

INTISARI

Penelitian ini mengkaji dinamika *co-creation* dan peran aktor dalam pengembangan Desa Wisata Candirejo, Kabupaten Magelang, sebagai salah satu desa wisata berbasis ekowisata yang telah berkembang sejak awal 2000-an. Tujuan utama penelitian adalah menganalisis bagaimana interaksi antar pemangku kepentingan, pemerintah desa, koperasi, Pokdarwis, UMKM, masyarakat lokal, wisatawan, dan pihak eksternal, berlangsung dalam kerangka *co-creation* serta implikasinya terhadap keberlanjutan pengelolaan desa wisata.

Pendekatan penelitian menggunakan metode kualitatif dengan desain studi kasus, melalui wawancara mendalam, observasi partisipatif, dan studi dokumentasi. Analisis data mengacu pada kerangka DART (*Dialogue, Access, Risk-Benefit, Transparency*) untuk menilai kualitas interaksi dan dinamika *co-creation*.

Hasil penelitian menunjukkan bahwa pelaksanaan *dialogue* berlangsung aktif melalui forum musyawarah, pertemuan koperasi, dan komunikasi informal antaraktor. *Access* terwujud dalam keterbukaan informasi, pelatihan, dan akses terhadap sumber daya yang difasilitasi pemerintah maupun lembaga mitra. Pada aspek *risk-benefit*, risiko utama pengembangan lebih banyak ditanggung komunitas lokal akibat minimnya keterlibatan aktor swasta, sementara manfaat ekonomi, sosial, dan budaya lebih langsung dirasakan masyarakat. Adapun *transparency* tercermin dari mekanisme pelaporan koperasi dan partisipasi warga dalam pengambilan keputusan.

Penelitian ini menyimpulkan bahwa *co-creation* di Desa Wisata Candirejo telah mendorong kemandirian dan rasa memiliki masyarakat terhadap desa wisata. Namun, masih diperlukan strategi kolaborasi yang lebih luas untuk memperkuat keberlanjutan dengan melibatkan faktor swasta. Penelitian ini berkontribusi pada pengembangan teori *co-creation* dalam konteks pariwisata sekaligus memberikan rekomendasi kebijakan bagi desa wisata lain.

Kata Kunci: *Co-creation*, kolaborasi, desa wisata, peran aktor

ABSTRACT

This study examines the dynamics of co-creation and the role of actors in the development of Candirejo Tourism Village, Magelang Regency, one of Indonesia's pioneering community-based ecotourism villages. The main objective is to analyze how interactions among stakeholders including the village government, cooperatives, Pokdarwis, community members, tourists, and external actors take place within the co-creation framework and how these interactions contribute to sustainable tourism governance.

A qualitative research design with a single case study approach was employed. Data were collected through in-depth interviews, participant observation, and documentation. The analysis was guided by the DART framework (Dialogue, Access, Risk-Benefit, Transparency), which was applied to assess the quality of interactions and the shared value creation process.

Findings reveal that dialogue is actively practiced through village meetings, cooperative forums, and informal communication among stakeholders. Access is evident in the availability of information, training programs, and resources facilitated by government institutions and partner organizations. Regarding risk-benefit, local communities bear the main risks of tourism development due to the limited involvement of private actors, while economic, social, and cultural benefits are more directly enjoyed by the community. Transparency is reflected in cooperative financial reporting and participatory decision-making processes.

The study concludes that co-creation in Desa Wisata Candirejo has strengthened local ownership and community self-reliance in tourism management. However, the lack of private sector involvement remains a challenge. The research contributes to the theoretical advancement of co-creation in tourism and provides policy recommendations for enhancing collaboration in other tourism villages.

Keywords: Co-creation, collaboration, tourism village, actor role