

INTISARI

Pada beberapa diskursus relasi patron-klien, penelitian ini mengkaji dinamika relasi patron-klien terhadap pengembangan Desa Wisata Situs Cagar Budaya Gunung Padang yang berfokus pada relasi individu dan kelompok. Penelitian ini bertujuan melihat kompleksitas relasi dalam pengembangan desa wisata berdasarkan pada karakteristik dan implikasinya. Teori *patron-client relationship* digunakan untuk menganalisis tiga karakteristik relasi patron-klien, yaitu dasar ketidaksetaraan (*basis in inequality*), karakter tatap muka (*face to face character*), dan fleksibilitas yang menyebar (*diffuse flexibility*). Penggunaan metode kualitatif diimplementasikan melalui proses observasi, wawancara, dan studi literatur. Relasi individu menunjukkan timpangnya sumber daya memperkuat ketergantungan klien terhadap patron. Meskipun kekuasaan bersifat fleksibel, sikap berhati-hati dalam pengelolaan sumber daya desa perlu diperhatikan untuk menekan risiko penyalahgunaan kekuasaan. Di sisi lain, selain memperkuat ikatan sosial individu kekuasaan berpotensi menciptakan ketergantungan berlebih. Relasi kelompok tidak jauh berbeda dengan relasi individu. Ketimpangan yang menonjol dari segi kekayaan dan kekuasaan menunjukkan dinamika yang cukup kompleks. Keterlibatan kelompok nonpemerintah cenderung mendominasi karena minimnya daya dukung kelompok pemerintah dalam mengakomodasi kelompok masyarakat terhadap upaya pengembangan Desa Wisata Situs Cagar Budaya Gunung Padang. Penelitian ini menekankan pentingnya peran dan tanggung jawab seluruh pihak yang terlibat. Penerapan relasi patron-klien menunjukkan potensi positif dalam pengembangan pariwisata, tetapi juga menghadirkan tantangan yang perlu diatasi. Keberhasilan pengembangan desa wisata bergantung pada pengelolaan efektif dinamika relasi seluruh pihak, terutama pemerintah sebagai penentu kebijakan utama. Dengan memperhatikan aspirasi masyarakat serta kerja sama dengan kelompok nonpemerintah diharapkan proses pengembangan desa wisata dapat berjalan optimal.

Kata kunci: pengembangan desa wisata, dinamika relasi patron-klien, relasi individu, relasi kelompok, karakteristik, implikasi

ABSTRACT

In several discourses of patron-client relations, this research examines the dynamics of patron-client relations towards the development of the Gunung Padang Cultural Heritage Site Tourism Village which focuses on individual and group relations. This research aims to see the complexity of relationships in the development of tourist villages based on their characteristics and implications. The patron-client relationship theory is used to analyze three characteristics of patron-client relationships, namely basis in inequality, face to face character, and diffuse flexibility. The use of qualitative methods was implemented through a process of observation, interviews, and literature study. Individual relations show that unequal resources strengthen the client's dependence on the patron. Although power is flexible, caution in managing village resources is necessary to minimize the risk of abuse of power. On the other hand, in addition to strengthening individual social ties, it has the potential to create over-dependence. In the context of group relations, it is not much different from individual relations. The prominent inequality in terms of wealth and power shows quite complex dynamics. The involvement of non-government groups tends to dominate due to the lack of support from government groups in accommodating community groups towards efforts to develop the Gunung Padang Cultural Heritage Site Tourism Village. This research emphasizes the importance of the roles and responsibilities of all parties involved. The application of patron-client relations shows positive potential in tourism development, but also presents challenges that need to be overcome. The success of tourism village development depends on the effective management of the relationship dynamics of all parties, especially the government as the main policy maker. By paying attention to the aspirations of the community as well as cooperation with non-governmental groups, it is expected that the process of developing a tourist village can run optimally.

Keywords: *tourism village development, patronclient relationship dynamics, individual relations, group relations, characteristics, implications*