

INTISARI

Perencanaan Desa Wisata Bejiharjo dilatarbelakangi oleh belum terlihatnya identitas branding yang kuat, meskipun desa ini memiliki potensi besar di bidang alam, budaya, dan sosial. Minimnya fasilitas pendukung wisata dan persaingan dengan desa wisata di sekitarnya turut menyebabkan citra Desa Wisata Bejiharjo belum dikenal luas. Permasalahan ini diperparah dengan kurang dikenalnya karakter khas desa oleh masyarakat umum. Tujuan dari perencanaan ini adalah untuk meningkatkan branding dan daya saing Desa Wisata Bejiharjo melalui penataan ruang wisata yang terstruktur, penguatan identitas lokal, serta pengelolaan destinasi yang berkelanjutan.

Pendekatan konsep yang digunakan dalam perencanaan ini adalah konsep Desa Ekowisata Berkelanjutan, dengan menekankan pelestarian alam, pemberdayaan masyarakat lokal, pengembangan ekonomi kreatif, serta integrasi destinasi wisata berbasis alam dan budaya. Strategi pengembangan mencakup sistem zona wisata tematik, penyediaan fasilitas penunjang seperti papan informasi, pusat informasi wisata, ruang terbuka publik, jalur aksesibilitas, serta peningkatan kapasitas kelembagaan dan promosi ekonomi kreatif lokal. Melalui perencanaan ini, Desa Bejiharjo diharapkan mampu membangun citra sebagai desa wisata yang unik, berkarakter, dan berdaya saing, dengan konsep yang terpadu, partisipatif, berkarakter lokal, dan berorientasi pada keberlanjutan.

Kata kunci : Citra, Desa Wisata, Berkelanjutan, Karakter Lokal, Wisata Tematik.

ABSTRACT

The planning of Bejiharjo Tourism Village is motivated by the absence of a strong branding identity, even though the village holds great potential in terms of its natural, cultural, and social assets. The lack of adequate tourism infrastructure and competition from surrounding tourism villages have contributed to Bejiharjo's low visibility as a tourism destination. This issue is further exacerbated by the general public's limited awareness of the village's unique characteristics. The objective of this planning effort is to enhance the branding and competitiveness of Bejiharjo Tourism Village through structured spatial planning, the strengthening of local identity, and sustainable destination management.

The development approach is based on the concept of a Sustainable Ecotourism Village, which emphasizes environmental conservation, community empowerment, the development of the creative economy, and the integration of nature- and culture-based tourism. The strategy includes the establishment of thematic tourism zones, the provision of supporting facilities such as signage, tourism information centers, public open spaces, and accessible travel routes, as well as the enhancement of institutional capacity and promotion of the local creative economy. Through this planning, Bejiharjo is expected to emerge as a unique, characterized, and competitive tourism village with an integrated, participatory, and sustainability-oriented development model rooted in local potential.

Keywords: Branding, Tourism Village, Sustainable, Local Character, Thematic Tourism.