

**KAJIAN PARIWISATA BERBASIS MASYARAKAT DALAM MENDUKUNG
KEMANDIRIAN EKONOMI MASYARAKAT PESISIR DI KALURAHAN
KEMADANG, KAPANEWON TANJUNGSARI, KABUPATEN GUNUNGKIDUL,
DAERAH ISTIMEWA YOGYAKARTA**

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INTISARI

Penelitian ini bertujuan untuk menganalisis perkembangan implementasi pariwisata berbasis masyarakat serta perannya dalam mendukung kemandirian ekonomi masyarakat pesisir di Kalurahan Kemadang, Kapanewon Tanjungsari, Kabupaten Gunungkidul, Daerah Istimewa Yogyakarta. Secara khusus, penelitian ini menggambarkan sejarah perkembangan implementasi pariwisata berbasis masyarakat, menganalisis kondisi kemandirian ekonomi masyarakat pesisir, mengidentifikasi peran pariwisata berbasis masyarakat terhadap kemandirian ekonomi, serta mengidentifikasi faktor pendukung dan penghambat kemandirian ekonomi masyarakat pesisir.

Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan objek penelitian masyarakat pesisir di Kalurahan Kemadang. Pemilihan informan dilakukan secara *purposive* dan dikembangkan dengan teknik *snowball*. Teknik pengumpulan data meliputi wawancara mendalam, observasi lapangan, dan studi dokumentasi. Analisis data dilakukan melalui reduksi data, penyajian data, dan penarikan kesimpulan.

Hasil penelitian menunjukkan bahwa implementasi pariwisata berbasis masyarakat berkembang secara bertahap melalui keterlibatan masyarakat dalam pengelolaan destinasi wisata dan usaha pendukung pariwisata. Pariwisata berbasis masyarakat berperan dalam mendukung kemandirian ekonomi melalui pengembangan usaha wisata, transformasi mata pencaharian, serta diversifikasi usaha masyarakat pesisir. Kemandirian ekonomi masyarakat terlihat dari kemampuan mengelola usaha dan mengambil keputusan ekonomi secara mandiri. Faktor pendukung meliputi potensi wisata alam, partisipasi masyarakat, dan peluang usaha wisata, sedangkan faktor penghambat meliputi keterbatasan modal, ketergantungan pada musim wisata, dan persaingan usaha. Dengan demikian, pariwisata berbasis masyarakat tidak hanya meningkatkan pendapatan, tetapi juga memperkuat kapasitas ekonomi masyarakat secara berkelanjutan.

Kata Kunci: pariwisata berbasis masyarakat, kemandirian ekonomi, masyarakat pesisir, Kalurahan Kemadang.

***A STUDY OF COMMUNITY-BASED TOURISM IN SUPPORTING THE
ECONOMIC SELF-RELIANCE OF COASTAL COMMUNITIES IN KEMADANG,
TANJUNGSARI, GUNUNGKIDUL, SPECIAL REGION OF YOGYAKARTA***

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ABSTRACT

This study aims to analyze the development of community-based tourism implementation and its role in supporting the economic self-reliance of coastal communities in Kemadang Village, Tanjungsari District, Gunungkidul Regency, Special Region of Yogyakarta. Specifically, this study describes the historical development of community-based tourism implementation, analyzes the condition of the economic self-reliance of coastal communities, identifies the role of community-based tourism in supporting economic self-reliance, and examines the supporting and inhibiting factors affecting the economic self-reliance of coastal communities.

This study employed a descriptive qualitative approach focusing on coastal communities in Kemadang Village. Informants were selected purposively and further expanded using the snowball sampling technique. Data were collected through in-depth interviews, field observations, and documentation studies. Data analysis was conducted through data reduction, data presentation, and conclusion drawing.

The results show that the implementation of community-based tourism has gradually developed through community involvement in managing tourist destinations and tourism-supporting businesses. Community-based tourism contributes to economic self-reliance through the development of tourism-related enterprises, livelihood transformation, and business diversification among coastal communities. Economic self-reliance is reflected in the community's ability to manage businesses and make independent economic decisions. Supporting factors include natural tourism potential, community participation, and tourism business opportunities, while inhibiting factors include limited capital, dependence on tourism seasons, and business competition. Therefore, community-based tourism not only increases community income but also strengthens local economic capacity in a sustainable manner.

Keywords: *community-based tourism, economic self-reliance, coastal communities, Kemadang Village.*