



## ABSTRAK

Desa Kalidengen adalah salah satu dari 52 desa kantong budaya di Kulon Progo yang memiliki potensi wisata yang dapat dijadikan sebagai daya tarik wisata. Kegiatan wisata seni dan budaya di Desa Kalidengen dapat dikemas menjadi suatu paket wisata minat khusus. Terdapat dua tujuan penelitian ini yaitu mengetahui potensi wisata seni budaya dan melakukan penyusunan paket wisata seni dan budaya di Desa Kalidengen Kecamatan Temon Kabupaten Kulon Progo. Jenis penelitian ini menggunakan metode deskriptif kualitatif. Kesimpulan pada penelitian ini adalah 1) Potensi wisata seni dan budaya di Desa Kalidengen adalah Kesenian Jathilan; Tari Tradisional; Organ tunggal dan Campursari; Kesenian Rebana; Wayang Kulit; Karawitan; Rajut; Kirab Budaya; Aoman; dan Kenduri. 2) Tawaran penyusunan paket wisata seni dan budaya yang disusun menjadi paket *ready made tour* yaitu *one day tour*, *two days one night tour*, *three days two nights*, dan *four days three nights*. Sedangkan paket *tailor made tour* yaitu *one day tour*, dan *two days one night tour*. Masing-masing kategori paket wisata disusun selalu disertai dengan *itinerary* yang dijelaskan ke dalam tabel dengan keterangan lokasi kegiatan, nama kegiatan wisata, waktu kegiatan, dan durasi kegiatan. Selain disusunnya paket wisata, terdapat rincian komponen perhitungan harga paket wisata yang meliputi biaya transportasi, biaya akomodasi, biaya makan, *tour leader*, biaya parkir, biaya objek daya tarik wisata, biaya tak terduga dan keuntungan.

**Kata Kunci : Penyusunan Paket Wisata, Wisata Seni dan Budaya, Desa Kalidengen Kulon Progo**



## ABSTRACT

*Kalidengen Village is one of 52 cultural enclave villages in Kulon Progo which has tourism potential that can be used as a tourist attraction. Art and cultural tourism activities in Kalidengen Village can be packaged into a special interest tour package. There are two objectives of this study, namely to determine the potential of cultural arts tourism and compiling art and the making of art and culture-based tour package in Kalidengen Village, Kulon Progo. This type of research uses a qualitative descriptive method. The conclusions in this study are 1) The potential for art and cultural tourism in Kalidengen Village is Jathilan Art; Traditional dance; Organ tunggal and Campursari; Tambourine Art; Shadow Puppets; Karawitan; Knitting; Culture Carnival; Aoman; and Kenduri. 2) Art and cultural tourism packages arranged into ready made tour packages, namely one day tour, two days one night tour, three days two nights, and four days three nights. Meanwhile, the tailor made tour package is one day tour and two days one night tour. Each tour package category is arranged always accompanied by an itinerary which is explained in a table with a description of the location of the activity, the name of the tour, the time of the activity, and the duration of the activity. In addition to the preparation of tour packages, there are details of the components for calculating the price of a tour package which includes transportation costs, accommodation costs, meal costs, tour leaders, parking fees, costs for tourist attractions, unexpected costs and benefits.*

***Keywords : Preparation of Tour Packages, Art and Cultural Tourism, Kalidengen Village Kulon Progo***