

## **ABSTRAK**

Pengelolaan desa wisata merupakan suatu ekosistem dari beberapa dimensi yang saling berkesinambungan. Dimensi tersebut di antaranya peran pengelola, partisipasi masyarakat, atraksi wisata, amenities, aksesibilitas, dan akomodasi. Jika ada permasalahan pada pengelolaan desa wisata, menandakan adanya permasalahan pada keterkaitan antar dimensinya. Desa Ekowisata Pancoh saat ini sedang mengalami permasalahan. Perlu adanya penelitian untuk memetakan dimensi dan permasalahan yang ada. Penelitian ini menggunakan dimensi peran pengelola dan partisipasi masyarakat pada pengelolaan Desa Ekowisata Pancoh. Pengelola berperan penting pada pengembangan desa wisata. Partisipasi masyarakat sekitar berperan pada keberlangsungan desa wisata. Pendekatan kualitatif deskriptif digunakan pada penelitian ini, dengan pengumpulan data melalui wawancara. Hasil penelitian menunjukkan bahwa peran pengelola pada pengelolaan Desa Ekowisata Pancoh belum optimal dan merata terutama pada komunikasi, transparansi, dan peran aktif merangkul masyarakat. Masyarakat Dusun Pancoh belum dapat berpartisipasi sepenuhnya pada pengelolaan Desa Ekowisata Pancoh karena belum adanya wadah partisipasi dan masyarakat menunggu peran aktif pengelola, namun masyarakat berkenan untuk lebih berperan pada pengelolaan di kedepannya. Diperlukan sinergi antara pengelola dan masyarakat agar Desa Ekowisata Pancoh dapat terus ada dan bermanfaat bagi sekitarnya.

Kata kunci: Pengelolaan Desa Wisata, Partisipasi Masyarakat, Desa Ekowisata Pancoh

## **ABSTRACT**

Tourism village management is an ecosystem of several dimensions that are mutually sustainable. These dimensions include the role of managers, community participation, tourist attractions, amenity, accessibility, and accommodation. If there are problems in the management of a tourist village, it indicates a problem in the relationship between its dimensions. Pancoh Ecotourism Village is currently experiencing problems. Research is needed to map the dimensions and problems that exist. This research uses the dimensions of the role of managers and community participation in the management of Pancoh Ecotourism Village. Managers play an important role in the development of tourist villages. The participation of the community plays a role in the sustainability of the tourist village. Descriptive qualitative approach was used in this research, with data collection through interviews. The results showed that the role of managers in the management of Pancoh Ecotourism Village was not optimal and evenly distributed, especially in communication, transparency, and an active role in embracing the community. The Pancoh Hamlet community has not been able to fully participate in the management of Pancoh Ecotourism Village because there is no forum for participation and the community is waiting for the active role of the manager, but the community is willing to play a greater role in management in the future. Synergy between managers and the community is needed so that Pancoh Ecotourism Village can continue to exist and benefit the surroundings.

**Keywords:** Tourism Village Management, Community Participation, Ecotourism Village