

**POTENSI *EDUCATION TOURISM* BERBASIS KEARIFAN LOKAL MELALUI
MINUMAN TRADISIONAL ARAK LONTAR DI DESA DUKUH
KARANGASEM**

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ABSTRAK

Penelitian ini bertujuan untuk mengidentifikasi potensi wisata edukasi berbasis kearifan lokal di Desa Dukuh melalui aktivitas produksi arak lontar sebagai daya tarik wisata. Fokus kajian diarahkan pada produksi arak lontar yang tidak hanya berfungsi sebagai aktivitas ekonomi, tetapi juga sebagai sumber pembelajaran bagi wisatawan. Penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif. Data dikumpulkan melalui wawancara, observasi, dan dokumentasi, kemudian dianalisis menggunakan pendekatan *SWOT (Strengths, Weaknesses, Opportunities, Threats)* yang dipadukan dengan komponen daya tarik wisata berupa *something to see, something to do, dan Something to buy*. Hasil penelitian menunjukkan bahwa potensi wisata edukasi di Desa Dukuh terletak pada keautentikan proses pembuatan arak lontar yang masih dilakukan secara tradisional. Aspek *something to see* tercermin dari kegiatan penyadapan nira lontar dan pengamatan terhadap hasil fermentasi sebagai bagian dari produksi arak lontar. Aspek *something to do* diwujudkan melalui partisipasi wisatawan dalam proses perebusan dan penyulingan arak lontar yang disertai penjelasan mengenai teknik produksi serta pengalaman mencicipi arak lontar. Sementara itu, aspek *Something to buy* berupa produk arak lontar sebagai oleh-oleh khas desa. Kekuatan utama potensi wisata ini terletak pada pengetahuan tradisional masyarakat dalam menyadap nira pohon lontar dan memproduksi arak secara turun-temurun serta keaslian proses produksinya. Namun, masih terdapat kelemahan dalam aspek pengelolaan, dan fasilitas pendukung. Peluang pengembangan didukung oleh meningkatnya minat terhadap wisata edukasi dan regulasi arak Bali, sedangkan ancaman berasal dari faktor cuaca dan stigma negatif terhadap minuman arak. Pengembangan wisata edukasi arak lontar perlu dilakukan melalui pelestarian proses produksi tradisional, peningkatan fasilitas, optimalisasi promosi, serta penguatan pengelolaan wisata secara terstruktur.

Kata kunci: wisata edukasi, SWOT, kearifan lokal, arak bali, Desa Dukuh

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ABSTRACT

This study aims to identify the potential of local wisdom-based educational tourism in Dukuh Village through arak lontar production as a tourist attraction. The traditional production process serves not only as an economic activity but also as a learning resource for tourists. This research employed a qualitative method with a descriptive approach. Data were collected through interviews, observations, and documentation, and analyzed using the SWOT (Strengths, Weaknesses, Opportunities, and Threats) approach combined with tourism attraction components: something to see, something to do, and something to buy. The results show that the educational tourism potential of Dukuh Village lies in the authenticity of its traditional arak lontar production process. The something to see aspect includes palm sap tapping activities and observation of fermented sap. The something to do aspect involves tourists' participation in the boiling and distillation processes, accompanied by explanations of production techniques and opportunities to taste arak lontar. The Something to buy aspect consists of arak lontar products as local souvenirs. The main strength of this tourism potential lies in the community's traditional knowledge of palm sap tapping and arak production, which has been passed down through generations. However, weaknesses remain in management and supporting facilities. Opportunities are supported by growing interest in educational tourism and regulations supporting Balinese arak, while threats stem from weather conditions and negative perceptions of arak. Educational tourism development should focus on preserving traditional production processes, improving facilities, strengthening promotion, and enhancing tourism management. Keywords: educational tourism, arak lontar, local wisdom, SWOT, Dukuh Village.

Keywords: *education tourism, SWOT, local wisdom, balinese arak, Dukuh Village*