

ABSTRACT

This research analyzes the forms and levels of community participation, the impact of empowerment through the Community-Based Tourism (CBT) concept, and the challenges in the development of “Desa Wisata Wirokerten”. This research using a qualitative descriptive method, through interviews, participatory observation, and literature studies comprehensively illustrates the dynamics of community participation. The findings indicate that CBT implementation in Wirokerten has significantly empowered to the community economically (increased “UMKM” income, job creation), socially (strengthened solidarity), and politically (enhanced capacity in strategic decision-making). The level of community participation, based on Arnstein's Ladder of Participation, is high, reaching partnership to delegated power, with potential for citizen control. Dominant forms of participation include planning, implementation, environmental preservation, and cultural conservation. This is driven by internal factors like awareness and solidarity, and external factors like government and community support, though challenges such as short-term economic priorities and resource limitations exist. This study affirms that CBT in Wirokerten is an effective community empowerment model, where active participation has transformed the village's potential into a tangible, thriving reality.

Keywords: Community-Based Tourism (CBT), Community Participation, Empowerment, Wirokerten Tourism Village.

ABSTRAK

Penelitian ini menganalisis bentuk dan tingkat partisipasi masyarakat, dampak pemberdayaan melalui konsep *Community-Based Tourism (CBT)*, serta tantangan dan upaya mengatasinya dalam pengembangan Desa Wisata Wirokerten. Menggunakan metode deskriptif kualitatif, penelitian ini menemukan bahwa penerapan CBT di Wirokerten berdampak signifikan pada pemberdayaan ekonomi (peningkatan pendapatan, penciptaan lapangan kerja), sosial (penguatan solidaritas), dan politik (peningkatan kapasitas dalam pengambilan keputusan), dengan tingkat partisipasi yang tinggi, bahkan mencapai level kemitraan hingga kontrol masyarakat menurut Tangga Partisipasi Arnstein. Partisipasi dominan meliputi perencanaan, pelaksanaan, pelestarian lingkungan, dan budaya, didukung oleh faktor internal seperti kesadaran dan solidaritas, serta eksternal seperti dukungan pemerintah dan komunitas, meskipun menghadapi tantangan seperti prioritas ekonomi jangka pendek dan keterbatasan sumber daya. Penelitian ini menegaskan bahwa CBT di Wirokerten adalah model pemberdayaan masyarakat yang efektif, dimana partisipasi aktif telah mengubah potensi desa menjadi kenyataan yang berdaya.

Kata Kunci: *Community-Based Tourism (CBT)*, Partisipasi Masyarakat, Pemberdayaan, Desa Wisata Wirokerten.