

ABSTRAKSI

Sektor pariwisata di kawasan Asia Tenggara merupakan sector yang memiliki potensial tertinggi untuk dikembangkan saat ini. Dengan tujuan untuk mewujudkan motto ASEAN yaitu One Vision, One Identity, One Community dalam sector pariwisata, maka ASEAN dalam ASEAN Tourism Strategic Plan (ATSP) membuat satu program yang dikenal sebagai ASEAN Community Based Tourism (CBT) yang kemudian dinominasikan setiap tahunnya dalam event ASEAN Tourism Forum (ATF). Di bawah pemerintahan Joko Widodo, sector pariwisata memiliki peranan yang besar untuk meningkatkan devisa negara yang menjadi penopang utama pertumbuhan ekonomi nasional. Oleh sebab itu, di era Joko Widodo, pemerintah memperhatikan pertumbuhan pariwisata di Indonesia. Pertumbuhan pariwisata di Indonesia saat ini masuk dalam 20 besar dunia. Sementara di kawasan ASEAN, pertumbuhan pariwisata Indonesia menjadi yang tertinggi dibandingkan dengan negara tetangga seperti Singapura, Malaysia dan Thailand yang rata-rata kurang dari 5%. Untuk ikut mewujudkan motto ASEAN, Indonesia sebagai salah satu anggota ASEAN pun juga memiliki kebijakan dan strategi melalui peran Kementerian Pariwisata RI. Pemerintah sebagai pemain yang memiliki otoritas tertinggi dalam pariwisata pun ikut turun tangan demi tercapainya kesejahteraan seluruh masyarakat Indonesia. Peran pemerintah tentu tidak lepas pada keberhasilan Desa Nglanggeran dalam pencapaian ASEAN CBT Award 2017. Pemerintah tentu mampu menciptakan hubungan yang harmonis diantara actor-aktor terkait melalui kebijakan dan fungsinya. Dalam penyusunan skripsi ini, penulis ingin menunjukkan bahwa dalam keberhasilan Desa Nglanggeran mencapai ASEAN CBT Award 2017, pemerintah telah menerapkan lima prinsip yang ada dalam politik pariwisata, yaitu public interest, public service, effectiveness, efficiency dan accountability sehingga pengembangan pariwisata, khususnya di Desa Nglanggeran dinilai telah dilaksanakan oleh pemerintah secara optimal.

Kata kunci: *politics of tourism, community-based tourism (CBT),* peran pemerintah, masyarakat lokal, *corporate actors*, ASEAN, sinergi, Nglanggeran.

ABSTRACT

The tourism sector in Southeast Asia is the sector with the highest potential to be developed at this moment. With the aim of achieving the ASEAN motto of One Vision, One Identity, One Community in the tourism sector, ASEAN in the ASEAN Tourism Strategic Plan (ATSP) created a program known as the ASEAN Community Based Tourism (CBT) which is nominated annually in the ASEAN Tourism Forum (ATF) event. Under the government of Joko Widodo, the tourism sector plays a big role in increasing the country's foreign exchange, which is the main booster for national economic growth. Therefore, in the era of Joko Widodo, the government has paid increasing attention to the growth of tourism in Indonesia. The growth of tourism in Indonesia is currently included in the top 20 of the world. While in the ASEAN region, Indonesia's tourism growth is the highest compared to neighboring countries such as Singapore, Malaysia, and Thailand which average less than 5%. To participate in realizing the motto of ASEAN, Indonesia as a member of ASEAN also has policies and strategies as dictated by its Ministry of Tourism. Government as a player who has the highest authority in tourism also participates in the purpose of providing welfare and prosperity to the Indonesian people. The role of the government certainly cannot be separated from the success of Nglanggeran Village in achieving the ASEAN CBT Award 2017. The government is certainly able to create a harmonious relationship between relevant actors through its policies and functions. In the preparation for this thesis, the author wants to demonstrate that in Nglanggeran Village's successful experience in the ASEAN CBT Award 2017, the government has applied five principles of the politics of tourism, namely public interest, public service, effectiveness, efficiency, and accountability so that tourism development, especially in Nglanggeran Village, is considered to have been carried out by the government optimally.

Keywords: politics of tourism, community-based tourism (CBT), governments' action, local community, corporate actors, ASEAN, synergy, Nglanggeran.