

## INTISARI

*Edutourism* merupakan kegiatan wisata yang memiliki dua tujuan sekaligus dalam prakteknya yaitu berekreasi atau berwisata dan belajar. Konsep *edutourism* menerapkan pembelajaran melalui kegiatan yang menyenangkan. Taman Safari Indonesia I adalah salah satu destinasi wisata berbasis *edutourism* yang menyajikan beberapa atraksi wisata dan wahana yang memuat konten edukasi. Salah satu wahana yang menerapkan konsep *edutourism* adalah *enclosure* Istana Panda Indonesia. *Enclosure* merupakan area yang digunakan sebagai tempat tinggal bagi binatang yang ada di kebun binatang dimana kesejahterannya dan kenyamanannya sangat diperhatikan. Area *enclosure* Istana Panda Indonesia selain sebagai tempat tinggal satwa, area ini juga digunakan sebagai pusat penyampaian media edukasi. Media edukasi memuat konten edukasi sehingga menjadi salah satu alat dalam upaya penerapan *edutourism*. Penerapan *edutourism* yang baik dapat memberikan *learning experience* yang tidak kaku dan mudah dipahami kepada wisatawan. Oleh karena itu perlu adanya kajian tentang efektivitas media edukasi pada wisatawan di area *enclosure* Istana Panda Indonesia sebagai atraksi wisata berbasis *edutourism* di Taman Safari Indonesia I, Bogor, Jawa Barat.

Metode penelitian menggunakan jenis penelitian kualitatif eksploratori dengan teknik pengumpulan data observasi partisipatif, wawancara dan dokumentasi. Tujuan penelitian adalah untuk mengetahui bagaimana efektivitas media edukasi di area *enclosure* Istana Panda Indonesia. Berdasarkan penelitian yang dilakukan dinyatakan bahwa terdapat beberapa kesimpulan yaitu: Pertama, pengelolaan Istana Panda Indonesia sebagai wisata edukasi dapat dikatakan sudah baik karena sudah memenuhi salah satu fungsi Taman Safari Indonesia I yaitu wahana pendidikan, penelitian dan pengembangan teknologi konservasi. Kedua, pengukuran keefektifitasan dilakukan melalui tiga indikator yaitu *learning experience* oleh Rasmawati dan Sudana, aspek pendidikan dan pariwisata oleh UNESCO dan manfaat media pembelajaran oleh Sanaky. Berdasarkan pengukuran melalui indikator tersebut, hanya indikator manfaat media pembelajaran yang berjalan kurang efektif.

Kata Kunci : *edutourism*, media edukasi, Istana Panda Indonesia.

## ABSTRACT

*Edutourism is a tourist activity that has two goals at once in practice, there are recreation and learning. The concept of edutourism applies learning through fun activities. Taman Safari Indonesia I is one of the edutourism-based tourist destinations that gives several tourist attractions that contain educational content. One of the attraction that applies the concept of edutourism is the enclosure of the Istana Panda Indonesia. Enclosure is an area that is used as a place to live for animals in zoos where their welfare and comfort are very considered. Istana Panda Indonesia's enclosure is not only a an area to live for animal but also used as a center for delivering educational media. Educational media contains educational content so that it becomes one of the tools to implement the concept of edutourism. A good edutourism can provide learning experience that is not rigid and easily understood by tourists. Therefore, it is necessary to study the effectiveness of educational media for tourists in Istana Panda Indonesia's enclosure area as an edutourism-based tourist attraction at Taman Safari Indonesia I, Bogor, West Java.*

*The research method uses a type of exploratory qualitative research with data collection techniques of participatory observation, interviews and documentation. The aim of the study was to find out how effective the education media was in the area of the Istana Panda Indonesia's enclosure. Based on the research conducted stated that there are several conclusions: First, the management of the Palace of Panda Indonesia provide good educational attraction because it has fulfilled one of the functions of Taman Safari Indonesia I as educational attractions, research and development of conservation technology. Second, measurement of effectiveness was done through three indicators, there are learning experience by Rasmawati and Sudana, education and tourism aspects by UNESCO and the benefits of learning media by Sanaky. Based on measurements through these indicators, only one indicator is less effective, it is the benefits of learning media by Sanaky.*

*Keywords: edutourism, educational media, Istana Panda Indonesia.*