

ABSTRAK

***SUSTAINABLE LEADERSHIP* DALAM MEWUJUDKAN *RESILIENCE* KESUKSESAN DESA WISATA**

(Studi Kasus Desa Wunut Kec. Tulung, Kab. Klaten, Jawa Tengah)

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Penelitian ini bertujuan untuk menganalisis dan mendalami peran *sustainable leadership* dalam mewujudkan *resilience* serta kesuksesan Desa Wisata Wunut, Kecamatan Tulung, Kabupaten Klaten. Fenomena yang diangkat adalah keberhasilan Desa Wunut bertransformasi dari desa dengan kategori miskin menjadi desa mandiri melalui pengelolaan Umbul Pelem, di mana kepemimpinan menjadi faktor penentu dalam menjaga stabilitas di tengah ketidakpastian sektor pariwisata. Dengan menggunakan metode kualitatif deskriptif melalui pendekatan studi kasus, data dikumpulkan melalui wawancara mendalam, dan dokumentasi terhadap informan kunci kepala desa, serta informan pendukung yaitu pengelola BUMDes, UMKM, serta masyarakat. Hasil penelitian menunjukkan bahwa kepemimpinan berkelanjutan di Desa Wunut diimplementasikan melalui pengembangan kapasitas, keberagaman, keadilan dan kesetaraan, pelestarian, kreativitas, arah startegis dan orientasi jangka panjang yang tidak hanya fokus pada profit, tetapi juga pada kesejahteraan masyarakat. Hal ini terbukti dari kebijakan redistribusi keuntungan wisata untuk program sosial seperti pembayaran pembayaran BPJS Kesehatan dan Ketenagakerjaan bagi seluruh masyarakat serta pemberian Tunjangan Hari Raya. Ketahanan desa terbentuk melalui kemampuan pemimpin dalam mengintegrasikan kearifan lokal dengan inovasi manajemen modern, sehingga menciptakan ekosistem desa wisata yang tangguh secara ekonomi, sosial, dan lingkungan. Kesimpulan penelitian ini menegaskan bahwa *sustainable leadership* yang inklusif dan amanah merupakan kunci utama dalam membangun resiliensi komunitas desa menuju kemandirian yang berkelanjutan.

Kata Kunci: Kepemimpinan, *Sustainable Leadership*, *Resilience*, Desa Wisata

ABSTRACT

SUSTAINABLE LEADERSHIP IN ACHIEVING RESILIENCE AND SUCCESSFUL TOURISM VILLAGES

(Case Study of Wunut Village, Tulung District, Klaten Regency, Central Java)

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This study aims to analyze and explore the role of sustainable leadership in realizing resilience and the success of Wunut Tourism Village, Tulung District, Klaten Regency. The phenomenon highlighted is the success of Wunut Village in transforming from a poor village into an independent village through the management of Umbul Pelem, where leadership is a determining factor in maintaining stability amidst the uncertainty of the tourism sector. Using a descriptive qualitative method through a case study approach, data were collected through in-depth interviews and documentation with key informants, namely the village head, and supporting informants, namely BUMDes managers, MSMEs, and the community. The results of the study indicate that sustainable leadership in Wunut Village is implemented through capacity development, diversity, justice and equality, preservation, creativity, strategic direction and long-term orientation that focuses not only on profit, but also on community welfare. This is evident in the policy of redistributing tourism profits for social programs such as BPJS Health and Employment payments for the entire community and the provision of Eid Allowances. Village resilience is formed through the ability of leaders to integrate local wisdom with modern management innovations, thereby creating a resilient tourism village ecosystem economically, socially, and environmentally. The conclusion of this study confirms that inclusive and trustworthy sustainable leadership is the main key in building village community resilience towards sustainable independence.

Keywords: Leadership, Sustainable Leadership, Resilience, Tourism Village