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Institusionalisasi Sertifikasi Desa Wisata Berkelanjutan: Antara Perubahan Substantif dan Simbolis melalui Aktor Pentahelix di Desa Wisata Pentingsari
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INTISARI

Penelitian ini menganalisis proses institusionalisasi Sertifikasi Desa Wisata Berkelanjutan di Desa Wisata Pentingsari, Kabupaten Sleman, Daerah Istimewa Yogyakarta. Fokus penelitian ini adalah pada peran *institutional work* aktor Pentahelix (*Business, Government, Community, Academic, Media*) dan kedalamannya melalui tiga pilar institusional yaitu regulatif, normatif, dan kultural-kognitif. Sertifikasi ini merupakan instrumen kebijakan dari Permenparekraf No. 9 Tahun 2021 tentang Pedoman Destinasi Pariwisata Berkelanjutan, yang mengadaptasi standar global Global Sustainable Tourism Council (GSTC) ke konteks lokal. Penelitian menggunakan pendekatan kualitatif dengan desain *embedded single-case study.* Data primer dikumpulkan melalui wawancara mendalam dengan 11 informan dari unsur *Government, Community*, dan *Academic* dilengkapi dengan dokumentasi sekunder dan konfirmasi informan kunci untuk keterwakilan unsur *Business* dan *Media,* serta observasi langsung dan analisis dokumen. Data kemudian dianalisis dengan model interaktif Miles & Huberman (2014) serta *matrix coding query* NVivo yang menyilangkan kategori aktor dengan tipologi *institutional work* Lawrence et al. (2009) dan tiga pilar institusional W. R. Scott (2014).

Hasil penelitian menunjukkan bahwa *maintaining* menjadi bentuk *institutional work* paling dominan, mengindikasikan aktor lebih fokus untuk mempertahankan nilai yang sudah mapan. *Community* mendominasi tindakan *disrupting* akibat tekanan adaptasi dokumentasi sertifikasi sementara *Government* terkonsentrasi pada *creating* dan *maintaining* sesuai perannya sebagai regulator. Kemudian ditemukan pola kedalaman institusional yang terbalik yaitu pilar regulatif paling sering dibahas namun mencerminkan tantangan administratif, sedangkan pilar kultural-kognitif justru paling dalam terinternalisasi terutama pada *Community.* Berdasarkan temuan ini, Institusionalisasi Sertifikasi Desa Wisata Berkelanjutan di Pentingsari bersifat simbolis (*decoupling*). Sertifikasi baru mencapai pilar regulatif secara kuat dan sebagian normatif, namun belum mencapai pilar kultural-kognitif. Bukan karena instrumennya lemah, melainkan karena nilai dan praktik keberlanjutan komunitas telah lebih dulu terinstitusionalisasi secara substantif sejak sebelum sertifikasi hadir. Sertifikasi pada praktiknya berfungsi sebagai validator dan alat rekognisi, bukan pengubah perilaku. Temuan ini memperluas konsep *decoupling* Meyer & Rowan (1977) dimana keterputusan terjadi bukan antara klaim dan praktik desa, melainkan antara fungsi transformatif yang dirancang instrumen dan fungsi aktualnya di lapangan.

Kata kunci: Sertifikasi Desa Wisata Berkelanjutan, Pariwisata Berkelanjutan, *Institutional Work,* Pilar Institusional, Pentahelix, Desa Wisata Pentingsari.

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ABSTRACT

This research analyzes the institutionalization process of the Sustainable Tourism Village Certification in Pentingsari Tourism Village, Sleman Regency, Special Region of Yogyakarta, focusing on the institutional work of Pentahelix actors (Business, Government, Community, Academic, Media) and its depth through three institutional pillars namely regulative, normative, and cultural-cognitive. This certification is a policy instrument from Permenparekraf No. 9 of 2021 on Sustainable Tourism Destination Guidelines, which adapts the global standards of the Global Sustainable Tourism Council (GSTC) to the local context. This research uses a qualitative approach with an embedded single-case study design. Primary data were collected through in-depth interviews with 11 informants from the Government, Community, and Academic elements, complemented by secondary documentation and key-informant confirmation for the Business and Media elements, as well as direct observation and document analysis. The data were then analyzed using the Miles & Huberman (2014) interactive model and an NVivo matrix coding query that cross-tabulates actor categories with the institutional work typology of Lawrence et al. (2009) and the three institutional pillars of W. R. Scott (2014).

The findings show that maintaining is the most dominant form of institutional work, indicating that actors are more focused on preserving already-established values. Community dominates disrupting actions due to the pressure to adapt to certification documentation, while Government is concentrated on creating and maintaining in accordance with its role as regulator. An inverted pattern of institutional depth was then found, namely the regulative pillar is discussed most frequently yet reflects administrative challenges, while the cultural-cognitive pillar is instead the most deeply internalized, particularly within Community. Based on these findings, the institutionalization of the Sustainable Tourism Village Certification in Pentingsari is symbolic (decoupling). The certification has only reached the regulative pillar strongly, and the normative pillar partially, but has not yet reached the cultural-cognitive pillar. This is not because the instrument is weak, but because the community's sustainability values and practices had already been substantively institutionalized prior to the certification's existence. In practice, the certification functions as a validator and recognition tool, not a driver of behavior change. This finding extends Meyer & Rowan's (1977) concept of decoupling, where the disconnect occurs not between the village's claims and practices, but between the transformative function designed for the instrument and its actual function in the field.

Keywords: Sustainable Tourism Village Certification, Sustainable Tourism, Institutional Work, Institutional Pillars, Pentahelix, Pentingsari Tourism Village.