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Perancangan Paket Geowisata Kawasan Museum Karst Indonesia di Desa Gebangharjo, Pracimantoro, Wonogiri
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INTISARI

Geowisata merupakan salah satu bentuk pariwisata minat khusus yang memanfaatkan potensi geologi sebagai daya tarik wisata dengan mengedepankan aspek edukasi, konservasi, dan keberlanjutan. Kawasan Museum Karst Indonesia memiliki potensi geowisata yang besar karena berada dalam kawasan *UNESCO Global Geoparks* Gunung Sewu dan didukung dengan keberadaan berbagai *geosite* di sekitarnya. Namun, dalam beberapa tahun terakhir jumlah kunjungan wisatawan ke Museum Karst Indonesia mengalami penurunan akibat kurangnya variasi aktivitas wisata yang ditawarkan. Penelitian ini bertujuan untuk mengidentifikasi komponen paket geowisata serta merancang paket geowisata di kawasan Museum Karst Indonesia. Penelitian menggunakan metode kualitatif dengan teknik pengumpulan data berupa observasi, wawancara semi-terstruktur, dan dokumentasi. Analisis data dilakukan menggunakan teori Miles dan Huberman melalui tahapan kondensasi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa kawasan Museum Karst Indonesia memiliki komponen geowisata yang meliputi aspek *abiotic, biotic*, dan *cultural*. Atraksi *abiotic* terdiri atas Museum Karst Indonesia, Gua Tembus, Gua Potro Bunder, Gua Sodong, Gua Mrico, dan Gua Gilap. Atraksi *biotic* berupa flora dan fauna khas kawasan karst, sedangkan atraksi *cultural* meliputi kesenian srandul, budaya pertanian masyarakat karst, dan kerajinan batu akik. Selain itu, penelitian ini juga mengidentifikasi komponen pendukung berupa transportasi, akomodasi, konsumsi, dan fasilitas penunjang. Berdasarkan hasil identifikasi tersebut, dirancang paket geowisata *half day, full day*, 2 *days* 1 *night*, dan 3 *days* 2 *nights* yang berorientasi pada edukasi, eksplorasi *geosite*, dan budaya lokal guna meningkatkan daya tarik serta kunjungan wisatawan.

Kata kunci: geowisata, paket wisata, Museum Karst Indonesia, geosite, Gunung Sewu.

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ABSTRACT

Geotourism is a form of special interest tourism that utilizes geological potential as a tourist attraction by prioritizing aspects of education, conservation, and sustainability. The Indonesian Karst Museum area has great geotourism potential because it is located within the UNESCO Global Geoparks Gunung Sewu area and is supported by the presence of various geosites in the surrounding area. However, in recent years the number of tourist visits to the Indonesian Karst Museum has decreased due to the lack of variety of tourist activities offered. This study aims to identify the components of the geotourism package and design a geotourism package in the Indonesian Karst Museum area. The study used a qualitative method with data collection techniques in the form of observation, semi-structured interviews, and documentation. Data analysis was carried out using the Miles and Huberman model through the stages of data condensation, data presentation, and drawing conclusions. The results show that the Indonesian Karst Museum area has geotourism components that include abiotic, biotic, and cultural aspects. Abiotic attractions consist of the Indonesian Karst Museum, Tembus Cave, Potro Bunder Cave, Sodong Cave, Mrico Cave, and Gilap Cave. Biotic attractions include the unique flora and fauna of the karst region, while cultural attractions include srandul art, karst community agricultural culture, and agate crafts. Furthermore, this research also identified supporting components such as transportation, accommodation, meals, and supporting facilities. Based on these identification results, half-day, full-day, 2 days 1 night, and 3 days 2 nights geotourism packages were designed, focusing on education, geosite exploration, and local culture to increase tourist attraction and visitation.

Keywords: *geotourism*, *tour packages*, *Indonesian Karst Museum, geosite*, Gunung Sewu.