

## INTISARI

Penelitian ini bertujuan mengetahui penerapan prinsip-prinsip *Community Based Tourism* (CBT), tingkat partisipasi masyarakat, kinerja agrowisata salak, dan tingkat kepuasan pengunjung Agrowisata Salak berbasis masyarakat (CBT) yang mewakili setiap kategori agrowisata (Desa Wisata Ledok Nongko pada kategori Tumbuh, Desa Wisata Pancoh pada kategori Kembang dan Desa Wisata Pulesari pada kategori Mandiri) dan Agrowisata Salak tidak Berbasis Masyarakat (Non CBT) serta merumuskan strategi pengembangan Agrowisata Salak berbasis masyarakat (CBT) di Kabupaten Sleman. Metode yang digunakan dengan pendekatan deskriptif yaitu observasi terhadap 30 orang pengunjung dan 20 orang pengelola dari masing-masing agrowisata salak sampel dengan menggunakan kuesioner terstruktur. Metode analisis yang digunakan adalah analisis deskriptif kualitatif, Uji T Beda Mann Whithney, analisis Integrasi IPA dan Kano, Analisis *Boston Consulting Group* (BCG), Analisis IE Matrik, Analisis SWOT dan Analisis *Quantitive Strategy Planning Matrix* (QSPM). Hasil penelitian menunjukkan bahwa penerapan prinsip-prinsip CBT dan tingkat partisipasi masyarakat pada Agrowisata Salak berbasis masyarakat (CBT) berbeda nyata dengan penerapan pada Agrowisata Salak tidak berbasis masyarakat. Kinerja Agrowisata Salak berbasis masyarakat (CBT) tahun 2013-2017 yang berada pada kelas Tumbuh dinilai rendah, kelas Kembang dinilai sedang, dan kelas Mandiri dinilai baik. Tingkat kepuasan pengunjung pada Agrowisata Salak berbasis masyarakat kelas Tumbuh dan Kembang dinilai puas dan Agrowisata Salak berbasis masyarakat kelas Mandiri dinilai sangat puas, sedangkan pada Agrowisata Salak tidak berbasis masyarakat (non CBT) dinilai puas. Strategi pengembangan Agrowisata Salak berbasis masyarakat adalah strategi intensif.

*Kata kunci: Strategi Pengembangan, Agrowisata Salak CBT, Kepuasan Pengunjung*

## ABSTRACT

This study aimed to determine the application of the principles of Community Based Tourism (CBT), the level of community participation, performance of Salak Agro-tourism, and the level of visitor satisfaction of community-based Salak Agro-tourism (CBT) that represented each category of Salak Agro-tourism (i.e. Pulesari as 'independent' category, Pancoh as 'developing' category, Ledok Nongko as 'growing' category) and Non-Community-based Salak Agro-Tourism (Non CBT) ) and formulate a strategy for developing community-based Salak Agro-tourism (CBT) in Sleman Regency. The method used the descriptive approach with a survey of 30 visitors and 20 managers from each sample salak agro-tourism using a structured questionnaire. The analytical method used is qualitative descriptive analysis, Mann Whithney Test, Science and Canoe Integration analysis, Boston Consulting Group Analysis (BCG), IE Matrix Analysis, SWOT Analysis and Quantitive Strategy Planning Matrix (QSPM) Analysis. The results showed that the application of the principles of CBT and the level of community participation in community-based Salak Agro-tourism (CBT) was significantly different from the application of non-community based Salak Agro tourism. Community-based Salak Agro-tourism (CBT) performance in 2013-2017 which was in the Growing class was considered low, the Kembang class was considered moderate, and the Mandiri class was considered good. The level of visitor satisfaction on Salak-based Agro-tourism in the Grow and Growth class was considered satisfied and the Mandiri-based Salak agrotourism in the Mandiri class community was considered very satisfied, whereas in non-CBT Salak Agro-tourism was considered satisfied. The strategy for developing community-based Salak agrotourism is intensive strategy.

*Key words: Development Strategy, CBT Salak Agro-Tourism, Visitor Satisfaction*