

INTISARI

Penelitian ini bertujuan untuk melihat bagaimana respons masyarakat sekitar berdasarkan berbagai aspek. Teori SUS-TAS (*Sustainable-Tourism Attitudes Scale*) digunakan untuk menganalisis sikap penduduk terhadap pembangunan pariwisata dengan secara eksplisit yang mengintegrasikan tujuh kriteria berkelanjutan yaitu *Perceived Social Cost*, *Long Term Planning*, *Perceived Economic Benefit*, *Maximizing Community Participation*, *Ensured Visitor Satisfaction*, *Community-centered Economy*, dan *Environmental Sustainability*. Pengumpulan data diperoleh melalui wawancara terstruktur dengan masyarakat dari tiga gang utama di Kampung Prawirotaman: Gang I, Gang II, dan Gang III. Hasil penelitian menunjukkan bahwa respons masyarakat yang beragam dan ditentukan oleh tiga variabel, yaitu lokasi, pengalaman langsung, dan tingkat keterlibatan mereka dalam sektor pariwisata. Gang I cenderung kritis terhadap dampak sosial, Gang II realistis dalam aspek manfaat ekonomi, sedangkan Gang III bersikap kritis-konstruktif terutama dalam aspek partisipasi dan ekonomi masyarakat. Secara umum, masyarakat menginginkan pembangunan pariwisata tidak hanya memberikan keuntungan terhadap masyarakat sekitar, tetapi juga memperhatikan keberlanjutan lingkungan, keterlibatan aktif masyarakat dan keadilan dalam distribusi ekonomi. Keterlibatan masyarakat yang terbatas, lemahnya regulasi lingkungan, dan dominasi investor luar menjadi tantangan utama dalam pembangunan pariwisata berkelanjutan di kawasan ini. Penelitian ini menegaskan pentingnya pendekatan partisipatif dan kolaboratif dalam pembangunan pariwisata agar masyarakat lokal tidak hanya menjadi objek, tetapi juga aktor utama dalam menentukan arah dan keberlanjutan kampung mereka.

Kata Kunci: Respons Masyarakat, Pembangunan Pariwisata, Kampung Prawirotaman, SUS-TAS.

ABSTRACT

This research aims to see how the local community responds based on various aspects. SUS-TAS (Sustainable-Tourism Attitudes Scale) theory was used to analyze residents' attitudes towards tourism development by explicitly integrating seven sustainable criteria namely Perceived Social Cost, Long Term Planning, Perceived Economic Benefit, Maximizing Community Participation, Ensured Visitor Satisfaction, Community-centered Economy, and Environmental Sustainability. Data were collected through structured interviews with the community from three main alleys in Prawirotaman Village: Gang I, Gang II, and Gang III. The results show that the community's responses are diverse and determined by three variables, namely location, direct experience, and their level of involvement in the tourism sector. Gang I tends to be critical of social impacts, Gang II is realistic in terms of economic benefits, while Gang III is critical-constructive especially in terms of community participation and economy. In general, the community wants tourism development to not only provide benefits to the surrounding community, but also pay attention to environmental sustainability, active community involvement and justice in economic distribution. Limited community involvement, weak environmental regulations, and the dominance of outside investors are the main challenges in sustainable tourism development in the region. This research emphasizes the importance of participatory and collaborative approaches in tourism development so that local communities are not only objects, but also the main actors in determining the direction and sustainability of their villages.

Keywords: Community Response, Tourism Development, Prawirotaman Village, SUS-TAS.