

Anindita Iswari. 2026. Strategi Pengembangan Wisata Edukasi Atsiri di Lahan Karst dengan Pendekatan *Blue Ocean* pada UMKM Shafaluna. Di bawah arahan Ayu Kumala Sari

ABSTRAK

UMKM Shafaluna merupakan usaha yang bergerak di bidang produksi minyak atsiri dan menghadapi persaingan dengan berbagai UMKM Atsiri lainnya sehingga berpotensi berada dalam kondisi persaingan yang ketat. Penelitian ini bertujuan untuk mengidentifikasi faktor-faktor persaingan UMKM Shafaluna melalui *strategy canvas* untuk mengetahui posisi usaha dalam kondisi *red ocean*, dan merumuskan strategi pengembangan wisata edukasi atsiri UMKM Shafaluna menggunakan pendekatan *Blue Ocean Strategy*. Metode penelitian menggunakan pendekatan kuantitatif dengan *purposive sampling*. Pengumpulan data meliputi observasi, wawancara, kuesioner, FGD, dan dokumentasi. Metode analisis yang digunakan meliputi *strategy canvas*, *three tiers of nonconsumers*, *six paths framework*, serta *ERRC Grid*. Hasil penelitian menunjukkan bahwa UMKM Shafaluna masih berada dalam kondisi persaingan *red ocean* khususnya pada aspek produk, harga, lokasi, serta promosi. Pendekatan melalui *Blue Ocean Strategy*, strategi pengembangan diarahkan pada pengurangan durasi kegiatan wisata, pengurangan promosi langsung; peningkatan kualitas fasilitas wisata edukasi dan kapasitas sumber daya manusia, serta optimalisasi promosi melalui media sosial. Selain itu, penciptaan nilai baru dilakukan melalui penyediaan *booklet* paket wisata edukasi yang memuat beberapa tipe kunjungan dan *website* resmi sebagai media informasi wisata edukasi bagi calon pengunjung.

Kata kunci: atsiri, *blue ocean strategy*, lahan karst, UMKM, pengembangan wisata

Anindita Iswari. 2026. *Strategy for Developing Essential Oil Educational Tourism in Karst Areas Using a Blue Ocean Approach at UMKM Shafaluna. Supervised by Ayu Kumala Sari*

ABSTRACT

Shafaluna MSME is a business engaged in the production of essential oils and faces competition from various other essential oil SMEs, which potentially places it in a highly competitive environment. This study aims to identify the competitive factors of Shafaluna MSME using the strategy canvas to determine its position within a red ocean condition, and formulate a development strategy for essential oil educational tourism using the Blue Ocean Strategy approach. This study employs a quantitative approach with purposive sampling. Data were collected through observation, interviews, questionnaires, focus group discussions (FGD), and documentation. The analytical methods used include strategy canvas, three tiers of nonconsumers, six paths framework, and the ERRC grid. The results indicate that UMKM Shafaluna remains in a red ocean competitive condition, particularly in terms of product, price, location, and promotion. Through the Blue Ocean Strategy approach, the development strategy is directed toward reducing the duration of tourism activities, minimizing direct promotion; while enhancing the quality of educational tourism facilities, improving human resource capacity, and optimizing promotion through social media. In addition, value creation is carried out through the development of educational tourism package booklets with various types of visits and the establishment of an official website as an information platform for potential visitors.

Keywords: *atsiri, blue ocean strategy, karst areas, MSME, tourism development*