

**STUDI AGROWISATA KEBUN KITA INTHANI DI
KECAMATAN KOTO TANGAH KOTA PADANG**

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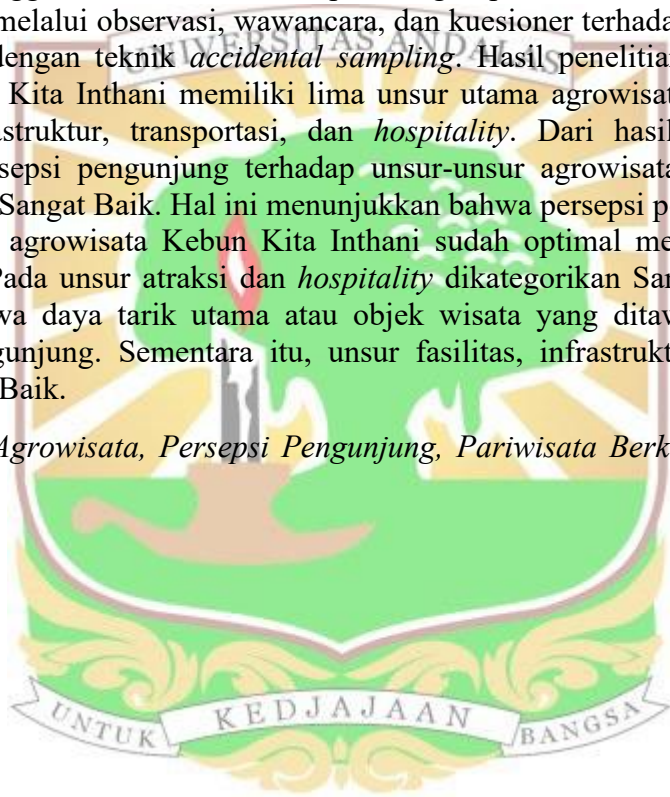
**FAKULTAS PERTANIAN
UNIVERSITAS ANDALAS
PADANG
2025**

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Abstrak

Agrowisata Kebun Kita Inthani merupakan salah satu sektor potensial dalam pengembangan pariwisata berkelanjutan. Penelitian ini bertujuan untuk mendeskripsikan unsur-unsur agrowisata serta menilai persepsi pengunjung terhadap agrowisata Kebun Kita Inthani di Kecamatan Koto Tengah, Kota Padang. Agrowisata ini merupakan bentuk integrasi antara pertanian dan pariwisata yang menawarkan pengalaman edukatif melalui kegiatan petik anggur. Penelitian menggunakan metode deskriptif dengan pendekatan studi kasus. Data dikumpulkan melalui observasi, wawancara, dan kuesioner terhadap 30 responden yang dipilih dengan teknik *accidental sampling*. Hasil penelitian menunjukkan bahwa Kebun Kita Inthani memiliki lima unsur utama agrowisata yaitu atraksi, fasilitas, infrastruktur, transportasi, dan *hospitality*. Dari hasil analisis yang dilakukan persepsi pengunjung terhadap unsur-unsur agrowisata secara umum dikategorikan Sangat Baik. Hal ini menunjukkan bahwa persepsi pengunjung pada unsur - unsur agrowisata Kebun Kita Inthani sudah optimal menurut penilaian pengunjung. Pada unsur atraksi dan *hospitality* dikategorikan Sangat Baik dapat diartikan bahwa daya tarik utama atau objek wisata yang ditawarkan berhasil memikat pengunjung. Sementara itu, unsur fasilitas, infrastruktur, transportasi dikategorikan Baik.

Kata kunci : *Agrowisata, Persepsi Pengunjung, Pariwisata Berkelanjutan, Kota Padang*



AGROTOURISM STUDY OF KITA INTHANI GARDEN IN KOTO TANGAH DISTRICT, PADANG CITY

Abstract

The Kita Inthani Garden Agrotourism is one of the potential sectors contributing to sustainable tourism development. This study aims to describe the elements of agrotourism and assess visitor perceptions towards the Kita Inthani Garden Agrotourism in Koto Tangah District, Padang City. This agrotourism represents a form of integration between agriculture and tourism that offers an educational experience through grape-picking activities. The study employed a descriptive method with a case study approach. Data were collected through observation, interviews, and questionnaires administered to 30 respondents selected using an accidental sampling method. The results showed that the Kita Inthani Garden has five main elements of agrotourism, namely attractions, facilities, infrastructure, transportation, and hospitality. Based on the analysis, visitor perceptions of these elements were generally rated as “Very Good”. This indicates that visitor perceptions of the elements of the Kita Inthani Garden Agrotourism are highly positive according to their assessments. The elements of attractions and hospitality are categorized as “Very Good”, meaning that the tourist attractions offered have successfully attracted visitors. Meanwhile, the elements of facilities, infrastructure, and transportation are categorized as “Good”.

Keywords: *Agrotourism, Visitor Perception, Sustainable Tourism, Padang City*

