

RINGKASAN

Agrowisata berbasis mina padi di Desa Panembangan memiliki potensi sebagai penggerak ekonomi lokal sekaligus mendukung program *Smart Fisheries Village* (SFV) melalui integrasi sektor pertanian dan pariwisata berkelanjutan. Permasalahan yang mendasari penelitian ini adalah belum optimalnya fasilitas dan aksesibilitas agrowisata yang menyebabkan pengunjung tidak bertahan lama di lokasi, serta belum tersedianya kajian ilmiah mengenai persepsi wisatawan terhadap komponen destinasi wisata maupun dampak ekonomi yang dirasakan oleh masyarakat lokal pelaku usaha di kawasan agrowisata tersebut. Penelitian ini bertujuan untuk mengetahui persepsi wisatawan terhadap komponen utama destinasi wisata, serta menganalisis dampak ekonomi yang dirasakan terhadap masyarakat lokal pelaku usaha setelah adanya pengembangan agrowisata.

Penelitian ini menggunakan metode *mixed method* dengan pendekatan kuantitatif dan kualitatif. Persepsi wisatawan dianalisis menggunakan skala likert dan data diuji validitas serta reliabilitasnya. Dampak ekonomi dianalisis melalui perbandingan pendapatan dikurangi pengeluaran rumah tangga sebelum dan sesudah terlibat dalam agrowisata menggunakan uji *wilcoxon signed rank test*, sedangkan penyerapan tenaga kerja dianalisis secara deskriptif kualitatif. Sampel terdiri dari 75 orang wisatawan yang dipilih melalui *accidental sampling* dan 20 pelaku usaha lokal yang diambil secara sensus. Data primer diperoleh melalui observasi, wawancara, kuesioner, dan dokumentasi.

Hasil penelitian menunjukkan bahwa persepsi wisatawan terhadap agrowisata *Smart Fisheries Village* - “Svarga Minapadi” Desa Panembangan tergolong dalam kategori “baik”, terutama pada aspek daya tarik dan sebagian indikator aksesibilitas, meskipun terdapat penilaian kurang baik pada indikator lebar jalan serta catatan pada aspek fasilitas. Hasil penelitian terkait dampak ekonomi yang dirasakan masyarakat lokal menunjukkan adanya peningkatan pendapatan rumah tangga dan bertambahnya peluang kerja di sektor agrowisata, yang dirasakan oleh 17 dari 20 pelaku usaha, sementara 3 responden belum merasakan peningkatan signifikan. Hal ini menunjukkan bahwa distribusi dampak masih belum merata. Penyerapan tenaga kerja terjadi baik dalam lingkup keluarga maupun masyarakat sekitar. Kesimpulannya, agrowisata *Smart Fisheries Village* - “Svarga Minapadi” Desa Panembangan memberikan dampak ekonomi yang signifikan secara statistik dan membuka peluang kerja, tetapi masih memerlukan penguatan pada aspek fasilitas, aksesibilitas, serta kapasitas pelaku usaha melalui pelatihan manajemen, inovasi produk, dan penguatan dukungan pemasaran.

SUMMARY

The mina padi-based agrotourism in Panembangan Village holds significant potential as a driver of local economic development while supporting the Smart Fisheries Village (SFV) program through the integration of sustainable agriculture and tourism sectors. The core problems addressed in this study include suboptimal facilities and accessibility, which lead to short visitor stays, and the lack of scientific research concerning both tourist perceptions of destination components and the economic impact experienced by local business actors in the agrotourism area. This research aims to examine tourist perceptions of the core components of the destination and analyze the economic impact on local business actors following the development of agrotourism.

A mixed-method approach combining quantitative and qualitative techniques was employed. Tourist perceptions were analyzed using a Likert scale, with validity and reliability tests conducted. Economic impact was analyzed through a comparison of discretionary household income before and after the implementation of agrotourism using the wilcoxon signed-rank test, while employment absorption was analyzed descriptively through qualitative data. The sample consisted of 75 tourists selected through accidental sampling and 20 local business actors selected using a census method. Primary data were collected through observation, interviews, questionnaires, and documentation.

The results indicate that tourist perceptions of the Smart Fisheries Village – "Svarga Minapadi" agrotourism in Panembangan Village fall into the "good" category, particularly in the aspects of attractions and certain accessibility indicators. However, shortcomings were noted in road width and various facility-related aspects. The findings on economic impact reveal an increase in household discretionary income and expanded employment opportunities in the agrotourism sector, as reported by 17 out of 20 business actors, while 3 respondents have not yet experienced significant improvement. This suggests that the distribution of economic benefits remains uneven. Employment opportunities have emerged both within family settings and the broader community. In conclusion, the Smart Fisheries Village – "Svarga Minapadi" agrotourism in Panembangan Village provides a statistically significant economic impact and generates employment opportunities. However, further improvements are needed in the areas of facility enhancement, accessibility, and capacity building for local business actors through management training, product innovation, and strengthened marketing support.