

INTISARI

Pariwisata berbasis masyarakat (CBT) melalui program *homestay* menjadi pendekatan strategis untuk meningkatkan kesejahteraan komunitas lokal, namun keberhasilannya sering menghadapi tantangan keberlanjutan seperti yang terjadi di Desa Wisata Samiran, Boyolali. Penelitian ini bertujuan untuk menganalisis secara mendalam strategi pemberdayaan yang diterapkan oleh Pokdarwis Guyub Rukun dalam pengelolaan *Homestay* Dewi Sambi, serta mengidentifikasi faktor pendukung, penghambat, dan tantangan yang dihadapi. Dengan menggunakan metode kualitatif pendekatan studi kasus dan kerangka teori ACTORS (*Authority, Confidence & Competence, Trust, Opportunities, Responsibility, Support*), penelitian ini membedah dinamika pemberdayaan melalui observasi, wawancara mendalam, dan studi literatur. Hasil penelitian menunjukkan bahwa strategi pemberdayaan Pokdarwis berhasil mentransformasi masyarakat dari pasif menjadi aktif dan berdaya yang tercermin dari peningkatan kapasitas ekonomi dan penguatan modal sosial. Namun, keberhasilan ini dihadapkan pada faktor penghambat dan tantangan serius berupa keterbatasan regenerasi SDM, rendahnya literasi digital, ketergantungan pada figur pemimpin, tekanan persaingan, dan ketidakpastian kondisi alam. Disimpulkan bahwa model pemberdayaan ini efektif untuk generasi saat ini, namun keberlanjutan jangka panjangnya sangat bergantung pada kemampuan mengatasi tantangan struktural melalui penguatan kelembagaan, kaderisasi kepemimpinan, dan adaptasi terhadap tuntutan pariwisata digital.

Kata Kunci: Pemberdayaan Masyarakat, Desa Wisata Samiran, *Homestay*

ABSTRACT

Community-based tourism (CBT) through homestay programs has become a strategic approach to improve the welfare of local communities, however, its success often faces sustainability challenges as experienced in Samiran Tourism Village, Boyolali. This research aims to conduct an in-depth analysis of empowerment strategies implemented by Pokdarwis Guyub Rukun in managing Homestay Dewi Sambi, as well as to identify supporting factors, barriers, and challenges encountered. Using a qualitative method with a case study approach and the ACTORS theoretical framework (Authority, Confidence & Competence, Trust, Opportunities, Responsibility, Support), this research dissects empowerment dynamics through observation, in-depth interviews, and literature study. The research findings indicate that Pokdarwis' empowerment strategy successfully transformed the community from passive to active and empowered, reflected in increased economic capacity and strengthened social capital. However, this success is confronted with inhibiting factors and serious challenges in the form of limited human resource regeneration, low digital literacy, dependence on leadership figures, competitive pressure, and uncertainty of natural conditions. It is concluded that this empowerment model is effective for the current generation, but its long-term sustainability heavily depends on the ability to overcome structural challenges through institutional strengthening, leadership cadre development, and adaptation to digital tourism demands.

Keywords: *Community Empowerment, Samiran Tourism Village, Homestay*

