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Perancangan Paket Agrowisata Kopi Aarabika di Desa Tlogowero Kecamatan Bansari Kabupaten Temanggung
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INTISARI

Kopi merupakan komoditas perkebunan unggulan berpotensi besar sebagai wisata edukasi. Namun, potensi kopi arabika di Desa Tlogowero belum dikemas optimal selain sebagai produk konsumsi biasa. Penelitian ini bertujuan mengidentifikasi komponen paket agrowisata kopi arabika di Desa Tlogowero, Kecamatan Bansari, Kabupaten Temanggung, sekaligus merancang paket agrowisata di lokasi tersebut. Metode penelitian yang digunakan adalah deskriptif kualitatif melalui observasi, wawancara, dan dokumentasi. Hasil penelitian menunjukkan Desa Tlogowero memiliki daya tarik potensial seperti perkebunan kopi lereng gunung sindoro, dan rumah produksi kopi. Komponen pendukung meliputi sarana transportasi, akomodasi gedung serbaguna untuk transit, rekomendasi penginapan kawasan, rumah makan, kerja sama biro wisata, dan souvenir khas. Berdasarkan komponen tersebut, penelitian ini menghasilkan luaran paket wisata setengah hari bernama *Tlogowero Coffee Origin Tour: From Bean to Cup*. Perjalanan ini disusun terstruktur dari hulu ke hilir yang dibagi dalam dua model operasional adaptif, yaitu skema musim panen dan luar musim panen. Paket didesain menggunakan konsep harga untuk kapasitas 8 peserta untuk menjamin optimalnya edukasi wisatawan.

Kata Kunci: wisata minat khusus, wisata edukasi pascaproduksi, pengembangan produk wisata, arabika, kombucha kaskara.

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ABSTRACT

Coffee is a prime plantation commodity with significant potential for educational tourism. However, the potential of Arabica coffee in Tlogowero Village has not been optimally packaged beyond its role as a standard consumer product. This study aims to identify the components of an Arabica coffee agritourism package in Tlogowero Village (Bansari District, Temanggung Regency) and to design an agritourism package for the location. A descriptive-qualitative research method was employed, utilizing observation, interviews, and documentation. The results indicate that Tlogowero Village possesses potential attractions, such as coffee plantations on the slopes of Mount Sindoro and coffee production facilities. Supporting components include transportation, a multipurpose building for transit, local accommodation recommendations, eateries, partnerships with travel agencies, and signature souvenirs. Based on these components, the study produced a half-day tour package titled "Tlogowero Coffee Origin Tour: From Bean to Cup." The itinerary is structured to cover the entire value chain—from upstream to downstream—and is divided into two adaptive operational models: a harvest season scheme and an off-season scheme. The package is priced based on a capacity of eight participants to ensure an optimal educational experience for tourists.

Keywords: *special interest tourism, post-production educational tour, tourism product development, arabica, cascara kombucha.*