

## INTISARI

Berdasarkan RIPARNAS 2010-2025 kawasan Borobudur ditetapkan menjadi KSPN sebagai kawasan pendukung wisata candi Borobudur. Pengembangan pariwisata desa kawasan Borobudur diwujudkan dengan dibentuknya Balkondes. Menggunakan sistem *Corporate Social Responsibility* dengan perusahaan BUMN tetapi memberikan sepenuhnya pengelolaan kepada masyarakat lokal. Keberadaan Balkondes sejak tahun 2017 membuat terciptanya hubungan antara masyarakat lokal dengan pariwisata. Desa wisata Tuksongo dengan Balkondes Tuksongo dipilih sebagai kajian penelitian karena kepopulerannya dan kunjungan wisatawan yang ramai, serta lokasinya yang berdekatan dengan pemukiman. Sehingga kajian perspektif masyarakat terhadap pengembangan pariwisata menjadi hal yang menarik.

Penelitian ini menggunakan penjabaran tahapan indeks iritasi Doxey yang meliputi tahap *euphoria*, *apathy*, *irritation*, dan *antagonism*. Menggunakan metode deskriptif kualitatif melalui observasi dan wawancara semi terstruktur. Informasi didapatkan dari pelaku usaha pariwisata, pemerintah desa, dan masyarakat umum. Keseluruhan informan merupakan warga yang bermukim dan berdomisili di desa Tuksongo. Analisis hasil penelitian membandingkan sikap masyarakat lokal terhadap indikator yang mewakili masing-masing tahapan iritasi dengan perpaduan keseluruhan data yang diperoleh.

Hasil menunjukkan kondisi masyarakat Tuksongo berada pada tahapan *euphoria* mengarah pada *apathy*. Ditunjukkan dengan keinginan untuk meningkatkan pengembangan pariwisata dan kedatangan wisatawan. Sedangkan keuntungan ekonomi menjadi orientasi utama masyarakat dalam melakukan pengembangan pariwisata. Masyarakat berharap pariwisata menjadi pendapatan terpenting di Tuksongo selain sektor pertanian dan perkebunan. Mereka yakin pariwisata di Tuksongo dapat bersaing dengan daerah lain. Terdapat kesadaran tentang dampak positif dan negatif dari pariwisata, namun masyarakat belum merasakan dampak negatifnya. Tidak terdapat kenaikan angka kriminalitas karena pariwisata memberikan kesejahteraan bagi masyarakat.

**Kata kunci:** Perspektif Masyarakat, Indeks Iritasi, Doxey, Balkondes Tuksongo, Pariwisata.

## ABSTRACT

According to RIPARNAS 2010-2025, the Borobudur region has been designated as a National Tourism Supporting Zone (KSPN) for the Borobudur temple tourism area. The development of rural tourism in the Borobudur area is realized through the establishment of Balkondes. This is achieved by employing a Corporate Social Responsibility system in collaboration with a state-owned enterprise (BUMN), while fully entrusting the management to the local community. The existence of Balkondes since 2017 has facilitated the establishment of a connection between the local community and tourism. The Teksonggo tourist village with its Balkondes Teksonggo was selected as the research subject due to its popularity, high tourist visits, and its proximity to residential areas. Therefore, researching the community's perspective on tourism development becomes an intriguing matter.

This research employs the elaboration of the Doxey irritation index stages, which include the phases of *euphoria*, *apathy*, *irritation*, and *antagonism*. It utilizes a qualitative descriptive method through observation and semi-structured interviews. Information was obtained from tourism business operators, village government officials, and the general public. All the informants are residents who reside in the Teksonggo village. The research results analysis compares the local community's attitudes towards indicators representing each stage of irritation with the amalgamation of all the acquired data.

The results indicate that the condition of the Teksonggo community is in the stage of euphoria, trending toward apathy. This is demonstrated by the desire to enhance tourism development and the influx of tourists. Meanwhile, economic benefits become the primary focus for the community in pursuing tourism development. The community hopes that tourism will become the most significant source of income in Teksonggo, alongside the agricultural and plantation sectors. They are confident that tourism in Teksonggo can compete with other regions. There is an awareness of the positive and negative impacts of tourism, but the community has not yet experienced the negative effects. There has been no increase in crime rates because tourism has brought prosperity to the people.

**Keywords: Community Perspectives, Irritant Index, Doxey, Balkondes Teksonggo, Tourism**