

## STRATEGI *COMMUNITY-BASED TOURISM* (CBT) DALAM PENGEMBANGAN DESA WISATA WRINGINPUTIH DI KECAMATAN BOROBUDUR, KABUPATEN MAGELANG

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### INTISARI

Pengembangan desa wisata berbasis masyarakat (*Community-Based Tourism*) menjadi salah satu pendekatan penting dalam pembangunan pariwisata berkelanjutan, khususnya di kawasan penyangga destinasi prioritas nasional. Desa Wringinputih merupakan salah satu desa penyangga Candi Borobudur yang mengembangkan pariwisata melalui pemanfaatan potensi lokal dan keterlibatan masyarakat. Penelitian ini bertujuan untuk menganalisis keterlibatan masyarakat dalam pengembangan wisata dan menyusun strategi pengembangan desa wisata berbasis CBT.

Penelitian ini menggunakan pendekatan kualitatif dengan teknik analisis deskriptif dan scoring. Fokus analisis adalah mengkaji tingkat keterlibatan masyarakat pada empat aspek kepariwisataan, yang meliputi atraksi wisata, industri pariwisata, kelembagaan pariwisata, dan pemasaran pariwisata, dengan indikator *Community-Based Tourism*, yakni peran, intensitas, sistem pendukung, distribusi manfaat, dan dukungan. Selanjutnya, analisis SWOT digunakan untuk menyusun strategi pengembangan desa wisata.

Hasil penelitian menunjukkan bahwa keterlibatan masyarakat dalam pengembangan Desa Wisata Wringinputih berada pada kategori sedang. Masyarakat telah terlibat aktif dalam atraksi dan industri pariwisata, namun perannya dalam pengambilan keputusan dan pemasaran masih terbatas. Berdasarkan temuan tersebut, dirumuskan strategi pengembangan desa wisata yang menekankan pada revitalisasi kelembagaan partisipatif, peningkatan kapasitas pemasaran digital masyarakat, peningkatan intensitas kegiatan wisata, dan penguatan identitas desa wisata berbasis potensi lokal. Strategi tersebut diharapkan dapat meningkatkan keterlibatan masyarakat di Desa Wisata Wringinputih secara menyeluruh sehingga dapat mencapai tata kelola wisata yang mandiri dan keberlanjutan sesuai dengan prinsip *Community-Based Tourism* (CBT).

**Kata Kunci:** *Community-Based Tourism*, desa wisata, analisis SWOT, Desa Wringinputih

**COMMUNITY-BASED TOURISM (CBT) STRATEGIES FOR THE  
DEVELOPMENT OF WRINGINPUTIH TOURISM VILLAGE IN  
BOROBUDUR DISTRICT, MAGELANG REGENCY**

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**ABSTRACT**

*Community-Based Tourism (CBT) has become an important approach in sustainable tourism development, particularly in buffer areas surrounding national priority destinations. Wringinputih Village is one of the buffer villages of Borobudur Temple that has developed tourism by utilizing local potential and encouraging community involvement. This study aims to analyze the level of community involvement in tourism development and to formulate development strategies for Wringinputih Tourism Village based on the CBT approach.*

*This research employs a qualitative approach using descriptive analysis and scoring techniques. The analysis focuses on assessing the level of community involvement across four tourism aspects, namely tourist attractions, tourism industry, tourism institutions, and tourism marketing. The assessment is based on CBT indicators, including roles, intensity of participation, supporting systems, benefit distribution, and community support. Furthermore, a SWOT analysis is applied to formulate strategies for tourism village development.*

*The results indicate that the level of community involvement in Wringinputih Tourism Village is categorized as moderate. The community has been actively involved in tourism attractions and tourism-related industries; however, its role in decision-making processes and tourism marketing remains limited. Based on these findings, development strategies are formulated by emphasizing the revitalization of participatory institutions, improving community digital marketing capacity, increasing the intensity of tourism activities, and strengthening the tourism village identity based on local potential. These strategies are expected to enhance comprehensive community participation in Wringinputih Tourism Village in order to achieve independent and sustainable tourism governance in accordance with the principles of Community-Based Tourism (CBT).*

**Keywords:** *Community-Based Tourism, tourism village, SWOT analysis, Wringinputih Village*