

STRATEGI PENGEMBANGAN PARIWISATA BERBASIS MASYARAKAT (*COMMUNITY-BASED TOURISM*) DI KAWASAN WISATA TELAGA NGBEL, KABUPATEN PONOROGO

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INTISARI

Kawasan Wisata Telaga Ngebel merupakan salah satu destinasi unggulan di Kabupaten Ponorogo yang memiliki potensi alam dan budaya untuk dikembangkan. Namun demikian, pengembangan pariwisata di kawasan ini masih menghadapi berbagai tantangan sehingga keterlibatan masyarakat dalam pengelolaan pariwisata perlu diperkuat. Pendekatan *Community-Based Tourism* (CBT) dipandang sebagai salah satu pendekatan yang relevan untuk mendorong partisipasi masyarakat dalam pengembangan pariwisata. Penelitian ini bertujuan untuk menganalisis implementasi CBT di Kawasan Wisata Telaga Ngebel, mengidentifikasi faktor pendukung dan penghambat penerapannya, serta merumuskan strategi pengembangan pariwisata berbasis masyarakat.

Penelitian ini menggunakan metode kualitatif deskriptif dengan pendekatan deduktif. Pengumpulan data dilakukan melalui wawancara mendalam dengan pendekatan semi-terstruktur, observasi, studi literatur, serta dokumentasi. Informan penelitian dipilih menggunakan teknik *purposive* yang melibatkan pemerintah daerah, komunitas lokal pelaku usaha wisata, masyarakat lokal, serta wisatawan. Data dianalisis menggunakan deskriptif kualitatif untuk mengkaji implementasi CBT dan faktor yang memengaruhinya, kemudian dilanjutkan dengan analisis SWOT untuk merumuskan strategi pengembangan.

Hasil penelitian menunjukkan bahwa praktik pariwisata di Kawasan Wisata Telaga Ngebel telah melibatkan masyarakat dalam aktivitas wisata, keberadaan kelembagaan informal, serta pelestarian budaya lokal. Namun, implementasi CBT masih bersifat parsial karena partisipasi masyarakat lebih dominan pada level operasional, sementara pengambilan keputusan strategis masih terpusat pada pemerintah daerah. Kondisi tersebut menunjukkan bahwa pengembangan pariwisata berbasis masyarakat di Telaga Ngebel masih menghadapi berbagai tantangan dalam aspek tata kelola, kelembagaan, dan pemerataan manfaat ekonomi. Oleh karena itu, strategi pengembangan diarahkan pada penguatan kapasitas masyarakat, penguatan kelembagaan lokal, peningkatan kolaborasi antar pemangku kepentingan, serta pengembangan potensi wisata berbasis lokal.

Kata kunci: analisis SWOT, *Community-Based Tourism*, partisipasi masyarakat, strategi pengembangan pariwisata, Telaga Ngebel.

COMMUNITY-BASED TOURISM DEVELOPMENT STRATEGY IN TELAGA NGEHEL TOURISM AREA, PONOROGO REGENCY

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ABSTRACT

The Telaga Ngebel Tourism Area is one of the leading tourist destinations in Ponorogo Regency with considerable natural and cultural potential for further development. However, tourism development in this area still faces various challenges, indicating that community involvement in tourism management needs to be strengthened. The Community-Based Tourism (CBT) approach is considered a relevant framework for encouraging community participation in tourism development. This study aims to analyze the implementation of CBT in the Telaga Ngebel Tourism Area, identify the supporting and constraining factors affecting its implementation, and formulate strategies for community-based tourism development.

This study employs a descriptive qualitative method with a deductive approach. Data were collected through in-depth interviews using a semi-structured approach, field observations, literature review, and documentation. Informants were selected using a purposive technique involving local government representatives, local tourism business actors, local residents, and visitors. The data were analyzed using qualitative descriptive analysis to examine the implementation of CBT and the factors influencing it, followed by SWOT analysis to formulate development strategies.

The results show that tourism practices in the Telaga Ngebel Tourism Area involve local communities in tourism-related activities, supported by the presence of informal institutions, and the preservation of local cultural traditions. However, the implementation of CBT remains partial, as community participation is mainly concentrated at the operational level, while strategic decision-making remains largely centralized within the local government. This finding indicates that community-based tourism development in Telaga Ngebel still faces challenges related to governance, institutional capacity, and the equitable distribution of economic benefits. Therefore, development strategies should focus on strengthening community capacity, reinforcing local institutions, enhancing collaboration among stakeholders, and developing tourism potential based on local resources.

Keywords: *Community-Based Tourism, community participation, SWOT analysis, tourism development strategy, Ngebel Lake.*