

ABSTRACT

Krebet Tourism Village is a tourism village located in Krebet Hamlet, Sendangsari Village, Pajangan District, Bantul Regency. The main icon of Krebet Tourism Village is wooden batik craft. There is an economic impact felt by the community of Krebet Hamlet since becoming a tourism village, there are direct impacts, indirect impacts, induced impact, and multiplier effects of tourism activities in Krebet Tourism Village. This research aims to identify the development of the Krebet Tourism Village, analyzing the multiplier effects of the development of the Krebet Tourism Village, and analyzing the linkages between the development of the Krebet Tourism Village and the economic impacts. Data analysis done by descriptive analysis, analysis of the economic impact of tourism activities, and analysis of multiplier effects. The results of the research indicate that the development of the Krebet Tourism Village which is viewed from four aspects of rural tourism development, were related to economic impact. However, the direct impact from non-tourism activities was higher than the direct impact from tourists. This shows that businesses in the Krebet Tourism Village will continue to run even though tourists who visited Krebet Tourism Village either increased or decreased because the wooden batik craft products can be marketed outside Krebet Tourism Village. The branding of "Krebet Tourism Village" will also help the marketing of wooden batik craft products outside Krebet Tourism Village.

Key words: The development of Tourism Village, Economic Impact, Multiplier Effect.

INTISARI

Desa Wisata Krebet merupakan desa wisata yang terletak di Dusun Krebet, Desa Sendangsari, Kecamatan Pajangan, Kabupaten Bantul. *Icon* utama dari Desa Wisata Krebet adalah kerajinan batik kayu. Ada dampak ekonomi yang dirasakan masyarakat Dusun Krebet sejak menjadi desa wisata, yaitu dampak langsung, dampak tidak langsung, dampak lanjutan, maupun efek pengganda dari kegiatan wisata di Desa Wisata Krebet. Penelitian ini bertujuan mengidentifikasi perkembangan Desa Wisata Krebet, menganalisis efek pengganda dari adanya perkembangan Desa Wisata Krebet, dan menganalisis keterkaitan antara perkembangan Desa Wisata Krebet dengan dampak ekonomi yang ditimbulkan. Analisis data dilakukan dengan cara analisis deskriptif, analisis dampak ekonomi kegiatan pariwisata, dan analisis efek pengganda. Hasil penelitian menunjukkan bahwa perkembangan Desa Wisata Krebet yang dilihat dari empat aspek perkembangan desa wisata, saling berhubungan dengan dampak ekonomi yang ditimbulkan. Namun, dampak langsung yang berasal dari kegiatan non wisata lebih tinggi dibandingkan dengan dampak langsung yang berasal dari wisatawan. Hal ini menunjukkan bahwa usaha di Desa Wisata Krebet akan tetap berjalan meskipun wisatawan yang berkunjung ke Desa Wisata Krebet mengalami kenaikan atau penurunan jumlah kunjungan karena produk kerajinan batik kayu dapat dipasarkan keluar Desa Wisata Krebet. Adanya *branding* “Desa Wisata Krebet” juga akan membantu pemasaran produk kerajinan batik kayu di luar Desa Wisata Krebet.

Kata Kunci: Perkembangan Desa Wisata, Dampak Ekonomi, *Multiplier Effect*.