

INTISARI

Penelitian ini bertujuan untuk mengetahui manajemen Desa Wisata Bugisan pada masa pandemi Covid-19. Penelitian dianalisis menggunakan fungsi dasar manajemen dan unsur manajemen. Desa Wisata Bugisan terletak di Kecamatan Prambanan, Kabupaten Klaten, Provinsi Jawa Tengah. Metode penelitian yang digunakan adalah kualitatif yang meliputi wawancara mendalam, observasi non-partisipan, dokumentasi, hingga triangulasi. Hasil penelitian ini menunjukkan bahwa secara umum tidak terdapat perbedaan manajemen desa wisata tersebut baik sebelum dan saat pandemi covid-19. Selain itu hambatan dan tantangan yang terjadi dalam manajemen Desa Wisata Bugisan saat masa pandemi Covid-19 adalah ditiadakannya kegiatan pariwisata yang menyebabkan menurunnya pendapatan ekonomi Desa Wisata Bugisan maupun masyarakat.

Kata kunci: Pembangunan Pariwisata Berkelanjutan, Manajemen, Desa Wisata Bugisan



ABSTRACT

This study aims to determine the management of the Bugisan Tourism Village during the Covid-19 pandemic. The study was analyzed using the basic functions of management and elements of management. Bugisan Tourism Village is located in Prambanan District, Klaten Regency, Central Java Province. The research method used is qualitative which includes in-depth interviews, non-participant observation, documentation, and triangulation. The results of this study indicate that in general there is no difference in the management of the tourist village both before and during the covid-19 pandemic. In addition, the obstacles and challenges that occurred in the management of the Bugisan Tourism Village during the Covid-19 pandemic were the elimination of tourism activities which caused a decrease in the economic income of the Bugisan Tourism Village and the community.

Keywords: Sustainable Tourism Development, Management, Bugisan Tourism Village