

INTISARI

Pembangunan pariwisata Mandalika sebagai Kawasan Ekonomi Khusus (KEK) dan Destinasi Pariwisata Super Prioritas telah menghadirkan perubahan besar dalam kehidupan masyarakat lokal. Pembangunan infrastruktur, masuknya investasi, penyelenggaraan event internasional, serta perubahan tata ruang tidak hanya menghasilkan peluang ekonomi, tetapi juga memunculkan pengalaman kehilangan, ketimpangan, dan negosiasi sosial. Penelitian ini bertujuan untuk menjelaskan bagaimana masyarakat lokal memaknai pembangunan pariwisata Mandalika, bagaimana proses pembentukan makna tersebut berlangsung, serta bagaimana makna yang terbentuk terwujud dalam sikap dan respons masyarakat.

Penelitian ini menggunakan pendekatan kualitatif interpretatif dengan perspektif konstruksi sosial dan penilaian sosial. Data dikumpulkan melalui wawancara mendalam, observasi lapangan, dan studi dokumentasi. Informan penelitian dipilih secara purposive dengan mempertimbangkan keragaman posisi sosial, pengalaman, dan keterlibatan masyarakat terhadap pembangunan Mandalika. Analisis data dilakukan secara tematik interpretatif untuk memahami narasi, pengalaman, serta pola pemaknaan masyarakat terhadap pembangunan pariwisata.

Hasil penelitian menunjukkan bahwa masyarakat memaknai pembangunan pariwisata Mandalika secara beragam. Mandalika dimaknai sebagai peluang ekonomi, simbol kemajuan daerah, ruang kehilangan dan pergeseran penghidupan, sumber ketimpangan akses dan manfaat, ancaman terhadap aset lokal dan keberlanjutan sosial-budaya, serta ruang negosiasi relasi kuasa. Ragam makna tersebut terbentuk melalui pengalaman langsung terhadap perubahan kawasan, posisi sosial-ekonomi masyarakat, akses informasi dan pelibatan, keterikatan terhadap ruang hidup dan lingkungan, serta relasi masyarakat dengan aktor-aktor pembangunan. Makna yang terbentuk kemudian terwujud dalam sikap mendukung bersyarat, sikap kritis dan ambivalen, respons adaptif melalui usaha dan penyesuaian penghidupan, respons negosiatif dalam membuka akses informasi, kerja, dan jasa lokal, serta respons korektif melalui pembentukan komunitas, protes, dan rilis publik.

Penelitian ini menunjukkan bahwa masyarakat lokal tidak dapat dipahami sebagai pihak yang pasif dalam pembangunan Mandalika. Mereka tidak hanya menerima atau menolak pembangunan, tetapi membangun makna, menilai manfaat dan dampak, menyesuaikan diri, menegosiasikan posisi, serta mengoreksi proses pembangunan ketika dianggap tidak adil atau berisiko bagi kehidupan mereka. Oleh karena itu, pembangunan pariwisata Mandalika perlu dipahami sebagai ruang sosial yang mempertemukan peluang, kemajuan, kehilangan, ketimpangan, ancaman, dan negosiasi dalam pengalaman masyarakat lokal.

Kata kunci: konstruksi sosial, masyarakat lokal, pembangunan pariwisata, Mandalika, respons masyarakat.

ABSTRAK

The development of Mandalika as a Special Economic Zone (SEZ) and a Super-Priority Tourism Destination has brought about significant changes in the lives of local communities. Infrastructure development, the influx of investment, the hosting of international events, and changes in land-use planning have not only created economic opportunities but have also given rise to experiences of loss, inequality, and social negotiation. This study aims to explain how local communities interpret Mandalika's tourism development, how the process of meaning-making unfolds, and how the resulting meanings manifest in community attitudes and responses.

This study employs an interpretive qualitative approach grounded in social constructionism and social evaluation. Data were collected through in-depth interviews, field observations, and documentary analysis. Research informants were selected through purposive sampling, taking into account the diversity of social positions, experiences, and community involvement in Mandalika's development. Data analysis was conducted using thematic-interpretive methods to understand the narratives, experiences, and patterns of meaning-making among the community regarding tourism development.

The results show that the community interprets Mandalika's tourism development in diverse ways. Mandalika is perceived as an economic opportunity, a symbol of regional progress, a space of loss and shifts in livelihoods, a source of inequality in access and benefits, a threat to local assets and sociocultural sustainability, and a space for negotiating power relations. These diverse meanings are shaped by direct experiences of changes in the region, the community's socioeconomic position, access to information and participation, attachment to living spaces and the environment, and the community's relationships with development actors. The meanings that emerge are then manifested in conditional support, critical and ambivalent attitudes, adaptive responses through livelihood efforts and adjustments, negotiated responses in securing access to information, employment, and local services, as well as corrective responses through community-building, protests, and public statements.

This study demonstrates that local communities cannot be understood as passive participants in Mandalika's development. They do not merely accept or reject development; rather, they construct meaning, assess benefits and impacts, adapt, negotiate their positions, and correct the development process when it is perceived as unfair or risky to their livelihoods. Therefore, Mandalika's tourism development must be understood as a social space where opportunities, progress, losses, inequalities, threats, and negotiations intersect in the experiences of local communities.

Keywords: *social construction, local communities, tourism development, Mandalika, community responses.*