

## INTISARI

Desa wisata menjadi salah satu pendekatan strategis dalam pengembangan sektor pariwisata yang berkelanjutan di Indonesia. Desa Wisata Somongari, yang terletak di Kabupaten Purworejo, merupakan salah satu contoh desa wisata yang berkembang dengan dukungan potensi alam, sejarah, dan budaya lokal. Meskipun pernah meraih berbagai penghargaan dan memiliki berbagai potensi, perkembangan desa ini menunjukkan gejala stagnasi dan potensi kemunduran dalam praktik. Penelitian ini dilatarbelakangi oleh adanya ketimpangan antara capaian yang telah diraih dan kondisi aktual di lapangan, serta perlunya memahami proses perkembangan desa wisata secara lebih mendalam. Oleh karena itu, penelitian ini berfokus pada analisis terhadap realitas perkembangan dan tantangan dalam mempertahankan keberlanjutan Desa Wisata Somongari, dengan menggunakan pendekatan teori Tourism Area Life Cycle (TALC) dari Butler dan konsep partisipasi masyarakat menurut Tosun.

Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan unit analisis pada satuan geografis, yaitu Desa Wisata Somongari. Data dikumpulkan melalui observasi, wawancara mendalam dengan pemangku kepentingan terkait, serta dokumentasi terhadap berbagai sumber yang relevan. Pemilihan informan dilakukan menggunakan teknik *purposive* dan *snowball sampling*. Desa Wisata Somongari terletak di Kecamatan Kaligesing, Kabupaten Purworejo dan memiliki daya tarik wisata berbasis alam, budaya, sejarah, dan agribisnis, serta telah meraih berbagai penghargaan dan kejuaraan di bidang pariwisata.

Hasil penelitian menunjukkan bahwa Desa Wisata Somongari berada pada tahap *involvement* dalam model TALC, namun proses perkembangannya tidak berlangsung secara linier dan cenderung fluktuatif. Partisipasi masyarakat pun mengalami pergeseran, dari yang awalnya bersifat spontan menjadi partisipasi terdorong, bahkan terpusat pada satu aktor, sehingga menimbulkan ketergantungan dan melemahkan keberlanjutan pengelolaan. Minimnya regenerasi dalam kepengurusan Pokdarwis serta lemahnya dukungan dari pemerintah, baik dalam bentuk regulasi maupun fasilitasi, turut memperkuat tantangan tersebut. Dengan demikian, upaya mempertahankan keberlanjutan Desa Wisata Somongari memerlukan perhatian terhadap dinamika internal serta penguatan dukungan eksternal secara konsisten dan berkesinambungan.

**Kata kunci:** desa wisata, keberlanjutan, TALC, partisipasi masyarakat, perkembangan pariwisata

## ABSTRACT

Tourism villages have become one of the strategic approaches in the development of a sustainable tourism sector in Indonesia. Somongari Tourism Village, located in Purworejo Regency, is one example of a tourism village that has developed with the support of natural, historical, and local cultural potentials. Although it has won various awards and holds a range of potentials, the village's development shows signs of stagnation and potential decline in practice. This research is motivated by the discrepancy between the achievements that have been attained and the actual conditions in the field, as well as the need to understand the tourism village development process more deeply. Therefore, this study focuses on analyzing the reality of development and the challenges in maintaining the sustainability of Somongari Tourism Village, using Butler's Tourism Area Life Cycle (TALC) theory and Tosun's concept of community participation.

This research uses a descriptive qualitative approach with a geographical unit of analysis, namely Somongari Tourism Village. Data were collected through observation, in-depth interviews with relevant stakeholders, and documentation of various relevant sources. Informants were selected using purposive and snowball sampling techniques. Somongari Tourism Village is located in Kaligesing District, Purworejo Regency, and offers tourism attractions based on nature, culture, history, and agribusiness, and has won various awards and championships in the field of tourism.

The research findings show that Somongari Tourism Village is in the involvement stage in the TALC model, but its development process has not progressed linearly and tends to be fluctuating. Community participation has also shifted, from initially being spontaneous to becoming encouraged participation, even centered around a single actor, creating dependency and weakening sustainable management. The lack of regeneration in the management of Pokdarwis and the weak support from the government, both in terms of regulations and facilitation, further reinforce these challenges. Therefore, efforts to maintain the sustainability of Somongari Tourism Village require attention to internal dynamics as well as the consistent and continuous strengthening of external support.

**Keywords:** tourism village, sustainability, TALC, community participation, tourism development