



ABSTRAK

Kampung wisata yang tersebar di Kota Bogor memiliki ragam daya tarik sehingga menjadi magnet bagi wisatawan untuk datang ke Kota Bogor. Daya tarik tersebut berpotensi untuk dijadikan perencanaan program wisata. Perencanaan Program Wisata di Tujuh Kampung Wisata Kota Bogor Provinsi Jawa Barat bertujuan untuk (1) Mengidentifikasi potensi sumber daya wisata, (2) Merancang program wisata di tujuh kampung wisata Kota Bogor, dan (3) Merancang media promosi. Metode pengambilan data yang digunakan yaitu metode observasi, wawancara, studi literatur, penyebaran kuesioner, dan penilaian potensi sumber daya wisata kepada asesor. Analisis yang digunakan yaitu kualitatif dan kuantitatif. Perencanaan program wisata di tujuh kampung wisata Kota Bogor merupakan salah satu rancangan yang menjadi perhatian Dinas Kebudayaan dan Pariwisata Kota Bogor. Kampung wisata yang tersebar di Kota Bogor ditetapkan berdasarkan Surat Keputusan (SK) Wali Kota Bogor Provinsi Jawa Barat Nomor 556/Kep.97-Disparbud/2022 tanggal 18 Maret 2022 tentang Penetapan Kampung Wisata di Kota Bogor yang berjumlah tujuh kampung, yaitu Kampung Ciharashas Mulyaharja, Kampung Labirin, Kampung Pulo Geulis, Kampung Batik Cibuluh, Kampung Perca, Kampung Situ Gede, Kampung Durian Rancamaya. Masing-masing kampung wisata memiliki sumber daya wisata yang beragam. Kampung Ciharashas Mulyaharja memiliki potensi sumber daya alam berupa pertanian dan budaya, Kampung Labirin memiliki potensi sumber daya arena rekreasi fisik dan kuliner, Kampung Pulo Geulis memiliki potensi sumber daya budaya dan spiritual, Kampung Batik memiliki potensi sumber daya wisata berupa batik, Kampung Perca memiliki potensi sumber daya berupa kreativitas kain perca, Kampung Situ Gede memiliki potensi sumber daya alam berupa danau, dan Kampung Durian Rancamaya memiliki potensi sumber daya perkebunan durian. Program wisata yang direncanakan yaitu program wisata harian bertemakan wisata edukasi. Luaran tugas akhir berupa *storyline*, *storytelling*, dan media promosi visual berupa poster program wisata di masing-masing kampung wisata.

Kata Kunci: Wisata Edukasi Bogor, Kampung Wisata Bogor

ABSTRACT

Tourist villages scattered in the city of Bogor have a variety of attractions so that become a magnet for tourists to come to Bogor city. This attraction has the potential to be used as a tourism program planning. The Planning of Tourism Programs in Seven Tourist Villages in Bogor City, West Java Province, aims to (1) Identify potential tourism resources, (2) Design tourism programs in seven tourist villages in Bogor City and (3) Design promotional media. The data collection methods used were observation, interviews, literature studies, distributing questionnaires, and assessing the potential of tourism resources to assessors. The analysis used is qualitative and quantitative. The Planning of Tourism Programs in Seven Tourist Villages in Bogor City is one of the designs



that has attracted the attention of the Bogor City Culture and Tourism Office. The tourist villages spread across the city of Bogor are determined based on the Decree (SK) of the Mayor of Bogor, West Java Province Number 556/Kep.97-Disparbud/2022 dated March 18, 2022, concerning The Tourism Villages Determination in Bogor City, which consists of seven villages, namely Kampung Ciharashas Mulyaharja, Kampung Labirin, Kampung Pulo Geulis, Kampung Batik Cibuluh, Kampung Perca, Kampung Situ Gede, Kampung Durian Rancamaya. The tourist village has various tourism resources. Kampung Ciharashas Mulyaharja has potential natural resources in the form of agriculture and culture. Kampung Labirin has the potential resources for physical and culinary recreation arena, Kampung Pulo Geulis has the potential for cultural and spiritual resources, Kampung Batik Cibuluh has the potential tourism resources in the form of batik, Kampung Perca has the potential resources in the form of patchwork creativity, Kampung Situ Gede has the potential of natural resources in the form of a lake, and Kampung Durian Rancamaya has the potential of durian plantation resources. The planned tourism program is a daily tourism program with the theme of educational tourism. The output of the final project is in the form of storylines, storytelling, and visual promotion media in the form of tourism program posters in each tourist village.

Key Words: Bogor Educational Tour, Bogor Tourism Villages



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