

## ABSTRAK

Penelitian ini membahas tentang prinsip-prinsip *Community Based Tourism* yang diterapkan dalam pengelolaan Pasar Gemblung Salam Magelang. Penelitian ini bertujuan untuk mengetahui sejauh mana prinsip-prinsip *CBT* berhasil diterapkan dalam pengelolaan Pasar Gemblung. Teori yang digunakan dalam penelitian ini menggunakan *Community Based Tourism* yang diukur oleh prinsip pokok *Community Based Tourism* (Suansri, 2003). Jenis penelitian yang digunakan yaitu kualitatif deskriptif dengan pendekatan studi kasus. Teknik pengumpulan data dalam penelitian ini dilakukan dengan wawancara, observasi dan studi dokumen. Penelitian ini dimulai dengan melihat latar belakang terbentuknya Pasar Gemblung sebagai wisata yang dibangun oleh masyarakat Desa Salam. Kemudian menganalisis bagaimana prinsip-prinsip *CBT* diterapkan dalam pengelolaan Pasar Gemblung beserta kelebihan dan kekurangannya. Penelitian ini juga menunjukkan faktor pendorong dan penghambat yang ditemukan dalam penerapan prinsip-prinsip *CBT* dalam pengelolaan Pasar Gemblung.

Hasil penelitian menunjukkan bahwa masyarakat Desa Salam belum sepenuhnya optimal menerapkan prinsip-prinsip *CBT* pada Pasar Gemblung. Prinsip *CBT* yang sudah baik diterapkan meliputi; prinsip dukungan dan pengakuan kepemilikan dalam komunitas, pengembangan kebanggaan komunitas, peningkatan kualitas hidup masyarakat, penjaminan kelestarian lingkungan, keunikan karakter dan budaya, menghargai perbedaan budaya dan martabat, dan distribusi keuntungan secara adil. Sedangkan, prinsip *CBT* yang belum optimal diterapkan adalah keterlibatan masyarakat pada kegiatan wisata, pertukaran budaya pada komunitas, dan penentuan presentase pendapatan kegiatan wisata. Selain itu, terdapat ketujuh faktor pendukung yang berhasil dilakukan meliputi akses SDA, permintaan pasar, koordinasi komunitas, pengelolaan bantuan, kapasitas SDM, pembagian manfaat, dan birokrasi pemerintah. Dari penerapan prinsip *CBT*, ditemukan dua faktor penghambat yaitu akses pendaan yang tertunda karena pandemi dan kendala kesibukan pekerjaan masyarakat desa sehingga beberapa belum konsisten.

**Kata Kunci : Prinsip *Community Based Tourism*, Pasar Gemblung, Pengelolaan**

## ABSTRACT

This study discusses the principles of Community Based Tourism which are applied in the management of the Pasar Gemblung Salam Magelang. This study aims to determine the extent to which the principles of CBT have been successfully applied in the management of the Pasar Gemblung. The theory used in this study uses Community Based Tourism which is measured by the main principles of Community Based Tourism (Suansri, 2003). The type of research used is descriptive qualitative with a case study approach. Data collection techniques in this study were carried out by interview, observation and document study. This research begins by looking at the background of the formation of the Pasar Gemblung as a tourism built by the people of Desa Salam. Then analyze how the principles of CBT are applied in the management of the Pasar Gemblung and its advantages and disadvantages. This research also shows the driving and inhibiting factors found in the application of CBT principles in the management of the Pasar Gemblung.

The results showed that the people of Desa Salam had not fully implemented the principles of CBT at Pasar Gemblung. The principles of CBT that have been well implemented include; principles of support and recognition of ownership in the community, development of community pride, improvement of the quality of life of the community, guarantee of environmental sustainability, unique character and culture, respect for cultural differences and dignity, and distribution of benefits fairly. Meanwhile, the principles of CBT that have not been optimally applied are community involvement in tourism activities, cultural exchange in the community, and determining the percentage of income from tourism activities. In addition, there are seven supporting factors that have been successfully implemented including access to natural resources, market demand, community coordination, aid management, human resource capacity, benefit sharing, and government bureaucracy. From the application of CBT principles, two inhibiting factors were found, namely delayed access to finance due to the pandemic and constraints on the busy work of the village community so that some were not consistent.

**Keywords: Community Based Tourism Principles, Pasar Gemblung, Management**