

INTISARI

Desa Hargowilis, Kapanewon Kokap, Kabupaten Kulon Progo memiliki potensi pengembangan agrowisata berbasis kopi melalui keberadaan perkebunan kopi rakyat, usaha kopi lokal, serta daya tarik alam yang mendukung aktivitas wisata. Namun, potensi tersebut belum dikembangkan menjadi produk wisata yang terstruktur sehingga pemanfaatannya sebagai daya tarik wisata masih belum optimal. Penelitian ini bertujuan untuk mengidentifikasi komponen penyusun paket agrowisata kopi dan merancang paket agrowisata kopi yang dapat diterapkan sebagai produk wisata di Desa Hargowilis. Penelitian ini menggunakan metode deskriptif dengan pendekatan kualitatif. Data dikumpulkan melalui observasi, wawancara semi terstruktur, dan dokumentasi. Analisis data dilakukan menggunakan model analisis interaktif Miles, Huberman, dan Saldaña yang meliputi reduksi data, penyajian data, serta penarikan dan verifikasi kesimpulan. Hasil penelitian menunjukkan bahwa Desa Hargowilis memiliki komponen yang mendukung penyusunan paket agrowisata kopi, meliputi karakteristik wisatawan sebagai sasaran pasar, daya tarik berupa edukasi budidaya dan pengolahan kopi, fasilitas pendukung seperti transportasi, akomodasi, konsumsi, pemandu wisata lokal, serta pengaturan waktu kegiatan yang sesuai. Berdasarkan hasil identifikasi tersebut, dirancang paket agrowisata "Hargowilis *Coffee Journey*" dalam bentuk *full day tour* yang mengintegrasikan kegiatan edukasi budidaya kopi di kebun warga, edukasi pengolahan dan penyajian kopi serta *coffee tasting* di Kedai Kopi Kalitaji, kemudian diakhiri dengan kunjungan rekreasi ke Waduk Sermo. Paket wisata disusun melalui penentuan tujuan, rute perjalanan, pemilihan atraksi dan fasilitas, penyusunan *itinerary*, serta perhitungan *quotation* sehingga menghasilkan produk wisata yang layak diterapkan. Paket wisata yang dirancang diharapkan dapat memanfaatkan potensi kopi dan daya tarik wisata yang dimiliki Desa Hargowilis sehingga menjadi produk wisata yang memberikan pengalaman edukatif bagi wisatawan.

Kata kunci: agrowisata, perancangan paket wisata, Desa Hargowilis, Kopi Kalitaji.

ABSTRACT

Hargowilis Village, Kokap District, Kulon Progo Regency, has the potential to develop coffee based agrotourism through the presence of community coffee plantations, local coffee enterprises, and natural attractions that support tourism activities. However, this potential has not yet been developed into a well structured tourism product, preventing it from being utilized optimally as a tourist attraction. This study aims to identify the components of a coffee agrotourism package and to design a coffee agrotourism package that can be implemented as a tourism product in Hargowilis Village. This study employed a descriptive method with a qualitative approach. Data were collected through observation, semi-structured interviews, and documentation. Data analysis was conducted using the interactive analysis model of Miles, Huberman, and Saldaña, which consists of data reduction, data display, and conclusion drawing and verification. The findings indicate that Hargowilis Village possesses the essential components required for developing a coffee agrotourism package, including target tourist characteristics, tourism attractions in the form of coffee cultivation and processing activities, supporting facilities such as transportation, accommodation, food and beverage services, local tour guides, and an appropriate schedule for tourism activities. Based on these findings, a full-day tourism package entitled "Hargowilis Coffee Journey" was designed, integrating educational activities on coffee cultivation at local coffee plantations, coffee processing and brewing experiences, coffee tasting at Kopi Kalitaji Coffee Shop, and concluding with a recreational visit to Sermo Reservoir. The tourism package was developed through the formulation of tourism objectives, route planning, selection of attractions and facilities, itinerary preparation, and quotation calculation, resulting in a feasible tourism product. The proposed tourism package is expected to utilize the coffee potential and tourism attractions of Hargowilis Village, creating a tourism product that provides an educational experience for tourists.

Keywords: agrotourism, tourism package designing, Hargowilis Village, Kopi Kalitaji.