

## INTISARI

Perkembangan desa wisata di Kabupaten Lombok Tengah merupakan salah satu dampak dari masuknya Kawasan Ekonomi Khusus Mandalika sebagai lima super prioritas pengembangan pariwisata nasional di Indonesia. Desa wisata berbasis budaya dikembangkan untuk menjadi ikon bagi wisatawan dengan menyajikan nilai-nilai budaya yang tetap lestari di Pulau Lombok dan upaya Pemerintah dalam mengembangkan destinasi alternatif. Namun gencarnya pemerintah mengembangkan desa wisata di Lombok Tengah belum diikuti oleh kesiapan masyarakat untuk berperan dalam pengelolaan desa. Penelitian ini bertujuan untuk mengetahui faktor pengaruh partisipasi masyarakat merupakan hasil analisis peran masyarakat baik dari bentuk maupun tingkat partisipasi masyarakat serta mengukur kondisi kegiatan wisata. Dikaji berdasarkan status desa wisata maju (Kuta), desa wisata berkembang (Sade-Rembitan), dan desa wisata rintisan (Marong). Metode yang digunakan adalah deduktif kualitatif dengan membandingkan serta mengaitkan kondisi kegiatan wisata, peran masyarakat, serta faktor pengaruh partisipasi masyarakat. Teknik pengumpulan data dilakukan secara observasi dan wawancara menggunakan teknik *purposive sampling* untuk data primer. Sedangkan data sekunder didapatkan melalui studi literatur dan pengumpulan data dari instansi terkait. Hasil penelitian menunjukkan bahwa kondisi kegiatan wisata tidak sama antara satu dengan desa wisata budaya yang lain. Dilihat dari waktu pengembangan serta karakteristik destinasi desa wisata budaya. Penerapan tingkat partisipasi yang berbeda memengaruhi kualitas produk (atraksi, bentuk produk, aktivitas) serta fasilitas wisata (amenitas, aksesibilitas, pelayanan tambahan) yang diberikan desa wisata dan tidak sebanding dengan status pengembangan desa. Dari penelitian ini ditemukan bahwa terdapat karakteristik peran masyarakat yaitu terdapat seluruh masyarakat lokal yang berperan dan kekuasaannya dipegang penuh oleh masyarakat lokal baik dari keputusan pelestarian maupun pengembangan wisata budaya, lalu terdapat keterlibatan dan peran masyarakat aktif namun kapasitas masyarakat terlibat dalam pengembangan desa wisata kurang dikarenakan adanya campur tangan pihak eksternal. Dan yang terakhir walaupun seluruh masyarakat aktif dalam kegiatan pelestarian budaya namun belum aktif dalam pengembangan desa wisata. Tingkat partisipasi dipengaruhi oleh dukungan masyarakat lokal, komunitas lokal, kemitraan eksternal, serta pemahaman nilai lokal masyarakat.

**Kata Kunci:** desa wisata budaya, partisipasi masyarakat, pengembangan pariwisata

## ABSTRACT

The development of tourist villages in Central Lombok Regency is one of the impacts of the inclusion of the Mandalika Special Economic Zone as the five super priorities of national tourism development in Indonesia. Culture-based tourism villages were developed to become icons for tourists by presenting cultural values that remain sustainable on the island of Lombok and the Government's efforts in developing alternative destinations. However, the government's continued development of tourist villages in Central Lombok has not been followed by the readiness of the community to play a role in village management. This study aims to determine the influence factor of community participation which is the result of analyzing the role of the community both from the form and level of community participation and measuring the condition of tourism activities. It is assessed based on the status of developed tourism villages (Kuta), developing tourist villages (Sade-Rembitan), and pioneering tourism villages (Marong). The method used is qualitative deductive by comparing and linking the conditions of tourism activities, the role of the community, and the influencing factors of community participation. Data collection techniques were carried out by observation and interviews using the purposive sampling technique for primary data. At the same time, secondary data was obtained through literature studies and data collection from related agencies. The results showed that the conditions of tourism activities were not the same from one cultural tourism village to another. Judging from the development time and the characteristics of cultural tourism village destinations. The application of different levels of participation affects the quality of products (attractions, product forms, activities) and tourist facilities (amenities, accessibility, additional services) provided by tourist villages and are not proportional to the status of tourist villages. From this study, it was found that there are characteristics of the community's role, namely that there are all local communities who play a role whose power is fully held by the local community both from the decision to preserve and develop cultural tourism, then there is active community involvement and role but the capacity of the community to be involved in the development of tourist villages is lacking due to the existence of external interference. And lastly, although the entire community is active in cultural preservation activities, they are not yet active in developing tourist villages. The level of participation is influenced by the support of local communities, local communities, external partnerships, and understanding of local community values.

**Keywords:** cultural tourism village, community participation, tourism development