



INTISARI

Desa Kadisoro adalah salah satu dusun di Kecamatan Gilangharjo, Pandak, Kabupaten Bantul, Provinsi Daerah Istimewa Yogyakarta yang memiliki potensi sumber daya alam berupa ikan hias. Kegiatan agrowisata ikan hias ini menjadi potensi untuk dijadikan potensi wisata yang menarik minat wisatawan di bidang ikan hias. Terdapat dua tujuan yang dicapai dalam penyusunan proyek akhir ini yaitu mengidentifikasi unsur-unsur pariwisata ikan hias yang ada di Desa Kadisoro dan merancang paket agrowisata ikan hias di Desa Kadisoro. Proyek Akhir ini menggunakan metode penelitian deskriptif kuantitatif dengan teknik pengumpulan data observasi dan wawancara. Penelitian ini menghasilkan rancangan paket agrowisata ikan hias di Desa Kadisoro selama dua hari satu malam. Penelitian juga menunjukkan bahwa: 1) Unsur paket agrowisata ikan hias di Desa Kadisoro menggunakan komponen agribisnis 4A yaitu *attraction*, *amenity*, *accessibility* dan *ancillary*; 2) Perancangan paket agrowisata ikan hias di Desa Kadisoro menggunakan *itinerary* paket 2D1N, paket *full day* dan paket *half day* beserta penghitungan harga paket agrowisata.

Kata Kunci: Desa Kadisoro; Agrowisata; Perancangan Paket Wisata; Wisata Ikan Hias.



ABSTRACT

Kadisoro Village is one of the villages in Gilangharjo District, Pandak, Bantul Regency, Yogyakarta Special Region Province which has the potential for natural resources in the form of ornamental fish. This ornamental fish agro tourism activity has the potential to be used as a tourism potential that attracts tourists in the ornamental fish sector. There are two objectives achieved in the preparation of this final project, namely identifying the elements of ornamental fish tourism in Kadisoro Village and designing ornamental fish agrotourism packages in Kadisoro Village. This final project uses descriptive quantitative research methods with data collection techniques of observation and interviews. This research resulted in the design of an ornamental fish agrotourism package in Kadisoro Village for two days and one night. The research also shows that: 1) The elements of the ornamental fish agrotourism package in Kadisoro Village use 4A agribusiness components, namely attraction, amenity, accessibility and ancillary; 2) The design of ornamental fish agro-tourism packages in Kadisoro Village uses the 2D1N package itinerary, full day package and half day package along with calculating the price of agro-tourism packages.

Keywords: *Kadisoro Village; Agrotourism; Tourism Package Design; Ornamental Fish Tourism.*