

INTISARI

Pengembangan pariwisata sering kali memprioritaskan aspek ekonomi dan pembangunan fisik, yang berpotensi mengabaikan makna subjektif yang dilekatkan oleh penduduk lokal terhadap ruang hidup mereka. Penelitian ini menyelidiki bagaimana masyarakat lokal di Desa Wisata Somongari, Kabupaten Purworejo, Jawa Tengah, membentuk dan mempertahankan *place attachment* mereka di tengah transformasi desa menjadi destinasi wisata. Penelitian ini menggunakan pendekatan kualitatif deskriptif-interpretif dengan metode pengumpulan data berupa observasi, wawancara *open-ended question*, serta telaah dokumen, dengan berlandaskan pada *grand theory* Yi-Fu Tuan mengenai *humanistic geography* dan menggunakan model teori *tripartite organizing of place attachment* dari Scannell dan Gifford (2010) yang mencakup dimensi *person*, *psychological process*, dan *place*. Temuan menunjukkan bahwa melalui *place attachment* yang mendalam, masyarakat lokal mampu membentuk *sense of place* yang berfungsi sebagai jangkar emosional dan identitas. Hal ini memungkinkan penduduk untuk menjaga ketenangan ruang hidup sembari beradaptasi dengan pariwisata. Keterikatan ini berakar kuat pada identitas warga asli, memori kolektif, dan ritme agraris yang berulang. Karakteristik kehidupan keseharian warga yang secara konseptual direpresentasikan sebagai *slow lifestyle* (gaya hidup lambat) membentuk fondasi psikologis bagi *place attachment* yang telah terbangun secara stabil jauh sebelum status desa wisata ditetapkan. Dengan demikian, masyarakat lokal memosisikan pariwisata sebatas fungsi tambahan yang dapat diterima selama tidak mengintervensi struktur sosial dan budaya yang ada. Keterikatan emosional masyarakat tetap terjaga karena desa terus mampu menyediakan kualitas ruang hidup yang stabil, dan tidak sekadar beralih fungsi menjadi objek wisata.

Kata Kunci: *sense of place, place attachment, slow lifestyle, pariwisata perdesaan, Desa Wisata Somongari.*

ABSTRACT

Tourism development often prioritizes economic aspects and physical development, potentially overlooking the subjective meanings local residents attach to their living spaces. This study investigates how the local community in Somongari Tourism Village, Purworejo Regency, Central Java, forms and maintains their sense of place amidst the village's transformation into a tourist destination. This research employs a descriptive-interpretative qualitative approach with data collection methods including observation, open-ended interviews, and document analysis. It is anchored in Yi-Fu Tuan's grand theory of humanistic geography and utilizes the tripartite organizing framework of place attachment by Scannell and Gifford (2010), encompassing the dimensions of person, psychological process, and place. The findings indicate that through profound place attachment, the local community forms a place attachment that functions as an emotional and identity anchor. This enables residents to maintain the tranquility of their living spaces while adapting to tourism. This attachment is deeply rooted in native identity, collective memory, and recurring agrarian rhythms. The characteristics of the residents' daily lives, conceptually representation as a slow lifestyle, form the psychological foundation for a place attachment that had been stably established long before the tourism village status was designated. Consequently, the local community positions tourism merely as an additional function, acceptable as long as it does not intervene with the existing social and cultural structures. The community's emotional attachment remains intact because the village continues to provide a stable quality of living space, rather than simply transitioning into a tourist attraction.

Keywords: sense of place, place attachment, slow lifestyle, somongari tourism village, rural tourism.