

Wukirsari Village as a prestigious tourism village in Yogyakarta

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ABSTRACT

This research aims to identify the potential of Wukirsari village as one of the leading tourist village destinations in Yogyakarta. This village has various awards such as being the best tourist village in the world in 2024 and ADWI awards as the first winner of the Advanced Tourism Village Category. In addition, Wukirsari village is included in the 75 best tourist villages in Indonesia out of 4,537 tourist villages throughout Indonesia. In 2023, this village recorded a MURI record with the most batik artisans. This study uses a qualitative descriptive method. Data collection techniques include interviews, observations, and documentation. To identify the potential of Wukirsari village, this study uses the basis of the tourism component category, namely 4A (Attraction, Accessibility, Amenities, and Ancillary) which each of which is detailed its elements which include 5W (what to see, what to do, what to buy, what to arrive, and what to stay). Data analysis uses qualitative analysis which includes data reduction, data presentation, and conclusion drawn. The results of the study show that the tourism component in Wukirsari village has been fulfilled, which includes 4A (Attraction, Accessibility, Amenities, and Ancillary). Attractions are divided into natural tourism, cultural tourism, and artificial tourism. Natural attraction is the flagship of this village. Morphologically, Wukirsari village is in the form of hills that are passed by the Opak Fault. This village is also developed as a cultural heritage area. With the tourism options owned, especially the natural potential, tourists can enjoy by not only seeing (what to see), but also doing various tourist activities (what to do). The existence of tourist attractions is also supported by tourism components, namely accessibility, facilities (restaurants, lodgings, etc), and additional services (ATMs, health centers, etc).

Keywords: wukirsari village, attraction, accessibility, amenities, ancillary

1. INTRODUCTION

Indonesia has geographical and geological conditions that provide advantages in developing tourist attractions. Geographically, Indonesia is located between the continents of Asia and Australia as well as the Pacific and Indian oceans. This position makes Indonesia located in the tropics and crossed by the equator so that it has two seasons, namely drought and rain (CNN Indonesia, 2023). Geologically, Indonesia's territory is located between three world plates, namely the Eurasian Plate, the Indo-Australian Plate, and the Pacific Plate. This makes Indonesia in the position of the Ring of Fire so that it is surrounded by many active volcanoes (Zuhdi, 2019). This also makes Indonesia have fertile soil due to volcanic activity and has a wealth of mineral resources. These geological conditions create diverse landscapes such as mountains, plateaus, lowlands, coastal areas, and archipelago (Wulandari, 2021).

The combination of Indonesia's geographical and geological conditions makes it have beautiful natural wealth, abundant marine resources, diversity of flora and fauna, and stretches of thousands of islands that have their own characteristics. In addition to nature, the people who inhabit each region also have a very diverse variety of tribes, languages, customs, and traditions that color their social, cultural, and livelihood lives. This wealth is what other countries do not have that makes Indonesia interesting to visit.

Tourism is one of the main foreign exchange contributors that supports economic growth in Indonesia (Purwowidhu 2023; Nasrullah et al. 2023), increase Gross Domestic Product (GDP), as well as create jobs (Hasibuan et al., 2023). This shows that tourism has an effect on the Indonesian economy (Trisnawati, 2024). Many industries are connected to tourism such as food and beverage businesses, hotels and lodgings, tourist guide services, transportation, souvenirs, and so on. According to Ramadhani (2024), the tourist attraction as a tourist destination is a core in the tourism industry.

A lot of tourist attractions can be found in the Special Region of Yogyakarta (DIY). Data from Dinas Pariwisata DIY (2023) shows that all registered destinations are 265 tourist destinations, while 122 of them are tourist villages. One of the villages that is on the rise is the village of Wukirsari. This is because Wukirsari village won an award as the best tourist village in the world in 2024. Wukirsari Village also won the ADWI award (Indonesian Tourism Village Award) as the first winner in the Advanced Tourism Village Category. Wukirsari Village is included in the 75 best tourist villages in Indonesia out of 4,537 tourist villages throughout Indonesia. In 2023, Wukirsari village also recorded a MURI record with the most batik artisans. As a tourist destination village that has won various awards, of course there are many tourism components that must be fulfilled so that they are able to meet the needs of tourists. Based on this, the researcher is interested in analyzing the various tourism potentials of Wukirsari village as a unique village.

2. LITERATURE REVIEW

2.1. Tourism Indonesia

Tourism is a tourist trip that is carried out many times or around, both planned and unplanned that can result in a total experience for tourists (Wirawan & Semara, 2021). World Tourism Organization (UNWTO) defines tourism as trips and visits that a person makes in the meantime with the aim of going to places outside of their residence. This trip is intended for leisure, business, or other (Saputra et al., 2024). Based on this definition, it can be concluded that tourism is a temporary trip that a person makes in a planned or unplanned manner outside the residence for the purpose of recreation, business, relaxation, and so on.

Tourism in Indonesia has a long history, even since the 19th century, namely during the Dutch colonial period. Tourism activities for the first time began precisely in the period 1910–1912 which was marked by the decision of the Governor General on the establishment of VIV (Vereeniging Teotisten Verkeer). VIV is a body or company that takes care of tourists as a Tourist Government Office as well as a travel agent. Most of the tourists who visited came from the Netherlands with Bali as the first known destination. After Indonesia's independence, tourism continues and is managed to this day (Saragih et al., 2021).

Tourism management has been optimized to date because of its role in supporting the national economy. According to [Nasution \(2021\)](#), The tourism sector is one of the strategic sectors within the framework of the national development policy so that it receives government support. Tourism is an important pillar in national economic development because of its significant contribution to foreign exchange receipts and community welfare. This is also supported by opinions [Banjari et al. \(2021\)](#) that tourism is one of the productive economic sectors that has the potential to create a wide impact, both economically, socially, culturally, and environmentally. [Eddyono \(2021\)](#) argues that tourism gives birth to various industries so that tourism activities are able to drive the economy because of the supply and demand for goods and services needed for the activities of people who travel or travel. Tourists increase the demand for goods and services to fulfill and desire their tourist trips, business people supply products and services for tourists.

Covid pandemics which had paralyzed the tourism sector made a policy of social restrictions. All tourism activities are closed to prevent the spread of the virus that causes fatalities. Tourist destinations that are allowed to continue to be visited are green zones such as natural and open tourism with visit restrictions that remain in effect. According to [Septemuryantoro \(2021\)](#), the green zone is a safe zone for travel according to the government's recommendations while still complying with health protocols.

Natural and open tourism is mostly found in rural areas. Villages can be tourist destinations with uniqueness in the form of natural and cultural authenticity, direct interaction with local communities, healthy and traditional processed foods, and so on. In addition to tourists who meet their needs, the move to open villages as tourist destinations also supports the community's economy which is in a slump due to the Covid-19 pandemic. The Government through the Coordinating Ministry for Economic Affairs of the Republic of Indonesia in a Press Release HM.4.6/458/SET.M.EKON.3/12/2021 ([Limanseto, 2021](#)) Supporting tourism development through the development of tourism villages to increase economic growth. [Banjari et al. \(2021\)](#) said that through the development of tourism activities in the village, it is hoped that it will create an impact on the villagers, both those who work in the agriculture, handicrafts, processed food/culinary, arts, and other productive sectors.

2.2. Villages as Tourist Destinations

Villages for tourist purposes present attractions in the form of natural wealth, geographical, cultural, artistic, and other advantages in the form of an area's ancestral heritage. [Aliyah et al. \(2020\)](#) explained that villages that can be developed into tourist villages are having attractions (nature, art and culture, as well as various products that are not found elsewhere), being easily accessible, having an area with a large number of people and residences that support tourism, paying attention to special rules that are agreed upon, especially religion, and the availability of infrastructure such as transportation facilities and infrastructure, electricity, clean water, drainage, telephone network, and so on. The concept of a village for tourism is to develop the potential that the village has without changing it by adding tourism supporting facilities ([Muljadi, 2012](#)), maintaining the noble values that are still valid in the village ([Syah, 2017](#)), and highlighting the daily activities of rural communities such as batik, farming, and raising cattle ([Zakaria & Suprihardjo, 2014](#)).

Villages as tourist destinations are generally known as tourist villages. The definition of a tourism village is a village that offers the results of a community's interaction with the concept of community empowerment. This interaction can produce products from a skill, performances from art and culture actors, processed typical cuisines, and others ([Maulana, 2024](#)).

2.2.1. The Potential of the Village as a Tourist Destination

According to [Sudibya \(2018\)](#), the potential of tourist villages that are assets is a unique and attractive tourist product that brings in tourists. [Junaid & Salim \(2019\)](#) argues that villages for tourism are also known as rural tourism which manages various rural potentials so that they become products with tourism concepts such as history, location, socio-culture, patterns in the countryside, and so on. Tourism potential is something that can be developed into a tourist attraction. [Hermawan & Brahmanto \(2018\)](#) stated that tourism potential is divided into 3, namely natural potential, cultural potential, and human

potential. According to Mulyati et al. (2022), the potential of tourism villages includes the lives of village people; natural, social, and cultural resources; and the village environment.

2.2.1.1. Potential of The Village Community

Society is the largest group of people and has the same habits, traditions, attitudes and feelings (Mulyati et al., 2022). Mahendra (2021) stated that community involvement in developing tourist attractions is very important because it is a reference for the development of tourist attractions. Human potential is a potential that can be used as a tourist attraction such as dance/performance performances and cultural arts performances in a region (Hermawan & Brahmanto, 2018).

2.2.1.2. Social and Cultural Potential

Cultural potential is the product of human creation, taste, and karsa in the form of customs, handicrafts, art, historical heritage of ancestors in the form of buildings, monuments, and so on (Hermawan & Brahmanto, 2018). The people in the village have a variety of customs and patterns of interaction and communication. In the socio-cultural aspect, the community has a simple lifestyle, values of togetherness, modesty, knowing each other members of the community, and upholding mutual cooperation (Mulyati et al., 2022).

2.2.1.3. Potential of Natural Resources and The Village Environment

Natural resources owned by villages can be food sources such as rice/grain, corn, cassava, vegetables, fruits, oil palm, coffee, chocolate, and so on. In addition to meeting daily food needs, natural resource products can also be sold to support the family economy (Mulyati et al., 2022). Hermawan & Brahmanto (2018) stating that natural potential is the state and type of flora and fauna of an area, the landscape of an area, for example, beaches, forests, and others (the physical condition of an area). The environment is a combination of physical conditions that include the state of natural resources such as soil, water, solar energy, minerals, and flora and fauna that grow on land and in the ocean (Mulyati et al., 2022).

In addition to the above potentials, villages also have a lot of potential to be developed economically, namely providing value benefits. Utilization of the economic potential of the village by utilizing natural resources including agriculture, plantations, fisheries, mining, tourism, and forestry (Mulyati et al., 2022).

2.3. Supporting Aspects of Village Tourism

Tourism also involves aspects such as lodging, food, transportation, entertainment, and cultural interaction between tourists and hosts (Saputra et al., 2024). Cooper et al. (1995) in Manangiuli et al. (2019) and Mulyati et al. (2022) there are 4 aspects that a region must have in running tourism, namely Attraction, Amenities, Ancillary, Accessibility or known as 4A.

2.3.1. Tourist attractions

Wirdayanti et al. (2021) Define tourist attractions as assets that can attract domestic and international tourists. Attraction is the main product of a tourist destination (Mulyati et al., 2022). Muksin (2016) argues that tourist attractions are a uniqueness that makes tourists interested such as nature, culture, and artificial tourism. Wirdayanti et al. (2021) dividing tourist attractions into 3 categories, namely nature, culture, and creative.

2.3.1.1. Nature

Form of this object is in the form of natural scenery formed in the land environment, coastal environment, aquatic environment, living environment in the form of flora and fauna life or other forms (Sutedjo & Murtini, 2023). The beauty of landscapes and landscapes, fauna and flora, coasts and seascapes, with its underwater beauty, activities such as nature exploration, mountain biking, horseback riding, rock climbing, diving and snorkeling, and safari, hiking, camping, diving, snorkeling, geoparks, visiting National

parks, coastal tourism, and so on (Wirdayanti et al., 2021). Safitri & Kurniansyah (2021) stated that natural tourism is a natural area that is a tourist attraction such as waterfalls, beaches, mountains, forests, and so on.

2.3.1.2. Culture

Culture is a human creation that characterizes the society. Culture is the result of human taste, power, creation and karsa so that the cultural characteristics between one society are different from another. The form of cultural tourism objects is more influenced by the environment or human life, including in the form of customs, festivals, arts, dances, traditional ceremonies, funeral ceremonies or other forms (Sutedjo & Murtini, 2023).

Wirdayanti et al. (2021) A said that tourist attractions can be in the form of history, arts and crafts, events and performances, local communities, cuisine, and activities such as attending festivals, heritage, traditional ceremonies, learning dance, history, and cultural heritage. According to Safitri & Kurniansyah (2021), cultural attractions present attractions in the form of activities or activities that are routinely carried out by the general public, such as sekaten (Yogyakarta), ngaben (Bali), traditional dances at the Yogyakarta Palace, and so on.

2.3.1.3. Creative or Artificial

The form of artificial tourist attractions is influenced by human activities and creativity that are deliberately built for recreational places, such as amusement parks, baths, zoos, parks, forests, and so on (Sutedjo & Murtini, 2023). Man-made attractions, e.g. contemporary dances, works of art, etc (Safitri & Kurniansyah, 2021).

2.3.2. Amenities

Amenities are all kinds of facilities and infrastructure needed by tourists while in a tourist destination area. These facilities include lodgings or hotels, restaurants and restaurants, places of worship (mosques, prayer rooms, churches, and others), health centers (clinics, hospitals, health centers), travel agents, and shopping centers. Other infrastructure needed such as clean water, electricity, garbage disposal, internet connection, and telecommunication technology (Safitri & Kurniansyah 2021; Mulyati et al. 2022).

2.3.3. Accessibility

Accessibility is accessibility that makes it easier for tourists to reach tourist locations. Accessibility is in the form of the availability of transportation such as land, air, and water transportation. This means that there must be stations, bus stops, airports, ports, and locations where public transportation services and transportation services (buses, planes, taxis, ships, and so on) can be used by tourists to get to tourist locations. In addition, tourist locations can also be reached by private vehicles, meaning that accessibility is supported by routes and roads that can be passed and adequate safely and comfortably for tourists (Safitri & Kurniansyah, 2021). Accessibility is not always related to distance, but rather to the conditions of the terrain, the presence or absence of means of transportation or communication advice, and sometimes culture (Sutedjo & Murtini, 2023). Accessibility is the infrastructure and facilities that will deliver to tourist locations (Mulyati et al., 2022).

2.3.4. Ancillary

Ancillary are tourism organizations needed for tourist services. This additional service must be provided by the local government of a tourist destination area, both for tourists and for tourism actors. These services are in the form of marketing, physical development (highways, railways, electricity and so on) and can coordinate well all kinds of activities and with all laws and regulations on tourist attractions (Safitri & Kurniansyah, 2021). Additional services are the support provided by tourism organizations that are needed for tourist services (Mulyati et al., 2022).

3. RESEARCH METHODS

This study uses a qualitative method. Kusumastuti & Khoiron (2019) explains that this method is related to qualitative phenomena, such as human behavior. This research is descriptive, meaning that the research data that has been found in the field is described to get a real picture of the research location. Abdussamad (2021) It is stated that qualitative research is descriptive, namely describing the 'meaning of data' or phenomena that can be captured by researchers, by showing the evidence. The meaning of this phenomenon depends a lot on the ability and acuity of the researcher in analyzing it.

The place where this research is located is in Wukirsari village, Imogiri district, Bantul Regency. This location was chosen because Wukirsari Village was selected as the best tourist village in the world in 2024 and ADWI awarded as the First Winner in the Advanced Tourism Village Category. In addition, Wukirsari village is included in the 75 best tourist villages in Indonesia out of 4,537 tourist villages throughout Indonesia. In 2023, Wukirsari village also recorded a MURI record with the most batik artisans.

This research was conducted in April-May 2025. Data collection techniques were carried out by interviews, observations, and documentation. Interviews were conducted with Wukirsari village tourism managers, Wukirsari village people, and Wukirsari village tourists. The data analysis in this study uses a qualitative analysis developed Miles & Huberman (1994). This analysis includes data reduction, data presentation, and conclusions

4. RESULTS AND DISCUSSION

4.1. Overview of Wukirsari Village

Wukirsari Village is located in Karang Kulon, Wukirsari, Imogiri, Bantul Regency, DIY Province has an area of about 15 km² which is divided into 16 hamlets and 91 RTs. The map of the territory of the village of Wukirsari is presented in Figure 1.

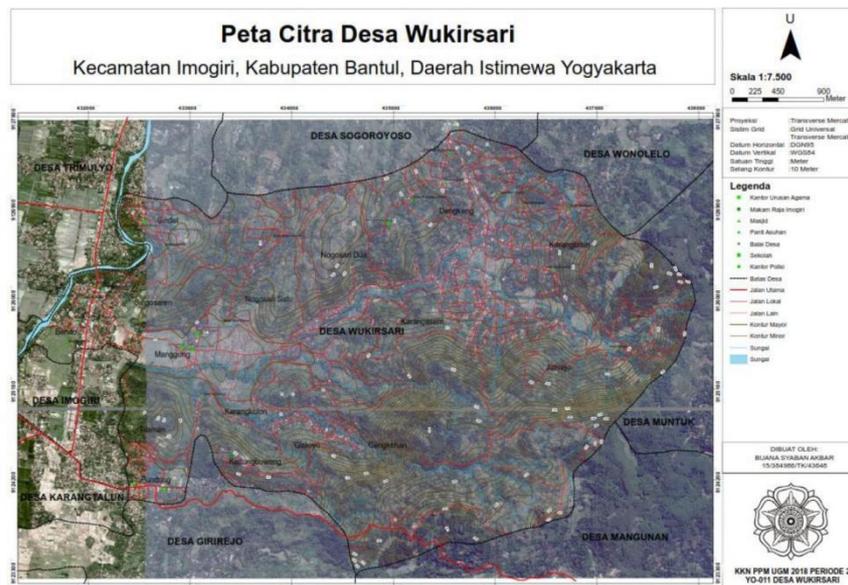


Figure 1. Map of Wukirsari village area (Source: Pemerintah Kabupaten Bantul (2023))

Based on the map above, the boundaries of this area include four sides, namely the western area bordering the Opak river, the south bordering the village of Girirejo and Imogiri village, the east bordering the district of Dlingo, and the north bordering the district of Jetis.

Wukirsari Village is a village that has gone through a long process to become a tourist destination in Yogyakarta. This village tourism was pioneered in 2008 until now it is able to attract increasing visits. Tourist visits in 2019 were 28,371 people, in 2020 there were 9,083 people, in 2021 there were 3,552 people, in 2022 there were 24,533 people, and in 2023 there were 40,652 people. This village consistently participates in various events, both independently and collaboratively. Some of the collaborations that

have been carried out include: (a) Programs from JHS and IRE 2008; (b) Programs from USAID 2008; (c) PNPM Mandiri Tourism 2009; (d) PT Prissima 2014; (e) UPN Yogyakarta 2015 Organizational Strengthening Assistance; (f) Construction of Batik Showroom Disperindag Jogja 2016; (g) Pertamina's CSR for International Standard Toilets and the development of batik learning areas in 2017; (h) Construction of Tourism Office Fence 2017; (i) 2017 Step-by-Step Technology Enhancement Assistance; (j) UGM Tourism Area Planning 2017; (k) Construction of Parking Lot of the DIY Tourism Office 2018

Various events were also independently participated so as to produce various achievements such as: (1) Third Place in DIY Tourism Village 2014; (2) First Winner of Bantul Independent Tourism Village 2014; (3) Third Place Pokdarwis Bantul 2014; (4) First Winner of the 2015 DIY Tourism Village Culinary Festival; (5) Second Place Pokdarwis Bantul 2016; (6) First Winner of the 2016 DIY Pokdarwis; (7) Ranking VI of the 2016 National Pokdarwis; (8) Ranking V of the 2017 National Pokdarwis; (9) ASEAN Award for Homestay Adiluhung 2016; (10) 1st place in the Provincial Tourism Village Competition Year 2020; (11) First Place at the 2021; (12) Regency Level Sungsang Homestay Obtained the Sustainable Tourism Village Certificate in 2022; (13) ADWI 100th Rank 2022 (Kemenparekraf, 2023b).

Various awards were also won in the period 2023-2024, such as pneghargaan as the world's best tourist village in 2024 (see Figure 2).



Figure 2. Wukirsari Village Award as the World's Best Tourism in 2024

Source: Wijaya (2024)

In addition, in 2023 Wukirsari village has also won the ADWI award as the First Winner in the Advanced Tourism Village Category and is included in the 75 best tourist villages in Indonesia out of 4,537 tourist villages throughout Indonesia (see Figure 3).



Figure 3. 1st Place Award Cup for Wukirsari Village as the Best Tourism Village in the Advanced Category in 2023

Source: Wibi & Wijaya (2023)

The MURI record has also been achieved by Wukirsari village as a tourist village with the most batik artisans (see Figure 4).



Figure 4. Wukirsari Village Award as a Tourist Village with the Most Batik Artisans in 2023

Source: Wibi & Wijaya (2023)

Wukirsari Village as a tourist destination is one of the tourist areas in Bantul Regency. This village is located on the south side of the center of Yogyakarta with a distance of plus or minus 17 km. From Yogyakarta International Airport (YAI) it takes about 1 hour 11 minutes with a distance of 46.2 km. The Wukirsari Tourism Village has focused on the development of Edu-Tourism and Eco-tourism since 2007. It has been officially inaugurated through the Village Government Decree and the Bantul Regency Government Decree as a Tourism Village which is managed by community empowerment by involving all elements of society and coordinated by the Manager.

4.2. Tourism Potential of Wukirsari Village

Wukirsari Village is one of the villages with tourism potential. According to Mulyati et al. (2022), tourism potential economically can increase village income so that it is able to realize an independent village and realize the welfare of the village community. Tourism that is widely offered in Wukirsari village is culture and nature. The results of the study show that Wukirsari village has diverse tourism potential, ranging from cultural tourism, natural tourism, and artificial tourism.

4.2.1. Cultural Tourism

Some of the cultural attractions offered in Wukirsari village are: (1) Learn to make batik. Tourists who want to learn batik will be assisted by batik artisans in Giriloyo village; (2) Tatah Sungging Wayang, which is one of the crafts by carving and dyeing on leather media. The products produced are fans, keychains, book dividers and so on; (3) Merti Dusun – Plural. This tour is held once a year after harvest as a form of gratitude for the existing harvest. The event was held in the evening which began with a mountain of vegetables and fruits, then traditional arts were displayed (Maulud prayer, maulud mudo palupi and rodad and hadroh prayer); (4) Cultural Kirab, which is a procession held on the eve of the merti hamlet and on the anniversary of the village of Wukirsari. This parade features several cultural attractions in Wukirsari; (5) Sholawat Rodad, which is an Islamic art that combines prayer chanting with dance movements and tambourine music. This art is usually performed by a group of men who sit cross-legged, bend over, and move to the rhythm of the tambourine while chanting prayers and praises to the Prophet Muhammad PBUH; (6) Karawitan, which is a traditional Javanese musical art that uses gamelan and vocals, with slendro and pelog scales; (7) Sholawat Maulud, which is the recitation of prayers that is chanted to commemorate the birth of the Prophet Muhammad SAW, also known as the Prophet's Birthday; (8) Wiwitan, which is a traditional ceremony of the Javanese people, especially farmers, which is carried out

before the start of the rice harvest period. This ceremony is a form of gratitude and a plea to God and ancestors to get an abundant harvest; (9) Mountain Attractions, which are processions of various produce arranged in the resemblance of mountains as a symbol of prosperity. After the procession is over, the community or visitors can join in fighting for the part of the mountain that is believed to be blessed; (10) Religious Tourism, namely visiting tombs that are considered sacred, including the Tomb of Sultan Agung or the Tomb of the King of Mataram in Pajimatan, Imogiri, the Tomb of Panembahan Juminah and the Tomb of Sunan Cirebon/Syeh Abd. Karim in Girilaya, the tomb of KH. Marzuqi, KH. Habib Marzuqi and KH Asyhari Marzuqi in Karangkulon/Girilaya; (11) Hadroh, which is an Islamic art that involves tambourine music and shalawat singing.

4.2.2. Nature Tourism

First, Explore the village. This tour offers interaction between tourists and nature is carried out by going around Wukirsari village by bicycle so that tourists enjoy the beauty of nature directly. Tourists can get to know the environment and take a close look at the batik making activities carried out at the batik handicraft center. Second, Merti Kali Opak, which is a traditional event held around the Opak River, especially in the Bantul Regency area, DIY. This event aims to preserve culture and preserve the river environment. Third, Camping. Tourists can enjoy camping events in Wukirsari village while enjoying nature and outbound. Fourth, Gejog Lesung, which is a traditional music performance art originating from Yogyakarta. This art uses traditional agricultural tools, namely mortar (a place to pound rice) and pestle (pestle/beater), to create a musical rhythm.

4.2.3. Artificial Tourism

First, Egrang, which is a traditional Indonesian game, especially in Java, which uses two long sticks (usually made of bamboo) as footrests to walk. Second, nature coloring course. Tourists can learn to dye fabrics using natural dyes, both for dyeing batik fabrics, sibori, and so on. Third, shopping for souvenirs. This tour offers visitors to shop for typical products of Wukirsari village which are the handicrafts of the people of Wukirsari village such as batik fabrics, batik clothes, puppets, inlaid products, and so on. Fourth, culinary. Tourists can enjoy a special menu, especially at Pasar Sor Jati and Imogiri Utara Culinary Market. Pasar Sorjati, which is open every Sunday Legi, offers traditional culinary with an eco-friendly concept, no plastic, and a means of payment using bamboo coins. In addition, there is also the North Imogiri Culinary Market which offers a wide variety of food and drinks. Some of the menus that can be tried include meatballs tumpeng, angkringan, gadung chips, cashews, and other traditional foods. Fifth, gurah treatment, which is a traditional medicine that aims to remove mucus from the respiratory tract, especially the nose and throat, through the process of dripping herbal liquids into the nose. Sixth, fishing in the pond. The famous reservoir in Wukirsari village is the Imogiri 1 reservoir which functions as water conservation and flood control, as well as a tourist destination. This reservoir has a unique design in the shape of a puppet mountain. This shape reflects the local culture. In addition to being open for fishing, the environment around the reservoir is also a suitable place for jogging and enjoying the scenery. Seventh, comparative study. Tourists can also conduct a comparative study in Wukirsari village, which is a tourist trip activity that combines elements of recreation with learning.

In addition to having a variety of potential tourist destinations, Wukirsari village also presents tour packages including: (1) Written batik design. This tour package offers learning to make batik designs - minimalist patterns in the medium of 2 meters and a one-color batik coloring process (see Figure 5); (2) Live in Package. This live package offers learning to make batik on a 2-meter cloth medium with a synthetic color process. Tourists can take 3 days of study or 3 days and two nights and can stay in homestays; (3) Batik courses. This tour package offers a batik course with a duration of 16 hours of lessons. The material obtained is about design, batik techniques, dyeing theory, theory and practice of batik and dyeing; (4) Edu Batik Tourism. Edu tourism batik written package edu tour/learn batik written on cotton cloth medium 30 x 30 Cm. Duration 1-2 hours. The work is the right of the participants as souvenirs; (5) Fashion Batik Tulis. Batik minimalist motifs for fashion are packaged in a private package with a duration of 16 hours of meetings or can be used within 3 days.



Figure 5. Written batik design

Tourists can also shop at the souvenir center that provides typical products of Wukirsari village, especially batik. To support tourists to be able to enjoy tourist destinations in Wukirsari village, several facilities are provided such as lodging, cafeterias, and culinary centers. The lodging available within the Wukirsari village area are homestay Giri Indah, homestay Sekar Arum, homestay Adi Luhung, homestay Ayodya, and homestay Sido Luhur Sungsang.

Accessibility to reach Wukirsari village is also easy. The road for transportation can also be used by various land vehicles, ranging from two-wheeled vehicles and 4-wheeled vehicles such as private cars and tourist buses. The distance from the center of Yogyakarta City is about 17 kilometers with a travel time of approximately 45 minutes. To get to this village, you have to walk along the ring road to the Giwangan Terminal intersection, then go south via Jl Imogiri Timur, about 18 km. Before Imogiri Market, turn left to the east to enter Jl Pramuka. Later, there will be a gate with a mountain of puppet decorations. After passing through the gate, the journey reached Wukirsari Village.

Ancillary provided by the Wukirsari village manager such as parking areas, meeting halls, public bathrooms, prayer rooms, photo spot areas and wifi. In addition, tourist destinations are also not far from health service centers (health centers, clinics, and hospitals), services for financial transactions such as banks and ATMs, as well as money exchange places.

5. CONCLUSION

The tourism potential of Wukirsari village is supported by tourism potential which is divided into cultural tourism, natural tourism, and artificial tourism or what is called tourist attraction which is the spirit of a tourist destination. Natural attraction is the flagship of this village. Morphologically, Wukirsari village is in the form of hills that are passed by the Opak Fault. This village is also developed as a cultural heritage area. With the tourism options owned, especially the natural potential, tourists can enjoy by not only seeing (what to see), but also doing various tourist activities (what to do). The existence of tourist attractions is also supported by tourism components, namely accessibility, facilities (restaurants, lodgings), and additional services (ATMs, health centers).

Ethical Approval

This study did not require ethical approval because it did not involve human participants, personal data, or animal subjects. It complies with the established ethical standards for research in the social sciences.

Informed Consent Statement

This study did not involve human participants; therefore, informed consent was not required.

Authors' Contributions

AW conceptualized the study, conducted field research, and drafted the manuscript. JJI and SHP contributed to research design, data interpretation, and manuscript revision. Damiasih assisted in data collection, documentation, and literature review. All authors have read and approved the final manuscript.

Disclosure Statement

No potential conflict of interest was reported by the author(s).

Data Availability Statement

The data presented in this study are available on request from the corresponding author due to privacy reasons.

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