

ANALISIS PERAN DINAS PARIWISATA KABUPATEN SLEMAN DALAM PENGEMBANGAN DESA WISATA TANJUNG

Wanda Odelya Kusuma Atha¹, Rizky Septiana Widyaningtyas²

INTISARI

Penelitian ini bertujuan untuk mengetahui dan mendeskripsikan peran Dinas Pariwisata Kabupaten Sleman dalam proses pengembangan Desa Wisata Tanjung serta mengetahui dan mendeskripsikan faktor pendorong, faktor penghambat, dan hambatan Dinas Pariwisata Kabupaten Sleman dalam pengembangan Desa Wisata Tanjung. Penelitian ini adalah penelitian normatif empiris yang bersifat deskriptif. Data penelitian ini menggunakan data primer yang diperoleh langsung dari lapangan melalui observasi dan wawancara bersama responden serta data sekunder yang diperoleh melalui studi kepustakaan yaitu dari bahan hukum primer, bahan hukum sekunder, dan bahan hukum tersier. Hasil penelitian menyimpulkan bahwa Dinas Pariwisata Kabupaten Sleman telah berperan aktif sebagai motivator, fasilitator, dan dinamistror dalam mengembangkan Desa Wisata Tanjung. Beberapa langkah yang telah dilaksanakan antara lain pembinaan melalui forum komunikasi desa wisata, pengembangan sarana dan prasarana penunjang wisata, dan pelaksanaan promosi desa wisata. Terdapat beberapa faktor pendorong, faktor penghambat, dan hambatan dalam pengembangan Desa Wisata Tanjung. Adapun faktor pendorong meliputi adanya kekayaan alam dan budaya lokal, kesadaran dan partisipasi masyarakat, adanya penghasilan bagi masyarakat, pelestarian eksistensi desa wisata, serta dukungan pemerintah daerah. Faktor penghambat meliputi keterbatasan sumber daya manusia dan konflik internal masyarakat. Hambatan meliputi kurangnya inovasi atraksi wisata dan kurang optimalnya promosi serta pemasaran. Dinas Pariwisata Kabupaten Sleman menggunakan berbagai strategi untuk mengatasi faktor penghambat tersebut melalui musyawarah dan regenerasi pengurus, tetapi dalam hambatan kurangnya inovasi atraksi baru dan kurangnya promosi dan pemasaran turut menjadi tanggungjawab dan usaha dari pengelola Desa Wisata Tanjung sebagai bentuk komitmen pengelola dan masyarakat desa.

Kata kunci : Pariwisata, Desa Wisata Tanjung, Dinas Pariwisata Kabupaten Sleman

¹ Mahasiswa Konsentrasi Hukum Administrasi Negara, Fakultas Hukum Universitas Gadjah Mada, Yogyakarta.

² Dosen Departemen Hukum Administrasi Negara, Fakultas Hukum Universitas Gadjah Mada, Yogyakarta.

ANALYSIS OF THE ROLE OF THE SLEMAN DISTRICT TOURISM OFFICE IN THE DEVELOPMENT OF THE VILLAGE TANJUNG TOURISM

Wanda Odelya Kusuma Atha³, Rizky Septiana Widyaningtyas⁴

ABSTRACT

This research aims to know and describe the role of the Sleman Regency Tourism Office in the process of developing Tanjung Tourism Village and to know and describe the driving factors, inhibiting factors, and obstacles of the Sleman Regency Tourism Office in developing Tanjung Tourism Village. This research is a descriptive normative empirical research. This research uses primary data obtained directly from the field through observation and interviews with respondents and secondary data obtained through literature studies, namely primary legal materials, secondary legal materials, and tertiary legal materials. The results of the study concluded that the Sleman Regency Tourism Office has played an active role as a motivator, facilitator, and dynamist in developing Tanjung Tourism Village. Some of the steps that have been implemented include coaching through the tourism village communication forum, developing supporting tourism facilities and infrastructure, and implementing tourism village promotions. There are several driving factors, inhibiting factors, and obstacles in the development of Tanjung Tourism Village. The driving factors include the existence of natural wealth and local culture, community awareness and participation, income for the community, preservation of the existence of tourist villages, and local government support. The inhibiting factors include limited human resources and internal community conflicts. Barriers include a lack of innovation in tourist attractions and less than optimal promotion and marketing. The Sleman Regency Tourism Office uses various strategies to overcome these inhibiting factors through deliberation and management regeneration, but the lack of innovation in new attractions and the lack of promotion and marketing are also the responsibility and efforts of the Tanjung Tourism Village management as a form of commitment of the management and the village community.

Keywords: Tourism, Tanjung Tourism Village, Sleman Regency Tourism Office

³ Administrative Law Student, Faculty of Law Universitas Gadjah Mada, Yogyakarta.

⁴ Administrative Law Lecturer, Faculty of Law Universitas Gadjah Mada, Yogyakarta.