Pengembangan Desa Wisata Melalui Budidaya Kambing Peranakan Etawa (PE) Ras Kaligesing di Desa Wisata
Pandanrejo, Kecamatan Kaligesing, Kabupaten Purworejo
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INTISARI

Penelitian ini bertujuan mengeksplorasi pengembangan Desa Wisata Pandanrejo berbasis budidaya Kambing Peranakan Etawa (PE) Ras Kaligesing serta memetakan kendala empiris dalam operasionalisasinya. Melalui pendekatan kualitatif deskriptif, data primer dihimpun via observasi lapangan dan Focus Group Discussion (FGD) bersama 8 informan kunci dari unsur pengelola dan masyarakat. Data kemudian dianalisis dengan model interaktif Miles, Huberman, dan Saldaña, lalu dibedah secara komprehensif menggunakan kerangka komponen destinasi pariwisata 6A (Attractions, Accessibility, Amenities, Ancillary Services, Activities, Available Packages) dari Buhalis (2000).

Hasil penelitian menunjukkan pengembangan desa wisata telah mengintegrasikan keenam komponen destinasi. Budidaya Kambing PE bertindak sebagai daya tarik utama (Attractions) historis yang bersinergi dengan potensi alam dan budaya lokal. Rutinitas peternak berhasil ditransformasikan menjadi aktivitas edukasi (Activities) melalui paket wisata custom berbasis reservasi satu pintu (Available Packages). Secara kelembagaan (Ancillary Services), tata kelola telah terintegrasi legal dan didukung konektivitas makro yang strategis pada koridor YIA-Borobudur (Accessibility). Namun, aspek fasilitas (Amenities) belum optimal karena mayoritas homestay terdaftar belum beroperasi secara aktif dan konsisten.

Proses pengembangan ini masih dihambat oleh empat kendala utama: disfungsi kelembagaan akibat residu dualisme Pokdarwis; stagnasi transformasi produk karena peternak memprioritaskan penjualan bibit (cempe) daripada produksi susu perah; minimnya pemeliharaan infrastruktur fisik mikro menuju lokasi edukasi; serta hambatan eksternal berupa fluktuasi cuaca. Secara keseluruhan, penelitian ini menyimpulkan bahwa keberlanjutan Desa Wisata Pandanrejo sangat bergantung pada penyelarasan tata kelola internal organisasi dan konsistensi pemeliharaan fasilitas fisik guna menjaga otentisitas daya tarik wisata edukasi yang ditawarkan.

Kata Kunci: Desa Wisata, Kambing PE Ras Kaligesing, Komponen Destinasi 6A

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ABSTRACT

This research aims to explore the development of Pandanrejo Tourism Village based on Kaligesing-Strain Peranakan Etawa (PE) Goats Breeding and to map the empirical obstacles in its operationalization. Utilizing a descriptive qualitative approach, primary data were collected through field observations and a Focus Group Discussion (FGD) involving 8 key informants representing the destination management and the local community. The data were analyzed using the interactive model by Miles, Huberman, and Saldaña, and comprehensively examined using the 6A tourism destination component framework (Attractions, Accessibility, Amenities, Ancillary Services, Activities, Available Packages) formulated by Buhalis (2000).

The results indicate that the development of the tourism village has integrated the six destination components. The PE Goat cultivation serves as the main historical attraction (Attractions) that synergizes with local natural and cultural potentials. The breeders' daily routines have been successfully transformed into educational activities (Activities) packaged into custom tours using a one-gate reservation system (Available Packages). Institutionally (Ancillary Services), the governance has been legally integrated and is supported by strategic macro-connectivity along the YIA-Borobudur corridor (Accessibility). However, the facility aspect (Amenities) is not yet optimal, as the majority of registered homestays are not operating actively and consistently.

The development process is still hindered by four main obstacles: institutional dysfunction due to the residual dualism of the Tourism Awareness Group (Pokdarwis); stagnation of product transformation because breeders prioritize the sale of young breeding goats (*cempe*) over dairy milk production; minimal maintenance of micro-physical infrastructure leading to the educational locations; and external barriers such as weather fluctuations. Overall, this study concludes that the sustainability of Pandanrejo Tourism Village heavily relies on the alignment of internal organizational governance and the consistent maintenance of physical facilities to preserve the authenticity of the educational tourism attractions.

Keywords: Tourism Village, Kaligesing-Strain Goats, 6A Destination Components