

Penelitian ini bertujuan untuk mengidentifikasi karakteristik dan pengalaman wisata kuliner di kawasan Prawirotaman-Tirtodipuran, mengidentifikasi pengalaman *slow tourism* yang dirasakan wisatawan, serta menemukan keterkaitan antara pengalaman wisata kuliner dan pengalaman *slow tourism*. Kawasan Prawirotaman-Tirtodipuran di Yogyakarta dikenal sebagai kawasan wisata kuliner dengan suasana santai, keberagaman kuliner, dan kualitas ruang yang berpotensi mendukung pengembangan *slow tourism* di konteks perkotaan.

Penelitian ini menggunakan pendekatan campuran (*mixed methods*), dengan observasi dan wawancara sebagai metode kualitatif, serta survei kuesioner sebagai metode kuantitatif. Data kuantitatif diperoleh melalui penyebaran kuesioner kepada wisatawan yang berkunjung ke kawasan penelitian, sehingga diperoleh 169 responden. Pengalaman wisata kuliner dianalisis melalui empat variabel, yaitu gastronomi makanan, budaya, sosial, dan lingkungan. Sementara itu, pengalaman *slow tourism* dianalisis melalui variabel fleksibilitas kegiatan, keaslian pengalaman, interaksi sosial, dan desain arsitektur.

Hasil penelitian menunjukkan bahwa kawasan Prawirotaman-Tirtodipuran memiliki karakteristik wisata kuliner yang kuat, ditandai oleh keragaman kuliner, desain ruang yang menarik, serta suasana yang mendukung interaksi sosial. Wisatawan memberikan penilaian positif terhadap pengalaman wisata kuliner dan pengalaman *slow tourism* yang mereka rasakan. Hasil uji korelasi Spearman menunjukkan adanya keterkaitan yang signifikan antara pengalaman wisata kuliner dan pengalaman *slow tourism*, dengan tingkat kekuatan hubungan yang bervariasi dari lemah hingga sangat kuat. Keterkaitan dengan kategori kuat dan sangat kuat terutama ditemukan pada hubungan antara pengalaman sosial dan pengalaman lingkungan wisata kuliner dengan desain arsitektur, kenyamanan ruang, serta interaksi sosial dalam pengalaman *slow tourism*.

Penelitian ini menyimpulkan bahwa pengalaman wisata kuliner memiliki keterkaitan yang erat dengan pengalaman *slow tourism*, terutama melalui kualitas ruang, suasana, dan interaksi sosial yang tercipta dalam aktivitas kuliner. Temuan ini menegaskan bahwa wisata kuliner merupakan bagian penting dalam pembentukan pengalaman perjalanan yang santai, autentik, dan bermakna di kawasan Prawirotaman-Tirtodipuran.

Kata kunci: keterkaitan, pengalaman wisata kuliner, pengalaman *slow tourism*, Prawirotaman-Tirtodipuran

ABSTRACT

This study aimed to identify the characteristics and experiences of culinary tourism in the Prawirodipuran-Tirtodipuran area, to identify tourists' experiences of slow tourism, and to examine the relationship between culinary tourism experiences and slow tourism experiences. Prawirodipuran-Tirtodipuran, located in Yogyakarta, was widely recognized as a culinary tourism area characterized by a relaxed atmosphere, diverse culinary offerings, and spatial qualities that potentially supported the development of slow tourism in an urban context.

This research employed a mixed-methods approach, combining qualitative methods (observation and interviews) with a quantitative survey method. Quantitative data were collected through questionnaire distribution to tourists visiting the study area, resulting in a total of 169 respondents. Culinary tourism experiences were analyzed using four variables: gastronomic experience, cultural experience, social experience, and environmental experience. Meanwhile, slow tourism experiences were examined through the variables of activity flexibility, experiential authenticity, social interaction, and architectural design.

The results indicated that the Prawirodipuran-Tirtodipuran area possesses strong culinary tourism characteristics, reflected in its culinary diversity, attractive spatial design, and an atmosphere that supports social interaction. Tourists provided positive evaluations of both their culinary tourism experiences and slow tourism experiences. The Spearman correlation analysis revealed a significant relationship between culinary tourism experiences and slow tourism experiences, with relationship strengths ranging from weak to very strong. Strong and very strong correlations were primarily found between the social and environmental variables of culinary tourism experiences and aspects of architectural design, spatial comfort, and social interaction within slow tourism experiences.

This study concluded that culinary tourism in the Prawirodipuran-Tirtodipuran area is closely associated with slow tourism experiences, particularly through spatial quality, atmosphere, and social interaction within culinary activities. These findings highlight the role of culinary tourism as an important component in shaping a relaxed and authentic travel experience in the study area.

Keywords: relationship, culinary tourism experience, slow tourism experience, Prawirodipuran-Tirtodipuran