

INTISARI

Atraksi wisata kopi didominasi aktivitas panen, penanganan pascapanen, dan konsumsi kopi, sehingga perlu alternatif pengembangan daya tarik budidaya kopi. Perkebunan kopi di Desa Babadan Banjarnegara perlu dikembangkan melalui analisis daya tarik budidaya dan pengolahan kopi, sehingga dapat menambah pengetahuan bagi wisatawan dan meningkatkan pendapatan petani kopi. Penelitian ini bertujuan untuk menganalisis potensi daya tarik budidaya hingga pengolahan kopi, potensi wisatawan kopi, dan rekomendasi untuk pengembangan wisata kopi di Desa Babadan.

Pengambilan sampel secara *purposive sampling* dari wisatawan nusantara dan wisatawan mancanegara dan dianalisis secara kuantitatif. Data diperoleh dengan melakukan studi pustaka, observasi, wawancara, dan penyebaran kuesioner.

Hasil penelitian menunjukkan bahwa daya tarik budidaya dan pengolahan kopi paling diminati yaitu daya tarik panen dan pengolahan kopi baik bagi wisatawan nusantara maupun wisatawan mancanegara. Secara umum hasil penelitian menunjukkan bahwa pengembangan wisata kopi berdasarkan daya tarik budidaya dan pengolahan kopi dapat menarik semua kalangan wisatawan dan dapat dikembangkan dengan cara yang sama bagi kepentingan wisatawan nusantara dan wisatawan mancanegara

Kata kunci : agrowisata, daya tarik budidaya kopi, daya tarik pengolahan kopi, Desa Babadan, wisata kopi

ABSTRACT

The attractions of coffee tourism have been dominated by activities of harvesting, pre-harvesting processes, and consuming the coffee. Hence, coffee cultivation activities as an alternative needed to be developed. Coffee plantations in Babadan Banjarnegara Village need to be developed through an analysis of the attractiveness of planting and processing coffee. The development can increase the coffee-related knowledge for the tourists and increase the income of coffee farmers. This research aims to analyse the coffee cultivation and processing potentials, the coffee tourists potentials, and recommendations for coffee tourism development in Babadan Village.

The samplings were taken by purposive sampling method from both Indonesian tourists and foreign tourists, which were quantitatively analysed. Data obtained through literature studies, observations, interviews, and questionnaire.

The results show that the most favourable attractions from coffee cultivation and processing are harvesting activities and coffee processing activities, and in general coffee tourism development based on coffee cultivation and processing attractiveness can attract the majority of tourists and can be developed in the same way for both Indonesian and foreign tourists.

Keywords: agritourism, Babadan Village, coffee cultivation attractiveness, coffee processing attractiveness, coffee tourism