

## **PENGARUH FESTIVAL NGAYOGJAZZ TERHADAP PENGEMBANGAN POTENSI DESA WISATA**

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### **INTISARI**

Ngayogjazz menjadi salah satu festival untuk melestarikan budaya dan memberikan manfaat bagi masyarakat setempat sebagai tuan rumah, seperti Desa Wisata Tembi, Desa Wisata Brayut, Desa Wisata Karangtanjung, dan Desa Wisata Cibuk Kidul. Pelibatan masyarakat memberikan pengaruh bagi potensi desa wisata melalui pemberdayaan masyarakat. Penelitian ini bertujuan untuk mengidentifikasi pengembangan desa wisata melalui festival Ngayogjazz, mengklasifikasikan partisipasi masyarakat desa dalam Ngayogjazz, dan menganalisis pengaruh festival Ngayogjazz terhadap pengembangan potensi desa wisata.

Penelitian ini menggunakan metode penelitian kualitatif dengan teknik pengumpulan data berupa wawancara mendalam, observasi lapangan, studi pustaka, studi dokumentasi, dan studi materi audiovisual. Metode pengolahan dan analisis data melalui transkripsi dan kategorisasi data, analisis naratif, triangulasi data, serta interpretasi data dan penarikan kesimpulan.

Hasil penelitian menunjukkan bahwa pengembangan desa wisata melalui festival Ngayogjazz dilakukan dalam bentuk atraksi lokal, aktivitas masyarakat, penjualan produk dan layanan, serta partisipasi pihak-pihak terkait. Klasifikasi partisipasi masyarakat desa menurut Arnstein dalam festival Ngayogjazz berada pada tingkat kemitraan saat praacara dan pascaacara serta delegasi kekuasaan saat acara, dimana keduanya termasuk kelas kekuatan masyarakat (*degree of citizen powers*). Pengaruh Ngayogjazz terhadap pengembangan potensi desa wisata lebih pada peningkatan ilmu dan pengalaman masyarakat serta pengenalan desa kepada khalayak yang berkaitan dengan karakteristik desa yang mendorong tindak lanjut dari masyarakat dalam aspek pariwisata dan pembangunan desa.

Kata Kunci: potensi desa wisata, festival budaya, pengembangan masyarakat

## ***THE INFLUENCE OF NGAYOGJAZZ FESTIVAL ON THE DEVELOPMENT OF TOURISM VILLAGE POTENTIAL***

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### ***ABSTRACT***

*Ngayogjazz is one of the festivals to preserve culture and provide benefits to local communities as hosts, such as Tembi Tourism Village, Brayut Tourism Village, Karangtanjung Tourism Village, and Cibuk Kidul Tourism Village. Community involvement influences the potential of tourism villages through community empowerment. This research aims to identify the development of tourism villages through the Ngayogjazz festival, classify the participation of village communities in Ngayogjazz, and analyze the influence of the Ngayogjazz festival on the development of tourism village potential.*

*This research used qualitative research methods with data collection techniques in the form of in-depth interviews, field observations, literature studies, documentation studies, and audiovisual material studies. Data processing and analysis methods were data transcription and categorization, narrative analysis, data triangulation, and data interpretation and conclusion drawing.*

*The results showed that the development of tourism villages through the Ngayogjazz festival was carried out in the form of local attractions, community activities, product and service sales, and participation of related parties. The classification of village community participation according to Arnstein in the Ngayogjazz festival is at the level of partnership during pre-event and post-event and delegation of power during the event, both of which are included in the degree of citizen powers. The influence of Ngayogjazz on the development of tourism village potential is more about increasing community knowledge and experience and introducing the village to audiences related to village characteristics that encourage follow-up from the community in aspects of tourism and village development.*

*Keywords: tourism village potential, cultural festival, community development*