

## **INTISARI**

Indonesia adalah negara kepulauan yang mempunyai potensi besar untuk menjadi pemimpin dalam industri pariwisata. Saat ini kebudayaan adalah indikator penting dalam proses pengembangan kepariwisataan. Produk wisata sudah selayaknya merepresentasikan budaya yang dihasilkan oleh masyarakat sekitar. Kebudayaan dan pariwisata dapat diselaraskan dengan bagus melalui pengembangan sebuah desa wisata. Desa Wisata Brayut terletak di Provinsi Daerah Istimewa Yogyakarta (DIY) dengan luas 35 hektar dan terletak di lereng Gunung Merapi yang subur sehingga mempunyai banyak area persawahan. Diresmikan pada 14 Agustus 1999, Desa Wisata Brayut merupakan salah satu desa wisata tertua yang terdapat di Kabupaten Sleman, Yogyakarta. Tujuan yang ingin dicapai dalam penelitian ini adalah mengetahui representasi budaya setempat pada produk wisata di Desa Wisata Brayut jika dilihat dari teori tujuh unsur utama kebudayaan, yaitu bahasa, sistem pengetahuan, organisasi social, sistem peralatan hidup dan teknologi, sistem mata pencaharian hidup, system religi, dan kesenian. Diharapkan dengan dilakukannya penelitian ini diharapkan dapat memberikan kontribusi akademis secara langsung di bidang pariwisata, khususnya implementasi konsep kebudayaan dalam menganalisis produk wisata, khususnya di Desa Wisata Brayut. Selain itu diharapkan pula penelitian ini dapat dijadikan sebagai bahan acuan bagi Desa Wisata Brayut dalam pengembangan desa wisata.

Kata kunci : Pariwisata, Produk Wisata, Kebudayaan, Unsur Budaya, Desa Wisata

## **ABSTRACT**

Indonesia is an archipelago country which have a big potency to lead tourism industry in the world. At the moment culture is an important indicator in the tourism development. A tourism product have to represent an authentic culture which is produced by their local community. Tourism village is the perfect answer to the gap appeared between culture and tourism. The government of Indonesia is actually showing big interest in the developing of alternate tourism by funding its tourism village project. Brayut is one of the tourism village located in Daerah Istimewa Yogyakarta (DIY). Brayut Tourism Village has 35 hectares of total area to be used for tourism activity and located right on the Merapi Mountain's slope so its land is very fertile for any rice plantation. Brayut was officially opened on 14 August 1999 so it is proclaimed to be one of the oldest tourism village in Sleman, Yogyakarta. The aim of this research is to understand how the representation of local culture effected tourism product which is created by Brayut Tourism Village. The indicator to know the representation will use the theory of seven culture component by C. Kluckhohn, which is language, knowledge system, social organization, the system of live equipment and technology, livelihood system, religion system, and art. As the result of this research tourism could have a positive addition on its academic side, especially on the implementation of culture concept on tourism product at Brayut Tourism Village. Beside that Brayut could also has academic reference to develop its tourism village project.

**Keywords :** Tourism, Tourism Product, Culture, Culture Elements, Tourism Village