

INTISARI

Wedding tourism berkembang sebagai salah satu bentuk pariwisata *niche* yang memberikan kontribusi signifikan terhadap perekonomian daerah melalui penyelenggaraan acara pernikahan yang melibatkan berbagai sektor pendukung. Daerah Istimewa Yogyakarta memiliki potensi besar sebagai destinasi pernikahan, didukung oleh kekayaan budaya, daya tarik wisata, dan ekosistem pelaku industri pernikahan yang lengkap. Namun, potensi tersebut belum sepenuhnya dimaksimalkan dan kajian akademis mengenai pengembangan *wedding tourism* di Yogyakarta masih terbatas. Penelitian ini bertujuan untuk menganalisis peran pemerintah dan *wedding planner* dalam mendukung pengembangan *wedding tourism* di Daerah Istimewa Yogyakarta. Penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif. Data diperoleh melalui wawancara semi-terstruktur dengan informan dari pemerintah daerah dan pelaku industri pernikahan, serta dokumentasi. Analisis data dilakukan menggunakan model analisis Miles & Huberman melalui tiga tahapan: reduksi data, penyajian data, dan penarikan kesimpulan serta verifikasi.

Hasil penelitian menunjukkan bahwa peran pemerintah dalam mendukung *wedding tourism* di Yogyakarta masih bersifat parsial dan belum terintegrasi antarlevel pemerintahan. Inisiatif seperti pelatihan pelaku usaha dan talkshow “Yogyakarta The Next Wedding Destination” telah dilaksanakan, namun belum didukung oleh koordinasi strategis, regulasi khusus, maupun roadmap pengembangan yang jelas. Di sisi lain, *wedding planner* tidak hanya mengatur acara pernikahan, tetapi juga mengintegrasikan nilai budaya lokal dengan konsep modern serta memberikan rekomendasi destinasi dan aktivitas wisata kepada tamu luar daerah, sehingga memperkuat citra Yogyakarta sebagai destinasi pernikahan yang autentik dan berdaya saing. Kesimpulannya, pengembangan *wedding tourism* di Daerah Istimewa Yogyakarta membutuhkan sinergi yang lebih kuat antara pemerintah dan pelaku industri melalui penguatan regulasi, strategi promosi, serta kolaborasi yang berkelanjutan untuk mengoptimalkan potensi daerah sebagai destinasi pernikahan unggulan.

Kata Kunci : *Wedding Tourism*, Peran Pemerintah, *Wedding Planner*, Destinasi Pernikahan

ABSTRACT

Wedding tourism has emerged as a niche tourism segment that significantly contributes to regional economic development through the organization of wedding events involving various supporting industries. The Special Region of Yogyakarta possesses substantial potential to become a wedding destination, supported by its rich cultural heritage, attractive tourism assets, and a growing ecosystem of wedding industry players. However, this potential has not yet been fully optimized, and academic studies on wedding tourism development in Yogyakarta remain limited. This research aims to analyze the role of the government and wedding planners in supporting the development of wedding tourism in the Special Region of Yogyakarta. This study employed a qualitative descriptive method. Data were collected through semi-structured interviews with representatives from government institutions and wedding industry practitioners, as well as documentation. Data analysis followed the stages of Miles and Huberman's model, consisting of data reduction, data display, and conclusion drawing and verification.

The findings indicate that the government's role in supporting wedding tourism in Yogyakarta remains partial and lacks integrated coordination across administrative levels. Initiatives such as training programs for industry players and the “Yogyakarta The Next Wedding Destination” talk show have been conducted, yet they have not been supported by comprehensive strategic coordination, specific regulations, or a clear development roadmap. In contrast, wedding planners not only manage wedding events but also integrate local cultural elements into modern wedding concepts and recommend destinations and tourism activities to non-local clients, thus strengthening Yogyakarta’s position as an authentic and competitive wedding destination. In conclusion, developing wedding tourism in Yogyakarta requires stronger synergy between the government and industry stakeholders through supportive regulations, promotional strategies, and sustainable collaboration to maximize the region’s potential as a leading wedding destination.

Keywords: Wedding tourism, Government role, Wedding planner, Wedding Destination