



INTISARI

Desa Candikuning merupakan salah satu desa di Kabupaten Tabanan, Bali yang memiliki potensi besar dalam sektor wisata alam dan pertanian. Meskipun demikian, pengelolaan potensi tersebut masih memerlukan pengembangan lebih lanjut. Oleh karena itu, penelitian ini bertujuan untuk mengidentifikasi komponen pariwisata serta merancang paket wisata berbasis *agrotourism* di Desa Candikuning, Kabupaten Tabanan, Bali. Metode penelitian yang digunakan adalah deskriptif kualitatif dengan pengumpulan data melalui observasi secara langsung, wawancara semi-terstruktur, serta dokumentasi. Analisis penelitian dilakukan dengan menggunakan komponen pariwisata 4A yaitu *attraction* (daya tarik), *amenity* (fasilitas), *accessibility* (aksesibilitas), dan *ancillary* (lembaga pelayanan). Hasil penelitian ini menunjukkan bahwa seluruh komponen pariwisata 4A di Desa Candikuning berada dalam kondisi yang cukup memadai untuk mendukung pengembangan kegiatan *agrotourism*. Rancangan paket wisata yang disusun berupa program perjalanan dua hari satu malam (2D1N) dengan judul “2D1N Candikuning Plantation” yang mencakup rangkaian kegiatan seperti pengenalan proses budidaya sayur dan buah, kegiatan panen secara langsung, serta pengolahan hasil panen. Paket ini dirancang untuk kelompok berkapasitas sepuluh peserta agar kualitas pengalaman wisata dan lingkungan pertanian tetap terjaga. Penyusunan paket wisata “2D1N Candikuning Plantation” diharapkan dapat menambah variasi produk wisata di Desa Candikuning.

Kata Kunci: *Agrotourism*, Paket Wisata, Desa Candikuning, Komponen Pariwisata 4A



ABSTRACT

Candikuning Village is one of the villages located in Tabanan Regency, Bali, which holds great potential in both natural and agricultural tourism. However, the management of these potentials still requires further development. Therefore, this study aims to identify the components of tourism and design an agrotourism-based tour package in Candikuning Village, Tabanan Regency, Bali. This research employed a descriptive qualitative method, with data collected through direct observation, semi-structured interviews, and documentation. The analysis was conducted using the 4A components of tourism: attraction, amenity, accessibility, and ancillary. The results of the study show that all 4A tourism components in Candikuning Village are in fairly adequate condition to support the development of agrotourism activities. The proposed tour package is a two-day-one-night (2D1N) program titled “2D1N Candikuning Plantation,” which includes a series of activities such as the introduction to vegetable and fruit cultivation processes, hands-on harvesting, and the processing of agricultural products. The package is designed for a group of ten participants to ensure the quality of both the tourism experience and the agricultural environment is maintained. The development of the “2D1N Candikuning Plantation” tour package is expected to expand the variety of tourism products offered in Candikuning Village.

Keywords: *Agroturism, Tour Package, Candikuning Village, 4A Tourism Components*