

INTISARI

Desa Kasongan merupakan salah satu sentra kerajinan gerabah di Kabupaten Bantul yang memiliki potensi besar untuk dikembangkan sebagai destinasi wisata edukasi. Namun, perkembangan wisata edukasi gerabah di kawasan ini belum berlangsung secara merata. Aktivitas edukasi ini lebih banyak berkembang di Dusun Kaje dan sebagian Dusun Kalipucang, sedangkan Dusun Tirta masih didominasi oleh kegiatan produksi dan penjualan gerabah tanpa adanya pemanfaatan potensi wisata secara optimal. Kondisi tersebut menunjukkan perlu adanya upaya pengembangan yang tidak hanya berorientasi pada peningkatan pengalaman pengunjung, tetapi juga mendukung pemerataan aktivitas wisata di Desa Kasongan. Penelitian ini bertujuan untuk merancang paket wisata edukasi gerabah di Desa Kasongan. Metode yang digunakan dalam penelitian ini adalah metode deskriptif kualitatif dengan teknik pengumpulan data melalui observasi, wawancara, dokumentasi, dan studi pustaka. Hasil penelitian menunjukkan bahwa Desa Kasongan memiliki berbagai potensi yang mendukung pengembangan wisata edukasi gerabah, antara lain MuseumKu Gerabah, Tour Kawasan Eduwisata Kasongan, *Workshop* Ali Keramik, fasilitas pendukung, serta aktivitas *cycling tour*. Berdasarkan hasil identifikasi, dirancang dua alternatif paket wisata, yaitu paket *One Day Tour* “Sehari Mendalami Seni Gerabah Kasongan” dan paket *Half Day Tour* “Nggerabah di Desa Kasongan”. Kedua paket dirancang untuk memberikan pengalaman edukatif melalui kegiatan pengenalan sejarah kasongan, eksplorasi kawasan, dan praktik langsung pembuatan gerabah.

Kata Kunci: Wisata Edukasi, Gerabah, Paket Wisata, Desa Kasongan

ABSTRACT

Kasongan Village is one of the pottery craft centers in Bantul Regency that has significant potential to be developed as an educational tourism destination. However, the development of pottery based educational tourism in the area is not evenly distributed. Educational tourism activities are primarily concentrated in Kajen Hamlet and partially in Kalipucang Hamlet, while Tirto Hamlet remains focused on pottery production and sales without optimally utilizing its tourism potential. This condition indicates the need for tourism development that not only enhances visitors learning experience but also support the equitable distribution of tourism activities throughout Kasongan Village. Therefore, this study aims to design an educational pottery tour package that provides learning experiences. This study employs a qualitative descriptive method. Data are collected through observation, interviews, documentation, and literature study. The findings indicate that Kasongan Village possesses various tourism potentials that support the development of educational pottery tourism, including MuseumKu Gerabah, the Eduwisata Kasongan Area Tour, Ali Keramik Workshop, supporting tourism facilities, and cycling tour activities. Based on the identification, two tour package are designed a One Day Tour entitled “Sehari Mendalami Seni Gerabah di Kasongan” and a Half Day Tour entitled “Nggerabah di Desa Kasongan”. Both packages are designed to provide educational experiences thorough a combination of observation, area exploration, and hands on pottery making activities.

Keywords: Educational Tourism, Pottery, Tour Package, Kasongan Village