

INTISARI

Penelitian ini bertujuan untuk menggambarkan pengalaman wisatawan selama melakukan *walking tourism* di kawasan Kotabaru Yogyakarta, serta mengidentifikasi dan menganalisis dimensi memorable tourism experience (MTE) yang terbentuk selama aktivitas tersebut. Penelitian menggunakan pendekatan kualitatif deskriptif dengan teknik pengumpulan data berupa observasi partisipatif, wawancara mendalam terhadap enam informan, dan studi pustaka. Analisis data mengacu pada model interaktif Miles dan Huberman serta kerangka tujuh dimensi Memorable Tourism Experience dari Kim, Ritchie, dan McCormick (2012) yang meliputi hedonism, novelty, local culture, refreshment, meaningfulness, involvement, dan knowledge, dengan tingkat dominasi ditentukan melalui analisis directed content analysis Hsieh dan Shannon serta saliency analysis Buetow (2010).

Hasil penelitian menunjukkan bahwa *walking tour* di Kotabaru, yang diselenggarakan oleh komunitas Jogja Good Guide, memberikan pengalaman berkesan melalui kombinasi arsitektur kolonial, konsep *garden city*, serta peran pemandu dalam menyampaikan narasi sejarah dan budaya lokal. Dimensi meaningfulness dan local culture tampil sangat dominan, diikuti refreshment, novelty, involvement, dan knowledge yang dominan, serta hedonism sebagai puncak dari keseluruhan pengalaman emosional. Namun, kepadatan lalu lintas kendaraan bermotor masih menjadi hambatan kenyamanan pejalan kaki. Penelitian menunjukkan bahwa ketujuh dimensi MTE saling berkaitan membentuk satu kesatuan pengalaman yang bermakna, sehingga di Kotabaru berpotensi besar dikembangkan sebagai wisata berbasis pengalaman berkesan, dengan catatan perbaikan infrastruktur bagi pejalan kaki dan pengelolaan lalu lintas.

Kata kunci: ***walking tourism*, memorable tourism experience, Kotabaru, pengalaman wisatawan, pariwisata heritage.**

ABSTRACT

This study aims to describe tourists' experiences while engaging in *walking tourism* in the Kotabaru area of Yogyakarta, as well as to identify and analyze the dimensions of memorable tourism experience (MTE) formed during this activity. The research employs a descriptive qualitative approach with data collection techniques including participatory observation, in-depth interviews with six informants, and literature review. Data analysis refers to the interactive model of Miles and Huberman, using the seven-dimension Memorable Tourism Experience framework developed by Kim, Ritchie, and McCormick (2012), namely hedonism, novelty, local culture, refreshment, meaningfulness, involvement, and knowledge, with the level of dominance determined through directed content analysis by Hsieh and Shannon and saliency analysis by Buetow (2010).

The results show that the *walking tour* in Kotabaru, organized by the Jogja Good Guide community, provides a memorable experience through the combination of colonial architecture, the *garden city* concept, and the guide's role in conveying historical and local cultural narratives. The dimensions of meaningfulness and local culture emerged as very dominant, followed by refreshment, novelty, involvement, and knowledge as dominant, with hedonism representing the culmination of the overall emotional experience. However, dense motorized vehicle traffic remains an obstacle to pedestrian comfort. The study concludes that the seven MTE dimensions are interrelated, forming a unified and meaningful experience, indicating that in Kotabaru holds great potential to be developed as an experience-based tourism attraction, provided improvements are made to pedestrian infrastructure and traffic management.

Keywords: *walking tourism*, memorable tourism experience, Kotabaru, tourist experience, heritage tourism