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**Pengembangan Wisata Edukasi Cokelat Wondis Bagi Keberlanjutan Komunitas Kwt Pawon Gendis Di
Banjarharjo, Kalibawang, Kulon Progo**
Eka Uchi Nurrachma, Ketua Penguji Dr. Wiwik Sushartami, M.A. ; Penguji Utama Popi Irawan, S.S., M.Sc., Ph. D. ; P
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# INTISARI

Pengembangan wisata edukasi merupakan bentuk inovasi pariwisata berkelanjutan yang tidak hanya memberikan pengalaman rekreasi unik, tetapi juga pembelajaran serta kontribusi terhadap keberlanjutan komunitas. Kehadiran wisata edukasi dapat memberikan manfaat ekonomi, lingkungan dan sosial melalui pemberdayaan komunitas sebagai inovasi berkelanjutan bagi masyarakat. Wondis Cokelat merupakan sebuah usaha yang mengembangkan wiasata edukasi berbasis kakao bersama dengan KWT Pawon Gendis sebagai upaya peningkatan nilai tambah komoditas utama kakao sekaligus pembedayaan mayarakat di Kalurahan Banjarharjo, Kapanewon Kalibawang, Kabupaten Kulon Progo.

Penelitian ini mengidentifikasi bentuk pengembangan wisata edukasi yang Cokelat Wondis terhadap pengaruhnya bagi keberlanjutan KWT Pawon Gendis melalui melalui konsep pembelajaran dalam kegiatan wisata edukasi berdasarkan teori *three key ideas about the form of learning in educational tourism* oleh Pitman (2010) yang terdapat tiga gagasan utama (*three key ideas*) tentang bentuk pembelajaran dalam wisata edukasi**,** yaitu**:** *intentional, experiential, dan structured* serta konsep keberlanjutan komunitas Richard Butler. Penelitian ini menggunakan pendekatan kualitatif dengan teknik pengumpulan data berupa observasi, wawancara semi terstruktur, dan studi pustaka. Observasi dilakukan melalui keterlibatan langsung peneliti dalam kegiatan wisata edukasi, sedangkan wawancara dilakukan secara purposive kepada pemilik Wondis, anggota KWT Pawon Gendis, petani kakao, serta pihak-pihak yang terkait dalam pengembangan wisata edukasi. Hasil penelitian menunjukkan bahwa pengembangan wisata edukasi Cokelat Wondis telah menerapkan ketiga konsep wisata edukasi menurut Pitman. *Experiential learning* diterapkan melalui pengalaman belajar secara langsung dengan mengajak pengunjung mengamati kebun kakao, melihat proses pengolahan cokelat, mengenal produk olahan, serta mencicipi produk cokelat. Sementara itu, *structured learning* diwujudkan melalui penyusunan alur kegiatan yang sistematis, pembagian peran fasilitator, penggunaan media pembelajaran, serta keterlibatan berbagai sektor pendukung seperti petani kakao, Dinas Pertanian, lembaga pendidikan, penyedia konsumsi, dan masyarakat sekitar. Pengembangan wisata edukasi Cokelat Wondis juga berkontribusi terhadap keberlanjutan KWT Pawon Gendis. Dari aspek ekonomi, sosial, dan lingkungan. Dengan demikian, wisata edukasi Cokelat Wondis tidak hanya menjadi media pembelajaran, tetapi juga menjadi strategi pemberdayaan masyarakat yang mendukung keberlanjutan KWT Pawon Gendis.

**Kata Kunci: wisata edukasi, Cokelat Wondis, KWT Pawon Gendis, keberlanjutan komunitas, kakao.**

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# ABSTRACT

Educational tourism development is a form of sustainable tourism innovation that not only provides unique recreational experiences but also provides learning and contributes to community sustainability. Educational tourism can provide economic, environmental, and social benefits through community empowerment, a sustainable innovation for the community. Wondis Cokelat is a business developing cocoa-based educational tourism in collaboration with the Pawon Gendis Women Farmers Group (KWT) as an effort to increase the added value of cocoa as a primary commodity and empower the community in Banjarharjo Village, Kalibawang District, Kulon Progo Regency.

This study identifies the educational tourism development model of Wondis Cokelat and its impact on the sustainability of the Pawon Gendis Women's Group through the concept of learning within educational tourism activities, based on Pitman's (2010) theory of "three key ideas about the form of learning in educational tourism," which outlines three main ideas: intentional, experiential, and structured, as well as Richard Butler's concept of community sustainability. This study used a qualitative approach with data collection techniques including observation, semi-structured interviews, and literature review. Observations were conducted through the researcher's direct involvement in educational tourism activities, while interviews were conducted purposively with Wondis owners, members of the Pawon Gendis KWT, cocoa farmers, and other parties involved in educational tourism development. The results of the study indicate that the development of Wondis Chocolate educational tourism has implemented the three educational tourism concepts according to Pitman. Experiential learning is implemented through direct learning experiences by inviting visitors to observe cocoa gardens, see the chocolate processing process, learn about processed products, and taste chocolate products. Meanwhile, structured learning is realized through the preparation of a systematic activity flow, the division of facilitator roles, the use of learning media, and the involvement of various supporting sectors such as cocoa farmers, the Department of Agriculture, educational institutions, food providers, and the surrounding community. The development of Wondis Chocolate educational tourism also contributes to the sustainability of the Pawon Gendis KWT. From an economic aspect, educational tourism creates diversified sources of income, expands the market for chocolate products, opens business opportunities for the community, and increases the selling value of farmers' cocoa. From a social aspect, educational tourism increases community participation, strengthens cooperation between group members, increases farmer capacity through training, and strengthens local identity. From an environmental perspective, educational tourism encourages the preservation of cocoa plantations through education on sustainable cultivation and raising awareness of the importance of preserving natural resources. Thus, the Wondis Chocolate educational tourism program serves not only as a learning tool but also as a community empowerment strategy that supports the sustainability of the Pawon Gendis Women Farmers Group (KWT).

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**Keywords: Educational Tourism, Wondis Chocolate, Pawon Gendis Women Farmers Group (KWT), Community Sustainability, Cocoa.**