UNIVERSITAS
GADJAH MADA
Perancangan E-Guidebook Desa Wisata Wukirsari Kapanewon Imogiri, Kabupaten Bantul, Provinsi Daerah Istimewa Yogyakarta
Salsa Qothrunnada, Dr. Fatkurrohman., S.I.P., M.Si., C.H.E.
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

INTISARI

Desa Wisata Wukirsari yang terletak di Kapanewon Imogiri, Kabupaten Bantul, Daerah Istimewa Yogyakarta, memiliki potensi wisata unggulan, seperti industri Batik Tulis Giriloyo, kerajinan tatah sungging wayang kulit, situs makam raja-raja, hingga keindahan lanskap alam pedesaan. Namun, pengembangan pariwisata di wilayah ini masih dihadapkan pada kendala belum tersedianya media informasi terintegrasi yang mampu mengenalkan seluruh daya tarik wisata secara komprehensif. Penelitian ini bertujuan untuk mengidentifikasi komponen destinasi pariwisata di Desa Wisata Wukirsari berdasarkan kerangka analisis 6A (*attractions, accessibility, amenities, available packages, activities,* dan *ancillary services*), sekaligus merancang buku panduan wisata elektronik (*e-guidebook*) sebagai pusat informasi digital wisatawan. Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan teknik pengumpulan data melalui observasi lapangan, wawancara semi-terstruktur, dokumentasi visual, dan studi literatur. Hasil penelitian menunjukkan teridentifikasinya komponen pariwisata 6A secara menyeluruh di lapangan serta terciptanya *e-guidebook* interaktif berjudul "Menyerap Sari di Nadi Wukirsari: Harmoni Alam, Karya, dan Karsa". Buku panduan digital ini dikembangkan dalam format *flipbook* daring setebal 51 halaman melalui platform Heyzine. Hadirnya *e-guidebook* ini diharapkan dapat memudahkan wisatawan dalam merencanakan perjalanan sekaligus mendukung digitalisasi promosi Desa Wisata Wukirsari.

Kata Kunci: Desa Wisata Wukirsari, Analisis 6A, Buku Panduan Wisata, Media Informasi, *Flipbook*.

UNIVERSITAS
GADJAH MADA
Perancangan E-Guidebook Desa Wisata Wukirsari Kapanewon Imogiri, Kabupaten Bantul, Provinsi Daerah Istimewa Yogyakarta
Salsa Qothrunnada, Dr. Fatkurrohman., S.I.P., M.Si., C.H.E.
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

ABSTRACT

Wukirsari Tourism Village, located in Imogiri Sub-district, Bantul Regency, Special Region of Yogyakarta, possesses superior tourism potentials, such as the Giriloyo Written Batik industry, leather puppet (wayang kulit) carving and coloring crafts, royal cemetery heritage sites, and scenic rural natural landscapes. However, tourism development in this area still encounters obstacles due to the absence of an integrated information medium capable of comprehensively introducing all tourism attractions to potential visitors. This study aims to identify the tourism destination components in Wukirsari Tourism Village based on the 6A analysis framework (attractions, accessibility, amenities, available packages, activities, and ancillary services), as well as to design an electronic guidebook (e-guidebook) as a centralized tourist information medium. This research employed a descriptive qualitative approach, with data collection techniques utilizing direct field observations, semi-structured interviews, visual documentation, and literature reviews. The results indicate the comprehensive identification of the 6A tourism components in the field and the creation of an interactive e-guidebook titled "Menyerap Sari di Nadi Wukirsari: Harmoni Alam, Karya, dan Karsa". This digital guidebook was developed in an online flipbook format consisting of 51 pages using the Heyzine platform. The presence of this e-guidebook is expected to facilitate tourists in planning their trips while supporting the promotional digitalization of Wukirsari Tourism Village.

Keywords: *Wukirsari Tourism Village, 6A Analysis, Travel Guidebook, Information Media, Flipbook.*