

INTISARI

Keberadaan Desa Wisata Nglanggeran menyuguhkan industri pengolahan kakao yang diperoleh dari produksi kakao di Desa Nglanggeran. Kemajuan desa wisata memerlukan dukungan sumber daya manusia yang lebih banyak untuk mengelola perkebunan kakao. Penelitian ini bertujuan untuk : (1) mengidentifikasi minat generasi muda terhadap bidang pertanian kakao di Desa Wisata Nglanggeran, dan (2) mengidentifikasikan *stakeholders* dan perannya untuk mendukung minat generasi muda terhadap bidang pertanian kakao di Desa Nglanggeran. Pada penelitian digunakan pendekatan kualitatif yang dilakukan dengan melakukan observasi lapangan, wawancara mendalam, dan studi pustaka. Wawancara mendalam dilakukan kepada informan kunci yang meliputi pengurus Gapoktan, pengurus Pokdarwis, PPL, petani kakao, petani muda 18-39 tahun, anak muda bukan petani 18-39 tahun. Minat dari generasi muda untuk budidaya kakao didorong oleh tradisi profesi petani, motivasi untuk membantu anggota keluarga, kebanggaan terhadap Desa Nglanggeran dan memiliki hilirisasi industri kakao, keberadaan *role model*. Minat generasi muda untuk budidaya kakao dapat terhambat oleh dorongan orang tua untuk bekerja diluar sektor pertanian dan pengaruh lingkungan terhadap persepsi bekerja di bidang pertanian. Peran *stakeholders* desa wisata di tingkat pusat dipegang oleh Kementerian Pertanian RI telah memberikan dukungan dengan kunjungan yang meningkatkan publikasi desa wisata menjadi lebih masif dan lebih luas. Dinas Pariwisata DIY dan Dinas Pariwisata Gunungkidul hadir sebagai *stakeholder* tingkat daerah. *Stakeholders* pertanian yang hadir secara langsung dan selalu membina adalah PPL Desa Nglanggeran, perwakilan BPP Kapanewon Patuk. *Stakeholder* dari Desa Nglanggeran adalah Pokdarwis dan Gapoktan yang menentukan arah pertanian di Nglanggeran.

Kata kunci: Minat, Generasi Muda, Desa Wisata, Regenerasi, Peran *Stakeholders*

ABSTRACT

The existence of the Nglanggeran Tourism Village provides a cocoa processing industry obtained from cocoa production in Nglanggeran Village. The progress of tourism villages requires more human resource support to manage cocoa plantations. This study aims to: (1) identify the interest of the younger generation in the field of cocoa farming in Nglanggeran Tourism Village, and (2) identify stakeholders and adjust it to support the interest of the younger generation in the field of cocoa farming in Nglanggeran Village. The research used a qualitative approach which was carried out by conducting field observations, in-depth interviews, and a literature study. In-depth interviews were conducted with key informants which included Gapoktan officials, Pokdarwis administrators, PPL, cocoa farmers, young farmers 18-39 years, and young non-farmers 18-39 years. The interest of the younger generation in cocoa plantations is driven by the tradition of the farming profession, motivation to help family members, pride in Nglanggeran Village, and having a downstream cocoa industry, a role model for existence. The younger generation's interest in cocoa cultivation can be hampered by parents' encouragement to work outside the agricultural sector and environmental influences on perceptions of working in agriculture. The role of tourism village stakeholders at the central level held by the Republic of Indonesia's Ministry of Agriculture has provided support with visits that increase the publication of tourism villages to become more massive and wider. The Yogyakarta Tourism Office and the Gunungkidul Tourism Office are present as local-level stakeholders. Agricultural stakeholders who attended directly and always provided guidance were PPL of Nglanggeran Village as representatives of BPP Kapanewon Patuk. Stakeholders from Nglanggeran Village are Pokdarwis and Gapoktan which determine the direction of agriculture in Nglanggeran.

Keywords: *Interests, Young Generation, Tourism Villages, Regeneration, Role of Stakeholders*