

## INTISARI

Desa Wisata Lerep merupakan wisata berbasis masyarakat yang memiliki potensi pemandangan alam yang indah dan keanekaragaman budaya. Berdasarkan Surat Keputusan Kepala Dinas Pariwisata Kabupaten Semarang No. 556/381/2022 mengenai Klasifikasi Desa Wisata di Kabupaten Semarang, Desa Wisata Lerep dikategorikan menjadi desa wisata maju. *Stakeholder* memiliki peran dalam proses pengembangan Desa Wisata Lerep hingga meraih penghargaan "Anugerah Desa Wisata Indonesia 2021" dan "Desa Wisata Berkelanjutan Terbaik". Meskipun demikian, belum pernah dilakukan penilaian ekonomi di Desa Wisata Lerep dan masih terdapat permasalahan lingkungan serta aksesibilitas menuju atraksi kurang baik. Tujuan penelitian ini adalah untuk mengetahui indikator-indikator yang memengaruhi jumlah kunjungan wisatawan, mengetahui nilai ekonomi Desa Wisata, mengetahui indikator-indikator yang memengaruhi keberhasilan *community-based tourism* di Desa Wisata Lerep, dan mengetahui peran *stakeholders* dalam pengembangan desa wisata.

Penelitian ini menggunakan metode *mix method* yang menggabungkan metode kuantitatif dengan kualitatif. Pengambilan sampel dilakukan menggunakan teknik *simple random sampling* dan sampling jenuh kepada pengelola Desa Wisata Lerep. Responden yang digunakan sebanyak 105 untuk responden wisatawan dan 40 orang untuk responden pengelola. Kemudian menggunakan teknik analisis faktor melalui penyebaran kuesioner dengan skala likert dan estimasi nilai ekonomi menggunakan *Individual Travel Cost Method*.

Hasil penelitian menunjukkan pengaruh jumlah kunjungan wisatawan ke Desa Wisata Lerep, terdapat empat faktor yaitu, faktor pelayanan, faktor relaksasi, faktor harga, dan faktor lokasi. Estimasi nilai ekonomi Desa Wisata Lerep sebesar Rp3.142.052.368, hasil tersebut dapat membantu pengelola dalam menentukan tarif masuk desa wisata. Kemudian indikator-indikator yang memengaruhi keberhasilan *community-based tourism* di Desa Wisata Lerep, terdapat empat faktor yaitu faktor daya tarik untuk wisatawan, faktor kelembagaan, faktor amenitas, dan faktor hubungan integrasi. Adanya peran *stakeholder* juga memberikan keberhasilan Desa Wisata Lerep, aktor-aktor tersebut antara lain Pokdarwis Rukun Santoso, Dinas Pariwisata Kabupaten Semarang, dan Dispermasdes Kabupaten Semarang, BUMDes Gerbang Lentera, dan Pemerintah Desa Lerep.

Kata Kunci: *Community-Based Tourism*, Penilaian Ekonomi, *Travel Cost Method*, Analisis Faktor

## ABSTRACT

*Lerep Tourism Village is a community-based tourism destination with the potential for beautiful natural scenery and cultural diversity. Based on the Decree of the Head of the Tourism Office of Semarang Regency No. 556/381/2022 regarding the Classification of Tourism Villages in Semarang Regency, Lerep Tourism Village is categorized as an advanced tourism village. Stakeholders have played a role in the development process of Lerep Tourism Village, leading to the achievement of the "Anugerah Desa Wisata Indonesia 2021" and "Best Sustainable Tourism Village" awards. However, an economic assessment has never been conducted in Lerep Tourism Village, and there are still environmental and accessibility issues to attractions. The aim of this study is to identify the indicators affecting the number of tourist visits, determine the economic value of the Tourism Village, identify the indicators affecting the success of community-based tourism in Lerep Tourism Village, and understand the role of stakeholders in the development of the tourism village.*

*This research uses a mixed-method approach, combining quantitative and qualitative methods. Sampling was conducted using simple random sampling and saturation sampling techniques for the managers of Lerep Tourism Village. The respondents included 105 tourists and 40 managers. Factor analysis techniques were used through the distribution of Likert-scale questionnaires and economic value estimation using the Individual Travel Cost Method.*

*The results of the study indicate that there are four factors influencing the number of tourist visits to Lerep Tourism Village: service factors, relaxation factors, price factors, and location factors. The estimated economic value of Lerep Tourism Village is IDR 3,142,052,368, which can help managers determine the entrance fee for the tourism village. The indicators affecting the success of community-based tourism in Lerep Tourism Village include four factors: tourist attraction factors, institutional factors, amenity factors, and integration relationship factors. The role of stakeholders also contributes to the success of Lerep Tourism Village, with key actors including the Rukun Santoso Tourism Awareness Group, the Semarang Regency Tourism Office, the Semarang Regency Village Community Empowerment Office, BUMDes Gerbang Lentera, and the Lerep Village Government.*

*Keywords: Community-Based Tourism, Economic Value, Travel Cost Method, Factor Analysis*