

Walking Tour sebagai Media Edutainment: Analisis Peran Operatur Tur "CERITA SAKTA" dalam Pengembangan Wisata Urban di Jakarta, Depok, dan Bogor = Walking Tours as Edutainment Media: An Analysis of the Role of "CERITA SAKTA" Tour Operator in Urban Tourism Development in Jakarta, Depok, and Bogor

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Abstrak

Walking tour merupakan salah satu bentuk pariwisata urban yang menawarkan pengalaman imersif terhadap sejarah, budaya, dan kehidupan sehari-hari suatu kota melalui eksplorasi berjalan kaki. Penelitian ini bertujuan untuk menganalisis strategi dan peran operator tur Cerita SAKTA dalam mempromosikan pariwisata urban berkelanjutan melalui pendekatan edutainment di Jakarta, Depok, dan Bogor. Dengan menggunakan metode kualitatif deskriptif dan pengumpulan data melalui observasi lapangan, wawancara mendalam, serta studi dokumentasi, penelitian ini menemukan bahwa Cerita SAKTA berhasil mengintegrasikan edukasi dan hiburan melalui storytelling, keterlibatan interaktif, dan penggunaan media visual. Operator tur ini memainkan peran multidimensional sebagai kurator, fasilitator, kolaborator, dan inovator. Sinergi antara konsep edutainment dan peran operator memperkaya pengalaman peserta serta meningkatkan pemahaman budaya yang inklusif. Direkomendasikan agar Cerita SAKTA memperluas rute, mengintegrasikan lebih banyak aktivitas kreatif, mengoptimalkan teknologi digital, memperkuat kolaborasi lokal, dan mempertahankan model "harga sukarela" (price it with love) sebagai daya tarik wisata yang unik.Walking tours are a form of urban tourism that offer immersive experiences of a city's history, culture, and daily life through exploration on foot. This study aims to analyze the strategies and roles of the Cerita SAKTA tour operator in promoting sustainable urban tourism through an edutainment approach in Jakarta, Depok, and Bogor. Using a descriptive qualitative method with data collected through field observations, in-depth interviews, and documentation studies, the research finds that Cerita SAKTA successfully integrates education and entertainment through storytelling, interactive engagement, and the use of visual media. The tour operator plays multidimensional roles as a curator, facilitator, collaborator, and innovator. The synergy between the edutainment concept and the operator's role enriches participants' experiences and enhances inclusive cultural understanding. It is recommended that Cerita SAKTA expand its routes, incorporate more creative activities, optimize digital technology, strengthen local collaborations, and maintain the "price it with love" model as a unique tourist attraction.