perjalanan. Paket ditawarkan dengan harga mulai dari Rp450.000 per orang untuk minimal 3 peserta, sedangkan untuk 5 peserta dikenakan Rp320.000 per orang. Rancangan ini diharapkan mendukung pariwisata berkelanjutan serta meningkatkan citra Desa Keputran sebagai daya tarik agrowisata.

Kata Kunci: Agrowisata; Lebah Klanceng; Paket Wisata; Desa Keputran; Klaten

ABSTRACT

Trigona bees are stingless bees with both economic and ecological value through their products, namely honey, propolis, and bee pollen. Keputran Village, Kemalang District, Klaten Regency has good potential for stingless bee farming, which can be turned into an agritourism package. This study aims to find out the main parts of the tour package and design an agritourism program using a qualitative method with field observations and interviews. The data were processed through reduction, display, and verification. The results show that the tour package is designed as a one-day trip with several activities such as learning about the colony, colony splitting, honey harvesting, tasting products, and making fruit salad. The package also includes transport, guides, meals, and optional travel insurance. The package is offered at a price starting from IDR 450,000 per person for a minimum of 3 participants, while for 5 participants the price is IDR 320,000 per person. This program is expected to support sustainable tourism and promote Keputran Village as an agritourism attraction.

Keywords: *Agritourism; Stingless Bees; Tourism Package; Keputran Village; Klaten*