

Analisis *Stakeholder* dalam Pengelolaan Desa Wisata Samiran di Kecamatan Selo, Kabupaten Boyolali

INTISARI

Desa Wisata Samiran (Dewi Sambi) di Kabupaten Boyolali mengalami penurunan performa sebagai desa wisata pionir. Penelitian ini mengidentifikasi peran *stakeholder* dalam pengelolaan, mengklasifikasikan berdasarkan kepentingan dan pengaruh, serta mengkaji faktor penghambat dan upaya pengembangan. Metode kualitatif deskriptif digunakan dengan wawancara semiterstruktur, observasi, dan studi dokumentasi. Analisis menggunakan model analisis *stakeholder* dan teknik analisis interaktif.

Terdapat 13 *stakeholder* dari unsur pentahelix, namun media belum terlibat strategis. Kontribusi *stakeholder* tidak optimal dengan dominasi Pokdarwis "Guyub Rukun". Klasifikasi menunjukkan: *key players* (Pokdarwis, Dinas Pariwisata Provinsi-Kabupaten, Pemerintah Desa, Pemuda Desa); *subjects* (Pelaku *Homestay*, UMKM); *context setter* (Universitas Diponegoro); *crowd* (Kepala Dusun, PT. SMF, Kelompok Seni-Tani). Pola hubungan didominasi koordinasi dan komunikasi tanpa konflik eksplisit.

Kendala utama: kesenjangan peran normatif-aktual, lemahnya kelembagaan lokal, ketidakmerataan keterlibatan, kurangnya sinergi, pendekatan *top-down*, keterbatasan SDM, dan rendahnya kesadaran masyarakat. Rekomendasi meliputi restrukturisasi peran, formalisasi BUMDes, pemerataan keterlibatan *stakeholder*, penguatan koordinasi, transformasi pendekatan partisipatif, pelatihan SDM, dan peningkatan kesadaran masyarakat untuk pengelolaan berkelanjutan.

Kata Kunci: *stakeholder*, pengelolaan, desa wisata samiran

Stakeholders Analysis in the Management of Samiran Tourism Village in Selo District, Boyolali Regency

ABSTRACT

Samiran Tourism Village (Dewi Sambi) in Boyolali Regency has experienced declining performance as a pioneer tourism village. This research identifies stakeholder roles in tourism village management, classifies stakeholders based on interest and influence levels, and examines inhibiting factors and development efforts. A descriptive qualitative method was employed using semi-structured interviews, observation, and documentation studies. Analysis utilized stakeholder models and interactive analysis techniques.

Thirteen stakeholders from pentahelix elements were identified, though media has not been strategically involved. Stakeholder contributions are suboptimal with dominance by Pokdarwis "Guyub Rukun". Classification reveals: key players (Pokdarwis, Provincial-Regency Tourism Offices, Village Government, Village Youth); subjects (Homestay Operators, SMEs); context setter (Diponegoro University); crowd (Hamlet Head, PT. SMF, Art-Farmer Groups). Relationship patterns are dominated by coordination and communication without explicit conflict.

Main constraints include: normative-actual role gaps, weak local institutions, uneven stakeholder involvement, lack of synergy, top-down approaches, limited human resources, and low community awareness. Recommendations include role restructuring, BUMDes formalization, equitable stakeholder involvement, coordination strengthening, participatory approach transformation, human resource training, and community awareness enhancement for sustainable management.

Keywords: stakeholder, management, samiran tourism village