

INTISARI

Desa Wisata Samiran menjadi satu-satunya desa wisata di Kabupaten Boyolali dengan status berkembang menurut Jadesta (Jejaring Desa Wisata). Desa ini memiliki potensi di berbagai sektor mulai dari keindahan alam, keanekaragaman budaya, dan keaslian aktivitas masyarakat. Penelitian ini dilakukan dengan tujuan memahami potensi wisata dan kondisi existing Desa Wisata Samiran. Pemahaman atas kondisi existing dan potensi wisata tersebut dapat menjadi acuan dalam membuat rencana pengembangan berkelanjutan Desa Wisata Samiran.

Penelitian dilakukan dengan pengumpulan data lapangan melalui observasi, wawancara, dan studi pustaka. Proses analisis data diolah berdasarkan kondisi existing dan potensi dari komponen pariwisata berkelanjutan (ekologi, sosial budaya, dan ekonomi). Olah data menggunakan metode pemadatan, penyajian, dan penarikan data untuk menghasilkan alternatif strategi pengembangan yang tepat. Hasil dari penelitian ini adalah upaya pengembangan yang berbentuk langkah dan tahapan untuk mewujudkan desa wisata berkelanjutan di Desa Wisata Samiran.

Hasil penelitian menunjukkan bahwa Desa Wisata Samiran memiliki kondisi existing dan potensi yang dapat dikembangkan ke arah desa wisata berkelanjutan. Namun masih perlu dilakukan langkah-langkah pengembangan di sektor ekologi, sosial budaya, dan ekonomi. Desa Wisata Samiran perlu mengoptimalkan peran dan kesadaran masyarakat untuk mengelola potensi berupa sumber daya alam, kondisi alam, keadaan sosial budaya masyarakat, dan meminimalkan kerusakan lingkungan serta mengupayakan kelestarian budaya dan kearifan lokal Desa Wisata Samiran.

Kata kunci: Desa wisata, kondisi existing, berkelanjutan

ABSTRACT

Samiran Tourism Village is the only tourist village in Boyolali Regency with developing status according to Jadesta (Tourist Village Network). This village has potential in various sectors ranging from natural beauty, cultural diversity, and authenticity of community activities. This research was conducted with the aim of understanding the tourism potential and existing conditions of the Samiran Tourism Village. Understanding the existing conditions and tourism potential can be a reference in making a sustainable development plan for the Samiran Tourism Village.

The research was carried out by collecting field data through observation, interviews and literature study. The data analysis process is processed based on existing conditions and potential of sustainable tourism components (ecological, socio-cultural and economic). Data processing uses data compression, presentation and retrieval methods to produce appropriate alternative development strategies. The results of this research are development efforts in the form of steps and stages to create a sustainable tourism village in Samiran Tourism Village.

The research results show that the Samiran Tourism Village has existing conditions and potential that can be developed towards a sustainable tourism village. However, development steps still need to be taken in the ecological, socio-cultural and economic sectors. Samiran Tourism Village needs to optimize the role and awareness of the community to manage potential in the form of natural resources, natural conditions, socio-cultural conditions of the community, and minimize environmental damage and strive to preserve the culture and local wisdom of Samiran Tourism Village.

Keywords: tourism village, existing conditions, and sustainable