

## ABSTRAK

Widya Berutu. *Preferensi Produk Eduwisata Taman Socfindo Conservation Untuk Siswa Sekolah Dasar Di Sumatera Utara*. Dibimbing oleh JENNY ELISABETH dan DANY JUHANDI.

Taman *Socfindo Conservation* merupakan salah satu destinasi wisata berbasis pertanian (agrowisata), berbentuk taman tanaman obat yang lebih ditujukan untuk keperluan eduwisata bagi masyarakat, terutama anak-anak sekolah, yang didirikan pada 2019. Penelitian ini bertujuan untuk (1) mengetahui peluang pasar Taman *Socfindo Conservation* pada murid-murid SD (Sekolah Dasar) di daerah sekitar, yakni di Kota Medan, Kabupaten Deli Serdang dan Serdang Bedagai, serta Kota Tebing Tinggi, dan (2) mengetahui preferensi kegiatan wisata edukasi dan bentuk produk atau paket eduwisata bagi siswa/i SD agar mereka mau memilih Taman *Socfindo Conservation* sebagai salah satu destinasi wisata sekolah.

Penelitian ini dilakukan selama 4 bulan dari Juni 2024 – September 2024 di Taman *Socfindo Conservation* yang berada di Desa Martebing, Kecamatan Dolok Masihul, Kabupaten Serdang Bedagai. Teknik pengumpulan data menggunakan metode observasi, wawancara, dan kuesioner. Teknik pengolahan data dalam penelitian ini menggunakan analisis data secara deskriptif. Berdasarkan pendapat responden dari empat kabupaten/kota dihasilkan gagasan agar paket produk eduwisata di Taman *Socfindo Conservation* dibuat sesuai kebutuhan pengunjung dengan biaya yang murah, agar pengunjung mau datang kembali.

Taman *Socfindo Conservation* memiliki peluang yang sangat besar untuk meningkatkan jumlah pengunjung dari siswa/i SD dengan melakukan promosi langsung kepada guru-guru. Terdapat 2.204 SD di ke-4 daerah yang diteliti dan 92% SD memiliki program wisata edukasi bagi murid-muridnya. Di sisi lain, hanya 38,5% SD yang mengenal Taman *Socfindo Conservation* dan hanya 15,4% SD yang pernah datang berkunjung.

Responden guru-guru SD lebih memilih kegiatan permainan dan kegiatan fisik saat melakukan wisata edukasi di Taman *Socfindo Conservation* dengan pilihan permainan tebak aroma, kartu kuartet tanaman herbal, dan kuis ringan, serta praktek penanaman bibit dan pengemasan produk herbal.

**Kata Kunci: Agrowisata, Socfindo Conservation, Preferensi paket produk**

## ABSTRACT

*Widya Berutu. Socfindo Conservation Park Edutourism Product Preferences for Elementary School Students In North Sumatra. Supervised by JENNY ELISABETH and DANY JUHANDI.*

*Socfindo Conservation Park is an agricultural-based tourism destination (agrotourism) in the form of a medicinal plant garden, primarily aimed at educational tourism purposes for the community, especially school children. Established in 2019, this study seeks to: (1) assess the market potential of Socfindo Conservation Park among elementary school (SD) students in the surrounding areas, including Medan City, Deli Serdang and Serdang Bedagai Regencies, and Tebing Tinggi City, and (2) identify the preferences for educational tourism activities and suitable educational tourism products or packages to encourage elementary school students to choose Socfindo Conservation Park as one of their school trip destinations.*

*The research was conducted over four months, from June 2024 to September 2024, at Socfindo Conservation Park in Martebing Village, Dolok Masihul District, Serdang Bedagai Regency. Data collection methods included observation, interviews, and questionnaires. Data analysis was conducted descriptively. Based on the opinions of respondents from the four regions, it was suggested that educational tourism packages at Socfindo Conservation Park should be tailored to visitors' needs and offered at affordable prices to encourage repeat visits.*

*Socfindo Conservation Park has significant potential to increase the number of visitors from elementary school students by directly promoting the park to teachers. There are 2,204 elementary schools in the four studied regions, and 92% of these schools have educational tourism programs for their students. However, only 38.5% of schools are familiar with Socfindo Conservation Park, and just 15.4% have visited the site.*

*Elementary school teacher respondents preferred activities involving games and physical exercises during educational tours at Socfindo Conservation Park. Popular options included aroma-guessing games, herbal plant quartet cards, light quizzes, and hands-on activities such as planting seedlings and packaging herbal products.*

**Keywords: Agrotourism, Socfindo Conservation, Product package preferences**