

INTISARI

Wisata edukasi di Museum Chocolate Monggo merupakan satu-satunya di Indonesia yang terletak di Bantul, DIY. Penelitian ini dilakukan untuk mengidentifikasi manfaat yang didapatkan pengunjung dari berkunjung dan mengikuti wisata edukasi di Museum Chocolate Monggo. Dari manfaat yang diterima pengunjung maka dapat dilihat kesesuaiannya dengan tujuan program. Metode pengumpulan data dilakukan dengan wawancara mendalam secara *online* kepada sepuluh orang pengunjung yang mengikuti wisata edukasi diantara bulan Januari hingga Maret 2020 untuk mengetahui sejauh mana manfaat tersebut dirasakan. Hasil penelitian menunjukkan bahwa pengunjung mendapatkan manfaat dengan tema *mindfulness* berdasarkan klasifikasi tema manfaat McIntosh (1999) yang dibagi dalam aspek kognitif, reflektif, dan afektif. Secara spesifik para pengunjung mendapat manfaat tema kognitif berupa informasi dan pengetahuan baru. Mereka juga mendapat manfaat dalam tema reflektif karena pembelajaran yang didapatkan tersebut kemudian direfleksikan dan diimplementasikan dalam kehidupan sehari-hari setelah kembali pulang. Selain itu, manfaat tema afektif juga didapatkan para pengunjung setelah diketahui mereka membagikan manfaat yang diterima kepada orang lain.

Kata kunci: *wisata edukasi, manfaat yang didapatkan pengunjung, post-travel*

ABSTRACT

Edutourism program in Chocolate Monggo Museum which is located in Bantul, Special Region of Yogyakarta is the only one in Indonesia. Therefore, this research was conducted to determine the benefits gained by visitors of visiting and participating in an edutourism at the Chocolate Monggo Museum to see the suitability with the program objectives. The data method was carried out by online in depth-interview to ten visitors who took part in the edutourism at the museum between January to March 2020 to find out how far these benefits were obtained. The results showed that the participants of the edutourism program in Chocolate Monggo Museum benefited from the theme of mindfulness (education and learning) by McIntosh (1999) benefit theme classification which was divided into cognitive, reflective, and affective aspects. The visitors benefited from the cognitive aspect in the form of new information and knowledge. They also gained benefits in the reflective aspect because the lesson learned is reflected and implemented in their understanding after the visit. In addition, they also gained benefits from the affective aspect by knowing that they share the experience they received with others.

Keywords: edutourism program, visitor's benefit, post-travel