



## INTISARI

Yogyakarta merupakan salah satu provinsi yang menggencarkan tren *wellness* melalui aktivitas pariwisata. Wisata *wellness* berfokus pada upaya untuk meningkatkan kebugaran tubuh melalui aktivitas-aktivitas yang menenangkan jiwa dan pikiran seseorang. Potensi *wellness* tersebar di beberapa titik di Yogyakarta seperti halnya di Kapanewon Pandak, Bantul. Wilayah tersebut memiliki daya tarik wisata *wellness* yang belum terkelola dengan baik. Penelitian ini berupaya untuk mendukung tren wisata *wellness* dengan menganalisis komponen paket wisata *wellness* di Kapanewon Pandak, Bantul yang kemudian diwujudkan dalam bentuk penyusunan paket wisata *wellness*. Penelitian ini menggunakan metode kualitatif dengan teknik pengumpulan data berupa wawancara semi terstruktur, observasi, dokumentasi, dan studi pustaka. Hasil identifikasi menunjukkan bahwa terdapat beragam daya tarik wisata, meliputi aktivitas pijat tradisional, sungai, batik, seni tari, kuliner khas (legen, emping, jamu, dan ingkung), bersepeda, ziarah makam, serta ritual di sendang. Dukungan transportasi yang tersedia berupa taksi *online*, Trans Jogja, bus pariwisata, dan mobil MPV. Fasilitas akomodasi mencakup beberapa *homestay* dan penginapan, sementara rumah makan turut menghadirkan sajian makanan sehat. *Souvenir* khas Pandak antara lain batik, emping, kerajinan akarwangi, serat gambas, ikan hias, wayang, dan topeng. Selain itu, terdapat beberapa biro perjalanan wisata yang melayani paket wisata Pandak, baik yang berlokasi di dalam maupun luar kawasan. Adapun hasil dari penelitian ini yaitu paket wisata *wellness* yang bertema “*Escaping, Healing, Pandak is Relaxing!*” dengan harga Rp1.700.000 untuk lima orang.

**Kata kunci:** batik; desa wisata; legen; tradisional; ziarah makam.



## ***ABSTRACT***

*Yogyakarta is one of the provinces promoting the wellness trend through tourism activities. Wellness tourism focuses on efforts to improve physical fitness through activities that soothe the soul and mind. Wellness potential is spread across several locations in Yogyakarta, such as in Kapanewon Pandak, Bantul. This area has wellness tourism attractions that have not been well managed. This study seeks to support the wellness tourism trend by analyzing the components of wellness tourism packages in Kapanewon Pandak, Bantul, which are then realized in the form of wellness tourism packages. This study used qualitative methods with data collection techniques such as semi-structured interviews, observation, documentation, and literature review. The identification results indicate a variety of tourist attractions, including traditional massage, river tourism, batik, dance, culinary specialties (legen, emping, herbal traditional drink, and ingkung), cycling, grave visits, and rituals at springs. Available transportation support includes online taxis, Trans Jogja, tourist buses, and MPV cars. Accommodation facilities include several homestays and guesthouses, while restaurants also offer healthy food. Typical Pandak souvenirs include batik, emping, vetiver crafts, gambas fiber, ornamental fish, wayang puppets, and masks. Several travel agencies offer Pandak tour packages, both within and outside the area. The results of this study include a wellness tour package themed "Escaping, Healing, Pandak is Relaxing!" priced at Rp1.700.000 for five people.*

**Keywords:** *batik; grave pilgrimage; legen; tourist village; traditional.*