

## INTISARI

Program Balkondes merupakan salah satu program prioritas Kementerian BUMN tahun 2016 yang diimplementasikan pertama kali di Kecamatan Borobudur. Pembangunan Balkondes di 20 desa di Kecamatan Borobudur didukung oleh 20 BUMN sebagai sponsor. Didirikannya Balkondes dengan segala fasilitas pendukungnya, diharapkan dapat menghidupkan perekonomian masyarakat setempat. Dari 20 desa tersebut terdapat karakteristik pembeda yang menarik peneliti yaitu adanya desa yang sudah menjalankan kegiatan pariwisata desa dan desa yang belum menjalankan kegiatan pariwisata sebelum Balkondes dibangun. Dalam penelitian ini, peneliti ingin mengetahui apakah terdapat perbedaan respon masyarakat diantara 2 desa dengan karakteristik tersebut. Desa yang dimaksud yaitu Desa Candirejo yang telah menjadi desa wisata sejak tahun 2003 dan Desa Ngadiharjo.

Penelitian ini menggunakan metode kualitatif deskriptif. Jenis penelitian ini guna mendeskripsikan perbedaan respon masyarakat di Desa Candirejo dan Desa Ngadiharjo. Konsep yang digunakan yaitu konsep desa wisata, Balkondes, dan respon. Konsep respon terdiri dari tiga aspek yaitu persepsi, sikap, dan partisipasi. Unit analisis dalam penelitian ini yaitu masyarakat di Desa Candirejo dan Desa Ngadiharjo. Informan yang dituju yaitu pemerintah Desa, pengelola Balkondes, dan masyarakat sekitar Balkondes Desa Candirejo dan Desa Ngadiharjo. Metode pengumpulan data dengan observasi, wawancara, dan dokumentasi. Analisis data dilakukan dengan reduksi data, penyajian data, dan penarikan kesimpulan. Tujuan penelitian ini untuk mengetahui perbedaan respon masyarakat di Desa Candirejo dan Desa Ngadiharjo.

Hasil penelitian menunjukkan bahwa respon masyarakat Desa Candirejo dan Desa Ngadiharjo memiliki kesamaan dalam aspek persepsi dan sikap. Namun dalam aspek partisipasi, terdapat perbedaan dalam proses pengambilan keputusan, pelaksanaan, dan manfaat. Meskipun pengetahuan masyarakat tentang Balkondes masih kurang karena kurangnya sosialisasi yang dilakukan oleh pihak Balkondes maupun pihak desa, namun sikap masyarakat terhadap Balkondes cenderung mendukung adanya Balkondes di desa mereka. Partisipasi masyarakat Desa Ngadiharjo lebih tinggi daripada masyarakat Desa Candirejo. Adanya perbedaan partisipasi ini disebabkan karena perbedaan kondisi dan perkembangan Balkondes di kedua desa tersebut. Balkondes Desa Ngadiharjo memiliki lebih banyak kegiatan daripada Balkondes Candirejo, sehingga kunjungan wisatawan juga lebih banyak.

*Kata kunci : Desa wisata, Balkondes, respon masyarakat, partisipasi*

## ABSTRACT

The Balkondes program is one of the priority programs of the Ministry of BUMN in 2016 which was first implemented in Borobudur District. Construction of the Balkondes in 20 villages in Borobudur District was supported by 20 BUMN as sponsors. With the establishment of the Balkondes with all supporting facilities therein, it is expected to be able to turn on the economy of the local community. Of the 20 villages there are distinguishing characteristics that attract researchers, namely the existence of villages that have carried out village and village tourism activities that have not carried out tourism activities before the Balkondes are built. In this study, researchers wanted to know whether there were differences in community responses between the two villages with these characteristics. The village in question is Candirejo Village which has been a tourism village since 2003 and Ngadiharjo Village.

This study used descriptive qualitative methods. This type of research is to describe the differences community responses in Candirejo Village and Ngadiharjo Village. The concept used is the concept of village tourism, Balkondes, and response. The concept of response consists of three aspects, namely perception, attitude, and participation. The unit of analysis in this study is the people in Candirejo Village and Ngadiharjo Village. The informants that the researchers were aiming at were the village government, the manager of the Balkondes, and the community around the Balkondes of the Candirejo Village and Ngadiharjo Village. Methods of collecting data by observation, interviews, and documentation. Data analysis is done by data reduction, data presentation, and conclusion drawing. The purpose of this study was to determine differences in community responses in Candirejo Village and Ngadiharjo Village.

The results showed that the community responses of Candirejo Village and Ngadiharjo Village had similarities in aspects of perception and attitude. But in the aspect of participation, there are differences in the process of decision making, implementation, and benefits. Although the community's knowledge of Balkondes is still lacking due to the lack of socialization carried out by the Balkondes and the village, the attitude of the community towards Balkondes tend to support the existence of Balkondes in their village. The participation of the Ngadiharjo Village community is higher than that of the Candirejo Village community. The difference in participation was due to differences in conditions and development of the Balkondes in the two villages. The Ngadiharjo Village Balkondes has more activities than the Balkondes Candirejo, so there are also more tourist visits.

*Keywords: Tourism village, Balkondes, community response, participation*