

Peran masyarakat dalam pariwisata berbasis komunitas di desa wisata (studi kasus di Desa Wisata Kreatif Kenep, Kabupaten Sukoharjo, Jawa Tengah) = The role of community in community based tourism in tourism village (case study in Kenep Creative Tourism Village Sukoharjo Region Central Java)

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Abstrak

Pariwisata berbasis komunitas PBK sangat lekat dengan desa wisata. Suatu desa wisata dapat menjadi suatu industri pariwisata kalau telah menerapkan pariwisata berbasis komunitas secara tepat. Pariwisata berbasis komunitas sangat tergantung pada peran masyarakat dalam pelaksanaannya. Sikap, partisipasi, dan pemberdayaan masyarakat merupakan bentuk peran masyarakat dalam pariwisata berbasis komunitas di desa wisata. Desa wisata kreatif Kenep merupakan desa wisata yang dibangun dari kesadaran warganya akan potensi kreatifitas yang dimiliki. Namun, semangat pengembangan desa wisata kreatif Kenep belum sepenuhnya dirasakan oleh segenap warga masyarakatnya.

Penelitian ini berusaha mengkaji peran masyarakat dalam pariwisata berbasis komunitas di desa wisata. Penelitian dilakukan dengan pendekatan kualitatif dan kuantitatif dengan mengukur persepsi masyarakat akan pariwisata berbasis komunitas di desa wisata dan peran yang telah mereka lakukan. Untuk menggali informasi lebih jauh dilakukan focus group discussion FGD dengan tokoh penggerak di desa wisata, penyebaran kuesioner, dan wawancara mendalam. Hubungan antara peran masyarakat dengan pariwisata berbasis komunitas di desa wisata dianalisis menggunakan data persepsi masyarakat hasil kuesioner dalam analisis structural equation modeling SEM.

Hasil penelitian menunjukkan sikap masyarakat tidak signifikan mempengaruhi pemberdayaan masyarakat. Lalu, partisipasi masyarakat mempengaruhi pemberdayaan masyarakat yang menentukan pariwisata berbasis komunitas di desa wisata kreatif Kenep.

.....Community based tourism CBT is closely related to tourism village. A tourism village become a tourism industry if it has implemented community based tourism appropriately. Community based tourism depends on the community role on its implementation. Attitude, participation, and empowerment are roles to community based tourism in tourism village. Kenep creative tourism village is a village built from the citizen awareness of their potential creativity. However, the spirit of developing Kenep creative tourism village has not been fully perceived by members of the community.

This study examines community role in community based tourism on tourism village. This study used qualitative and quantitative approaches by measuring community perception and their roles on community based tourism. Information was gathered by focus group discussion FGD, dissemination of questionnaires, and in dept interview. The relationship between community role and community based tourism in tourism village was analyzed using community perception data from questionnaire results through structural equation modeling SEM process.

The results showed that community participation affects community empowerment which determine the success of community based tourism in Kenep creative tourism village, while community attitude does not affect community empowerment.