

## ABSTRAK

*Community-based tourism* (CBT) merupakan pendekatan pengembangan pariwisata yang menekankan partisipasi masyarakat dan keberlanjutan. Desa Wisata Braja Harjosari, Kabupaten Lampung Timur, telah ditetapkan sebagai desa wisata berbasis komunitas sejak 2016, namun hingga saat ini perkembangannya masih belum optimal. Penelitian ini bertujuan menganalisis perkembangan CBT di Desa Wisata Braja Harjosari serta merumuskan strategi penguatan pengembangannya. Penelitian ini menggunakan pendekatan kualitatif dengan desain studi kasus. Data dikumpulkan melalui wawancara mendalam, observasi lapangan, dan studi dokumentasi dengan melibatkan pemerintah daerah, pemerintah desa, pengelola desa wisata, pelaku lokal, dan wisatawan. Analisis dilakukan secara tematik dengan menggunakan kerangka *push factors* dan *pull factors*, serta didukung oleh *Tourism Area Life Cycle* (TALC) untuk memetakan tahapan perkembangan CBT. Hasil penelitian menunjukkan bahwa perkembangan CBT bersifat tidak linier dan dipengaruhi oleh kapasitas kelembagaan, kualitas layanan, serta aksesibilitas. Meskipun memiliki daya tarik alam dan budaya yang kuat, pengembangan CBT masih menghadapi kendala aksesibilitas, kelembagaan, dan pengelolaan lingkungan. Penelitian ini merekomendasikan penguatan kelembagaan lokal dan peningkatan kapasitas pengelolaan pariwisata berbasis komunitas.

**Kata Kunci:** *Community-Based Tourism (CBT), Push Factor, Pull Factor, Desa Wisata, Braja Harjosari.*

## **ABSTRACT**

*Community-based tourism (CBT) emphasizes community participation and sustainability in tourism development. Braja Harjosari Tourism Village in East Lampung Regency has been designated as a community-based tourism village since 2016; however, its development remains limited. This study aims to analyze the development of CBT in Braja Harjosari Tourism Village and to formulate strategies for strengthening its implementation. This research employs a qualitative case study approach. Data were collected through in-depth interviews, field observations, and document analysis involving local government officials, village authorities, tourism managers, local actors, and tourists. The analysis applies a thematic approach using push and pull factors as the main analytical framework, supported by the Tourism Area Life Cycle (TALC) to identify stages of CBT development. The findings indicate that CBT development in Braja Harjosari is non-linear and influenced by institutional capacity, service quality, and community participation. Despite strong natural and cultural attractions, CBT development faces challenges related to accessibility, institutional stability, and environmental management. The study recommends strengthening local institutions and improving community capacity to support sustainable community-based tourism.*

**Keywords:** *Community-Based Tourism (CBT), Push Factors, Pull Factors, Tourism Village, Braja Harjosari.*