

ABSTRAK
PENYUSUNAN PAKET WISATA BUDAYA DI DESA WISATA
SETANGGOR LOMBOK TENGAH

OLEH

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Proyek akhir dengan judul Penyusunan Paket Wisata budaya Di Desa Wisata Setanggor Lombok Tengah ini merupakan salah satu syarat kelulusan D4 Prodi Pengaturan Perjalanan Politeknik Pariwisata Lombok. Adapun tujuan dan fokus penelitian ini yaitu daya tarik wisata budaya dan Penyusunan Paket Wisata Budaya Di Desa Wisata Setanggor. Dalam penelitian ini, peneliti menggunakan pendekatan kualitatif deskriptif untuk menggambarkan masalah atau objek penelitian. Berdasarkan data yang peneliti temukan, Desa Wisata Setanggor menawarkan pesona khas Suku Sasak yang masih kental mulai dari adat istiadat, kesenian (tarian, musik) permainan/atraksi budaya, gaya berpakaian, dan kerajinan. Peneliti merincikan daya tarik wisata budaya di Desa Setanggor sebagai berikut: Gendang *beleq*, Gamelan, Teater Tradisi, Seni Tari Tradisional, Pewarnaan Benang Alam, Cooking Class Masakan Tradisional, disimpulkan bahwa Desa Wisata setanggor memiliki potensi yang yang besar untuk dijadikan daya tarik wisata di daerah Kabupaten Lombok Tengah, hal tersebut dapat dilihat dari hasil analisisn menggunakan pendekatan 5A (Atraksi, Aksesibilitas, Amenitas, Akomodasi Aktivitas). Melihat daya tarik Desa Wisata Setanggor, maka ada beberapa paket wisata yang disusun yaitu, paket wisata budaya *One Day Tour*, paket wisata budaya *2day 1 night*, dan paket wisata *3day 2night*.

Kata Kunci: Penyusunan, Paket Wisata, Wisata Budaya, Desa Wisata

ABSTRACT

PREPARATION OF CULTURAL TOUR PACKAGES IN THE CENTRAL LOMBOK SETANGGOR TOURISM VILLAGE

BY

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The final project with the title Compilation of Cultural Tourism Packages in Setanggor Tourism Village, Central Lombok, is one of the requirements for graduation from the D4 Travel Management Study Program at the Lombok Tourism Polytechnic. The purpose and focus of this research is the attraction of cultural tourism and compiling a Cultural Tourism Package in the Setanggor Tourism Village. In this study, the researcher used a descriptive qualitative approach to describe the problem or object of research. Based on the data that researchers found, Setanggor Tourism Village offers a distinctive charm of the Sasak Tribe which is still thick starting from customs, arts (dance, music) games/cultural attractions, dress styles, and crafts. The researcher details the cultural tourism attractions in Setanggor Tourism Village as follows: Gendang beleq, Gamelan, Traditional Theatre, Traditional Dance Arts, Natural Yarn Coloring, Traditional Cuisine Cooking Class, concluded that Setanggor Tourism Village has great potential to be a tourist attraction in the area. Central Lombok Regency, this can be seen from the results of the analysis using the 5A approach (Attractions, Accessibility, Amenity, Accommodation Activities). Seeing the attractiveness of the Setanggor Tourism Village, there are several tour packages that have been prepared, namely, the One Day Tour cultural tour package, the 2day 1night cultural tour package, and the 3day 2night tour package.

Keywords: Preparation, Tour Packages, Cultural Tourism, Tourism Villages