

## INTISARI

Desa Karanganyar di Kabupaten Jepara dikenal dengan aktivitas kerajinan mainan tradisional. Namun, pergeseran minat anak-anak ke *game online* menyebabkan eksistensi mainan tradisional terancam. Sementara aktivitas wisata yang ditawarkan di Desa Karanganyar masih terbatas sehingga interaksi wisatawan cenderung singkat dan kurang edukatif. Fokus utama paket wisata yang hanya terpusat pada pengrajin juga berdampak terhadap kurang meratanya perputaran ekonomi desa. Penelitian ini bertujuan mengembangkan paket wisata yang sudah ada menjadi lebih inovatif agar wisatawan khususnya anak-anak dapat tertarik kembali pada mainan tradisional sehingga terjaga kelestariannya serta memperluas distribusi manfaat ekonomi bagi masyarakat. Metode penelitian yang digunakan adalah kualitatif dengan teknik pengumpulan data melalui observasi, wawancara, dan studi pustaka. Hasil penelitian menunjukkan Desa Karanganyar telah memenuhi beberapa komponen penyusun paket wisata. Penelitian ini menghasilkan rancangan paket wisata *half day tour* dan *one day tour* untuk anak-anak serta remaja berbasis mainan tradisional di Desa Karanganyar dengan detail kegiatan dan perhitungan biaya paket wisata.

**Kata Kunci:** Desa Karanganyar, mainan tradisional, wisata edukatif

## ***ABSTRACT***

*Karanganyar Village in Jepara Regency is known for its traditional toy crafting activities. However, the shift in children's interest to online games has threatened the existence of traditional toys. Meanwhile, tourism activities offered in Karanganyar Village are still limited, resulting in brief and less educational interactions for tourist. The primary focus of tour packages, which focus solely on craftsmen, also impacts the villages' uneven economic circulation. This study aims to develop existing tour packages to be more innovative so that tourists, especially children, can re-engage with traditional toys, thereby maintaining their sustainability and expanding the distribution of economic benefits to the community. The research method used was qualitative, with data collection techniques through observation, interviews, and literature studies. The results show that Karanganyar Village fulfilled several components of a tour package. This study resulted in a design of half-day and one-day tour packages for children and adolescents based on traditional toys in Karanganyar Village with detailed activities and a cost calculation for the tour packages.*

***Keywords:*** *Karanganyar Village, traditional toys, educational tourism*