

INTISARI

Desa Mranggen Tengah, Kecamatan Bansari, Kabupaten Temanggung memiliki potensi pertanian dan pengolahan tembakau lembutan yang dapat dikembangkan sebagai daya tarik agrowisata. Namun, potensi tersebut belum dikemas dalam bentuk produk wisata yang terstruktur. Penelitian ini bertujuan untuk mengidentifikasi potensi agrowisata di Desa Mranggen Tengah dan menyusun paket agrowisata yang terstruktur yang akan ditawarkan kepada wisatawan. Penelitian ini menggunakan pendekatan kualitatif dengan metode deskriptif. Pengumpulan data dilakukan melalui observasi lapangan secara langsung, wawancara mendalam dengan Kepala Desa Mranggen Tengah dan Ketua Kelompok Tani, serta dokumentasi objek penelitian. Hasil penelitian ini, menunjukkan bahwa Desa Mranggen Tengah memiliki potensi agrowisata yang beragam, meliputi aktivitas budidaya dan pengolahan tembakau lembutan, lanskap pertanian, kehidupan masyarakat pertanian, serta budaya lokal. Berdasarkan potensi tersebut, dihasilkan dua paket agrowisata, yaitu Paket Musim Panen dan Paket Non Panen. Paket Musim Panen meliputi edukasi budidaya tembakau, pengenalan varietas, praktik pemetikan daun, pengolahan tembakau lembutan, uji aroma tembakau, dan *ngelinting* dengan harga Rp340.000 per orang. Paket Non Panen meliputi edukasi budidaya tembakau, demonstrasi pengolahan tembakau lembutan, uji aroma tembakau, dan *ngelinting* dengan harga Rp155.000 per orang. Kedua paket ditujukan bagi kelompok kecil maksimal lima orang dengan pangsa pasar orang dewasa.

Kata kunci: agrowisata; edukasi; tembakau lembutan; paket wisata; Desa Mranggen Tengah.

ABSTRACT

Mranggen Tengah Village, Bansari Subdistrict, Temanggung Regency, has agricultural and tobacco-processing potential, particularly lembutan tobacco, which can be developed as an agrotourism attraction. However, this potential has not yet been packaged into a structured tourism product. This study aims to identify the agrotourism potential of Mranggen Tengah Village and develop structured agrotourism packages to be offered to tourists. This study employed a qualitative approach with a descriptive method. Data were collected through direct field observations, in-depth interviews with the Head of Mranggen Tengah Village and the Head of the Farmer Group, and documentation of the research objects. The results show that Mranggen Tengah Village has diverse agrotourism potential, including lembutan tobacco cultivation and processing activities, agricultural landscapes, the livelihoods of farming communities, and local culture. Based on these potentials, two agrotourism packages were developed: the Harvest Season Package and the Non-Harvest Season Package. The Harvest Season Package includes tobacco cultivation education, variety identification, leaf-picking practices, lembutan tobacco processing, tobacco aroma testing, and ngelinting, with a price of IDR340.000 per person. The Non-Harvest Season Package includes tobacco cultivation education, a demonstration of lembutan tobacco processing, tobacco aroma testing, and ngelinting, with a price of IDR155.000 per person. Both packages are designed for small groups of up to five people, with adults as the target market.

Keywords: *agrotourism; education; tembakau lembutan; tour package; Mranggen Tengah Village.*