

INTISARI

Desa Ekowisata Pancoh merupakan desa wisata mandiri yang berlokasi di Girikerto, Kecamatan Turi, Kabupaten Sleman, DI Yogyakarta. Desa wisata ini pernah memenangkan berbagai penghargaan seperti Juara Utama Lomba Desa Wisata Kabupaten Sleman tahun 2019 dan Desa Wisata Terbaik DIY tahun 2022. Desa Ekowisata Pancoh terkena dampak Pandemi COVID-19 secara signifikan, namun mampu kembali beroperasi penuh pada Bulan Mei 2022, dengan fasilitas baru. Peresmian Rumah Makan Omah Partoredjan yang bernaung di bawah Desa Ekowisata Pancoh pada bulan Maret menambah daya tarik wisata yang ada di Dusun Pancoh. Penelitian ini bertujuan untuk mengetahui faktor-faktor yang mempengaruhi ketahanan Desa Ekowisata Pancoh dalam menghadapi Pandemi COVID-19. Analisis faktor berdasarkan model *sphere of tourism resilience*, yang terdiri dari tiga komponen utama yaitu kepemimpinan, pemanfaatan kekuatan pasar, dan kohesi antar pemangku kepentingan. Penelitian ini menggunakan pendekatan deskriptif kualitatif. Data yang diambil melalui observasi, wawancara secara luring dan daring, serta studi pustaka dianalisis sehingga teridentifikasi faktor pembentuk ketahanan Desa Ekowisata Pancoh. Hasil penelitian menunjukkan bahwa kepemimpinan yang kuat, konsisten, dan fleksibel dalam menghadapi perubahan adalah faktor utama pembentuk ketahanan. Kemampuan pengurus desa wisata untuk memanfaatkan kekuatan pasar menjadi faktor pendukung ketahanan. Namun kurangnya kohesi antara pengurus dengan pemerintah dan masyarakat, serta perjanjian antara desa wisata dan rumah makan yang berpotensi menimbulkan masalah di masa mendatang menurunkan ketahanan Desa Ekowisata Pancoh dalam menghadapi pandemi.

Kata Kunci: Desa Ekowisata Pancoh, Ketahanan, *Sphere of Tourism Resilience*, Kepemimpinan

ABSTRACT

Pancoh Ecotourism Village is an independent tourism village located in Girikerto, Turi District, Sleman Regency, Special Region of Yogyakarta. This tourism village had won various awards in the past few years, including Champion of Sleman Regency's Tourism Village Competition 2019 and Special Region of Yogyakarta's Best Tourism Village 2022. Pancoh Ecotourism Village was significantly affected by the COVID-19 Pandemic, but managed to resume operation on May 2022, with the addition of new facilities. The inauguration of Omah Partoredjan Restaurant gives Pancoh Village another tourist attraction. This research's goal is to find out factors contributing to Pancoh Ecotourism Village's resilience during the COVID-19 Pandemic. Resilience factors were analyzed according to the sphere of tourism resilience model, which composed of three main components, leadership, harness market force, and stakeholder cohesion. This research employs a descriptive qualitative approach. Data gathered through interview, direct observation and literature review were analyzed to identify factors contributing to Pancoh Ecotourism Village's resilience. According to the results, strong, consistent, and flexible leadership is the main factor of Pancoh Ecotourism Village's resilience, aided by tourism village management's ability to harness market forces. In the other hand, shaky relationship between tourism village management, local government, and local residents contribute negatively to Pancoh Ecotourism Village's resilience during the pandemic, along with tourism village management's agreement with Omah Partoredjan that could potentially incur a financial loss.

Keywords: Pancoh Ecotourism Village, Resilience, *Sphere of Tourism Resilience*, Leadership