

Keberlanjutan Program Pemberdayaan Masyarakat berbasis Community-based Tourism (Studi di Desa Wisata Malasari oleh CV Pesona Malasari, Kawasan Taman Nasional Gunung Halimun Salak, Kab. Bogor, Jawa Barat) = The Program Sustainability of Community-based Tourism Community Empowerment Program (Study in Malasari Tourism Village by CV Pesona Malasari, Gunung Halimun Salak National Park, Bogor Regency, West Java)

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Abstrak

Penelitian ini mendeskripsikan tentang gambaran keberlanjutan program pemberdayaan masyarakat berbasis community-based tourism di Desa Wisata Malasari dan hambatan yang dihadapi dalam keberlanjutan program. Penelitian dilaksanakan pada masa Pandemi Covid-19 tahun 2020 sampai 2021. Keberlanjutan program di Desa Wisata Malasari dipilih karena program pemberdayaan community-based tourism oleh JEEF telah selesai dan saat ini masyarakat melalui CV Pesona Malasari menjalankan keberlanjutan program secara mandiri, tetapi berdasarkan evaluasi oleh Taman Nasional Gunung Halimun Salak (TNGHS) ditemukan beberapa kondisi yang menghambat keberlanjutan program. Pendekatan yang digunakan dalam penelitian ini adalah kualitatif deskriptif dengan metode pengambilan data melalui wawancara mendalam secara daring, studi literatur dan observasi. Informan dalam penelitian ini berjumlah 13 orang yang dipilih melalui metode purposive sampling. Hasil penelitian menunjukkan kesesuaian mengenai kondisi yang menghambat keberlanjutan program berdasarkan hasil evaluasi dari TNGHS. Pembahasan dipaparkan melalui aspek keberlanjutan program yaitu pelaksanaan community-based tourism, manajemen CV Pesona Malasari dan pengembangan community-based tourism. Adapun dari ketiga aspek tersebut terdapat perbedaan dan hambatan dalam kondisi pemberdayaan masyarakat dan community-based tourism apabila dibandingkan dengan masa implementasi program. Pada masa keberlanjutan program, meskipun terdapat beberapa upaya yang mendukung keberlanjutan program, tetapi upaya-upaya tersebut dihadapkan dengan beberapa faktor penghambat. Sehingga, cakupan penerima manfaat dari pemberdayaan masyarakat melalui community-based menurun dan pelaksanaan kurang maksimal apabila dibandingkan dengan saat implementasi program.

.....This study describes the description of the sustainability of community-based tourism community empowerment program in Desa Wisata Malasari and the obstacles faced in the program sustainability. This research is conducted amidst the Covid-19 Pandemic in 2020 and 2021. The program sustainability at Desa Wisata Malasari was chosen because the community-based tourism empowerment program by JEEF has been completed and currently CV Pesona Malasari is running the program independently, but based on the evaluation by Gunung Halimun Salak National Park (TNGHS), several conditions were found that hindered the sustainability of the program. The approach used in this research is descriptive qualitative with data collection methods through in-depth online interviews, literature study and observation. Informants in this study consisted of 13 people who were selected through purposive sampling method. The discussion is presented through a description of the implementation of community-based tourism, the management of CV Pesona Malasari and the development of community-based tourism in the Malasari Tourism Village. As for

these three aspects, there are differences and obstacles in the conditions of community empowerment and community-based tourism when compared to the program implementation period. During the program sustainability period, although there were several efforts that supported the sustainability of the program, these efforts were faced with several inhibiting factors. Thus, the coverage of beneficiaries from community empowerment through community-based decreased and the implementation was less than optimal when compared to the time of program implementation.