

## INTISARI

Fenomena *photocard date* kini menjadi tren populer di kalangan penggemar *K-Pop*, yaitu membawa kartu foto idola untuk diajak berjalan-jalan. Aktivitas ini berkembang pesat tidak hanya di Korea Selatan sebagai negara asal budaya *K-Pop*, tetapi juga di berbagai negara lain, termasuk Indonesia. Di Yogyakarta, tren tersebut mengalami peningkatan seiring dengan banyaknya *event K-Pop* yang diselenggarakan sehingga menciptakan komunitas penggemar *K-Pop (K-Popers)* yang aktif. Di sisi lain, kawasan Kemantren Kraton di Yogyakarta memiliki kekayaan budaya yang sejalan dengan karakter distrik Jongno (Jongno-gu) di Seoul, di mana keduanya merepresentasikan perpaduan antara warisan sejarah, kuliner tradisional, serta kesenian yang masih terjaga. Melihat kesamaan potensi tersebut, penelitian ini bertujuan untuk mengidentifikasi komponen-komponen serta merancang paket wisata bertema *K-Pop* yang dipadukan dengan budaya lokal. Penelitian menggunakan metode deskriptif kualitatif melalui observasi, wawancara, dokumentasi, dan studi pustaka. Hasil penelitian berupa rancangan paket wisata “*K-Pop Fans (K-Popers) Experience Berbasis Photocard Date*”, di Kemantren Kraton, Yogyakarta, yang terdiri atas dua tema utama, yaitu “Royal Heritage Experience” dan “Local Art and Traditional Culinary Experience”, dengan pilihan moda transportasi tradisional andong dan becak. Kedua tema tersebut menggabungkan aktivitas *photocard date* dengan pengalaman budaya lokal melalui kunjungan ke situs bersejarah, *workshop*, maupun eksplorasi kuliner tradisional. Melalui kegiatan ini, wisatawan tidak hanya mengekspresikan minat terhadap budaya *K-Pop*, tetapi juga diperkenalkan pada kemiripan budaya antara Korea dan Indonesia, sebagai bagian dari pengalaman wisata. Paket ini diharapkan dapat menjadi alternatif baru dalam wisata minat khusus dengan memberikan pengalaman berbeda bagi penggemar *K-Pop* sekaligus menghadirkan cara baru untuk menikmati budaya Yogyakarta.

**Kata Kunci:** Penggemar *K-Pop*, *Poca Date*, *Merchandise K-Pop*, *Event K-Pop*

## **ABSTRACT**

*The photocard date phenomenon is now a popular trend among K-Pop fans, which involves bringing photo cards of their idols to take on outings. This activity has grown rapidly not only in South Korea, the birthplace of K-Pop culture, but also in various other countries, including Indonesia. In Yogyakarta, this trend has increased along with the number of K-Pop events held, creating an active community of K-Pop fans (K-Popers). On the other hand, Kraton District area in Yogyakarta has a cultural richness that is in line with the character of the Jongno District (Jongno-gu) in Seoul, where both represent a blend of historical heritage, traditional cuisine, and arts and social life that are still well preserved. Seeing these similarities in potential, this study aims to identify components and design of a K-Pop-themed tour package that is integrated with local culture. The research used a qualitative descriptive method through observation, interviews, documentation, and literature study. The results of the study are in the form of a tour package design called “K-Pop Fans (K-Popers) Experience Based on Photocard Date”, in Kraton District, Yogyakarta, which consists of two main themes, namely “Royal Heritage Experience” and “Local Art and Traditional Culinary Experience,” with a choice of transportation modes of andong and becak. Both themes combine photocard date activities with local cultural experiences through visits to historical sites, workshops, and traditional culinary explorations. Through this activity, participants not only express their interest in K-Pop culture, but are also introduced to the cultural similarities between Korea and Indonesia as part of their travel experience. This package is expected to be a new alternative in special interest tourism, providing a different experience for K-Pop fans while presenting a new way to enjoy the culture of Yogyakarta.*

**Keywords:** *K-Pop fans, Poca Date, K-Pop Merchandise, K-Pop Events*