

ABSTRACT

Medina Yustika Sari, 213106018, 2024. *The Implementation of 7A's Tourism Components at Purbayan Tourism Village Yogyakarta*. English Diploma Three Program, Business Administration Department, State Polytechnic of Madiun.

Purbayan Tourism Village is the only tourist village in Yogyakarta City that won the *Anugerah Desa Wisata Indonesia* (ADWI) award in 2023 as the second winner of the Developing Village category. It is because of this achievement, the writer finally decided to make a final project report that aimed to find out the application of the 7A's tourism components in Purbayan Tourism Village. The writer used descriptive qualitative methods with data collection through observation, interviews, and documentation. The findings are, (a) attractions in the form of historical attractions and cultural traditions of Mataram, (b) accessibility can be reached using public or private vehicles, (c) amenity is divided into 3 categories, namely supporting facilities, health facilities, and tour packages, (d) accommodation in the form of homestays, guesthouses, and hotels, (e) activities to enjoy the attractions of historical sites, culture, craft workshops, recreation, and culinary, (f) affordability, starting from free tickets and a 10% discount for students and tour groups, (g) awareness through training programs, socialization, cooperation between community institutions, building partnerships with universities and tourist agents. Therefore, the writer concludes that Purbayan Tourism Village applies the 7A's tourism component by implementing Attractions, Accessibilities, Amenities, Accommodation, Activities, Affordabilities, Awareness.

Keywords: *Purbayan Tourism Village, 7A's Tourism Components, Anugerah Desa Wisata Indonesia (ADWI), Descriptive Qualitative.*

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Kampung Wisata Purbayan merupakan satu-satunya desa wisata di Kota Yogyakarta yang berhasil meraih penghargaan Anugerah Desa Wisata Indonesia (ADWI) pada tahun 2023 sebagai juara kedua kategori Desa Berkembang. Karena prestasi tersebut, penulis akhirnya memutuskan untuk membuat laporan tugas akhir yang bertujuan untuk mengetahui penerapan komponen pariwisata 7A di Kampung Wisata Purbayan. Penulis menggunakan metode kualitatif deskriptif dengan pengumpulan data melalui observasi, wawancara, dan dokumentasi. Hasil temuannya adalah, (a) atraksi berupa atraksi sejarah dan tradisi budaya Mataram, (b) aksesibilitas dapat dijangkau dengan menggunakan kendaraan umum maupun pribadi, (c) amenities terbagi menjadi 3 kategori yaitu fasilitas penunjang, fasilitas kesehatan, dan paket wisata, (d) akomodasi berupa homestay, wisma, dan hotel, (e) aktivitas menikmati atraksi situs sejarah, budaya, workshop kerajinan, rekreasi, dan kuliner; (f) keterjangkauan, mulai dari tiket gratis dan diskon 10% untuk pelajar dan rombongan wisata, (g) kesadaran melalui program pelatihan, sosialisasi, kerjasama antar lembaga masyarakat, membangun kemitraan dengan perguruan tinggi dan agen wisata. Oleh karena itu, penulis menyimpulkan bahwa Kampung Wisata Purbayan menerapkan komponen pariwisata 7A's dengan menerapkan atraksi, aksesibilitas, amenities, akomodasi, aktivitas, keterjangkauan, kesadaran.

Kata kunci: Kampung Wisata Purbayan, Komponen Pariwisata 7A's, Deskriptif Kualitatif.