



## **KINERJA AGROWISATA BERBASIS PADI SAWAH DI DAERAH ISTIMEWA YOGYAKARTA**

### **INTISARI**

Penelitian ini bertujuan untuk mengetahui : (1) Mengetahui kinerja agrowisata padi sawah dalam menerapkan manajerial di berbagai katagori desa wisata di Daerah Istimewa Yogyakarta, (2) Mengetahui kinerja agrowisata padi sawah dalam memberikan pendapatan dan berkontribusi terhadap pendapatan total rumah tangga pelakunya di berbagai kategori desa wisata di Daerah Istimewa Yogyakarta dan (3) Mengetahui kinerja agrowisata padi sawah dalam memberikan kepuasan kepada konsumen di Daerah Istimewa Yogyakarta.

Penelitian ini bersifat deskriptif dengan menggunakan pendekatan kuantitatif. Dengan metode *purposive sampling* penelitian dilakukan di Desa Wisata Gabungan (desa wisata embrio), Desa Wisata Pancoh (desa wisata berkembang) dan Desa Wisata Pentingsari (desa wisata maju). Responden penelitian ini terdiri dari 35 pengelola desa wisata dan 35 pelaku utama yang diambil secara sensus, 89 pelaku pendukung yang ditentukan secara *stratified random sampling* dan 134 konsumen yang dipilih secara *accidental sampling*. Metode analisis data yang digunakan adalah *Importance Performance Analysis* (IPA), *Customer Satisfaction Index* (CSI), *One sample t test*, *One Way Anova* dan prosentase.

Hasil penelitian menunjukkan : secara parsial (1) Kinerja agrowisata padi sawah dalam penerapan manajerial di Daerah Istimewa Yogyakarta tidak sesuai dengan *Tourism Life Cycle*. Kinerja desa wisata berkembang lebih rendah daripada desa wisata embrio, sedangkan antara desa wisata maju dan embrio tidak berbeda. (2) Kinerja agrowisata padi sawah dalam memberikan pendapatan dan kontribusinya terhadap pendapatan total rumah tangga sesuai dengan *Tourism Life Cycle* dimana pelaku agrowisata padi sawah desa wisata maju mempunyai pendapatan dan kontribusi terbesar diantara ketiga kategori desa wisata, (3) Kinerja agrowisata padi sawah dalam memberikan kepuasan kepada konsumen tidak sesuai dengan *Tourism Life Cycle* karena tidak ada perbedaan kepuasan konsumen di ketiga kategori desa wisata. Nilai CSI menunjukkan bahwa semua konsumen di desa wisata maju, berkembang dan embrio sangat puas terhadap pelayanan yang diterima (nilai CSI > 81%). Sedangkan secara integratif Berdasarkan ketiga indikator yang digunakan untuk mengetahui kinerja agrowisata padi sawah (penerapan manajerial, kontribusi pendapatan dan kepuasan konsumen), desa wisata kategori maju mempunyai kinerja paling baik dibanding desa wisata berkembang dan embrio.

Kata kunci : kinerja, agrowisata, padi sawah



## **THE PERFORMANCE OF WETLAND RICE AGRO-TOURISM IN DAERAH ISTIMEWA YOGYAKARTA**

### **ABSTRACT**

This study aims to find out: (1) Knowing the performance of rice paddy agro-tourism in implementing managerial in various tourist village categories in Yogyakarta Special Region, (2) Knowing the performance of wetland rice agro-tourism in providing income and contributing to the total income of perpetrators in various village categories tourism in the Special Region of Yogyakarta and (3) Knowing the performance of wetland rice agro tourism in providing satisfaction to consumers in the Special Region of Yogyakarta.

This research is descriptive by using a quantitative approach. With the purposive sampling method, the research was conducted in the Gabugan Tourism Village (embryo tourism village), Pancoh Tourism Village (developing tourist village) and Pentingsari Tourism Village (advanced tourist village). The respondents of this study consisted of 35 tourism village managers and 35 main actors taken in census, 89 supporting actors were determined by stratified random sampling and 134 consumers were selected by accidental sampling. The data analysis method used is Importance Performance Analysis (IPA), Customer Satisfaction Index (CSI), One sample t test, One Way Anova and percentage.

The results showed: partially (1) the performance of wetland rice agro-tourism in managerial implementation in the Special Region of Yogyakarta was not in accordance with the Tourism Life Cycle. The performance of tourist villages is developing lower than that of embryonic tourist villages, whereas between advanced tourist villages and embryos is no different. (2) The performance of wetland rice agro-tourism in providing income and its contribution to total household income in accordance with the Tourism Life Cycle where advanced tourism agro-tourism actors have the largest income and contribution among the three categories of tourism villages, (3) Wetland rice agro-tourism performance satisfaction with consumers is not in accordance with the Tourism Life Cycle because there is no difference in customer satisfaction in the three categories of tourism villages. The CSI value indicates that all consumers in tourist villages are developed, developing and embryos are very satisfied with the services received (CSI value > 81%). Whereas integratively, based on the three indicators used to determine the performance of wetland rice agro-tourism (managerial application, income contribution and customer satisfaction), advanced category tourism villages have the best performance compared to developing tourist villages and embryos

**Keywords** : performance, agrotourism, wetland-rice