

STRATEGI PENGEMBANGAN DESA WISATA SRIKEMINUT, KAPANEWON IMOIRI, KABUPATEN BANTUL

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INTISARI

Desa Wisata Srikeminut memiliki potensi geografis, atraksi wisata berbasis alam dan budaya, serta keterlibatan masyarakat yang besar dalam pengembangannya. Pada masa *new normal* Desa Wisata Srikeminut mengalami kenaikan jumlah wisatawan yang begitu drastis. Tetapi kenaikan tersebut hanya bertahan beberapa bulan saja dan mengalami penurunan drastis hingga saat ini mengalami stagnansi. Adapun ancaman terhadap bencana alam di musim penghujan yang dapat melumpuhkan kegiatan pariwisata. Oleh karena itu, penelitian ini bertujuan untuk mengidentifikasi perkembangan Desa Wisata Srikeminut pada masa *new normal* hingga tahun 2024 dan merumuskan strategi pengembangan Desa Wisata Srikeminut.

Penelitian ini menggunakan metode deskriptif kualitatif dengan melibatkan beberapa informan kunci melalui *purposive* yang disertai *snowball*. Kriteria informan kunci dipilih yang terlibat dalam kegiatan pariwisata baik pengelola maupun masyarakat pelaku usaha. Hasil penelitian menunjukkan bahwa Desa Wisata Srikeminut mengalami perkembangan positif pasca-pandemi, terutama dalam peningkatan jumlah wisatawan dan partisipasi masyarakat. Namun demikian, masih terdapat kendala seperti promosi yang terbatas, pengelolaan kelembagaan yang belum optimal, serta tantangan geografis. Strategi pengembangan yang diusulkan meliputi penguatan daya tarik wisata, optimalisasi fasilitas dan UMKM lokal, peningkatan kapasitas SDM, serta promosi digital yang terpadu. Strategi ini diharapkan mendorong pengembangan desa wisata secara berkelanjutan dan berbasis komunitas.

Kata Kunci: Desa Wisata, Strategi Pengembangan, Analisis SWOT

***DEVELOPMENT STRATEGY OF SRIKEMINUT TOURISM VILLAGE,
IMOGIRI SUBDISTRICT, BANTUL REGENCY***

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ABSTRACT

Srikeminut Tourism Village possesses geographical potential, nature- and culture-based attractions, as well as significant community involvement in its development. During the new normal period, Srikeminut experienced a sharp increase in tourist visits. However, this surge lasted only a few months before declining drastically, eventually reaching stagnation. The village also faces threats from natural disasters during the rainy season, which could disrupt tourism activities. Therefore, this research aims to identify the development of Srikeminut Tourism Village from the new normal period until 2024 and formulate development strategies accordingly.

This study employs a descriptive qualitative method, involving several key informants selected purposively and using a snowball technique. Informants were chosen based on their involvement in tourism activities, including both village tourism managers and local business actors. The findings indicate that Srikeminut Tourism Village experienced positive development post-pandemic, particularly in terms of increased tourist numbers and community participation. However, challenges remain, such as limited promotion, suboptimal institutional management, and geographical constraints. The proposed development strategies include strengthening tourism attractions, optimizing facilities and local MSMEs, enhancing human resource capacity, and implementing integrated digital promotion. These strategies are expected to support sustainable and community-based tourism village development.

Keywords: *Tourism Village, Development Strategy, SWOT Analysis*