

ABSTRAK

Desa wisata merupakan merupakan pengembangan suatu desa dengan memanfaatkan potensi berdasar tema pariwisata sesuai karakteristik desa. Suatu desa dapat dikategorikan sebagai desa wisata apabila mampu menawarkan keaslian pedesaan dari segi sosial ekonomi, budaya, adat istiadat dan keseharian warga yang bernilai unik.

Penelitian ini bertujuan untuk mengidentifikasi potensi daya tarik wisata dan mengkaji partisipasi masyarakat. Kedua aspek ini sangat penting dimiliki desa apabila ingin mengembangkan wisata. Penelitian ini menggunakan metode gabungan (*mixed methods*). Pengumpulan data dilakukan dengan cara pengamatan, kuesioner, wawancara dan studi pustaka. Penentuan populasi dan sampel dilakukan dengan *purposive sampling*, dengan informan sebanyak 5 orang dan responden sebanyak 35 orang terpilih menggunakan *random sampling*. Analisis data menggunakan teknik analisis statistik deskriptif dan analisis kualitatif deskriptif.

Hasil penelitian menunjukkan bahwa potensi daya tarik wisata desa Panggang dibagi menjadi 3 aspek potensi, yakni atraksi, aksesibilitas dan amenitas. Desa Panggang memiliki potensi daya tarik sebagai desa wisata seperti budaya, wisata edukasi hidroponik, embung konservasi, dan wisata alam pedesaan (edukasi ternak sapi dan kambing, *trekking*, bersepeda, kuliner tradisional). Fasilitas penunjang dan pelengkap objek yang tersedia di desa Panggang meliputi warung makan, tempat ibadah, taman terbuka, fasilitas seni budaya, toilet, pusat informasi dan toko souvenir, namun pengadaannya masih belum memadai karena belum memenuhi standar bagi wisatawan. Jarak tempuh dari pusat kota Klaten adalah 1 jam, sedangkan 1,5 jam perjalanan dari pusat kota Yogyakarta. Untuk menuju lokasi ini belum tersedia angkutan umum, sehingga harus menggunakan kendaraan pribadi atau kendaraan sewa, dan motor. Desa Panggang memiliki kondisi jalan yang belum memadai karena jalan rusak diakibatkan oleh truk pengangkut pasir yang melewati jalur utama desa ini.

Tingkat partisipasi dalam pengembangan potensi wisata di desa Panggang dari tahap perencanaan, pelaksanaan dan bagi hasil tergolong rendah, yaitu sebesar 1,98. Penyebabnya adalah perbedaan pendapat antar warga mengenai usaha pengembangan wisata di desa Panggang. Desa Panggang perlu melakukan inovasi terhadap kualitas produk wisatanya dan menerapkan konsep pengembangan desa wisata berbasis masyarakat agar terwujudnya pariwisata yang berkelanjutan.

Kata kunci: potensi, partisipasi, *CBT*, desa wisata, pengembangan

ABSTRACT

Tourism village is a development of a village by utilizing the potential based on the theme of tourism according to the characteristics of the village. A village can be categorized as a tourist village if it is able to offer rural authenticity in terms of socio-economic, cultural, customs and daily life of unique value citizens.

This research is aims to identify potential tourist attractions and assess community participation. Both of these aspects are very important for the village if they want to develop tourism. This research used a combination methods (mixed methods). The collection of data conducted by observation, questionnaire, interview and literature. Determining population and sample was done by using purposive sampling, with selected informants 5 people and 35 people for respondents selected using random sampling. Data analysis used descriptive statistic analysis and descriptive qualitative analysis.

The results showed that the potential of the tourist attraction of Panggang village was divided into 3 aspects of potential, namely attraction, accessibility and amenities. Panggang Village has the potential of being attractive as a tourism village such as culture hydroponic education, conservation pond, and rural nature tourism (education of cattle and goats livestock, trekking, cycling, and traditional culinary). Supporting facilities and complementary objects available in Panggang village include food stalls, places of worship, open parks, cultural arts facilities, toilets, information centers and souvenir shops, but the procurement is still inadequate because it does not meet the standards for tourists. Distance from downtown Klaten is 1 hour, while 1.5 hours drive from downtown Yogyakarta. To get to this location public transport is not yet available, so you must use private vehicles or rental vehicles, and motorcycles. Panggang village has inadequate road conditions because the road is damaged due to sand transport trucks that pass through the main lane of the village.

The participation level in the development of tourism potential in Panggang village from the planning, implementation and profit sharing stages is relatively low, which is equal to 1.98%. The reason is differences opinion between local community about tourism development efforts in Panggang village. Panggang village needs to innovate on the quality of tourism products and apply the concept of developing community-based tourism villages in order to realize sustainable tourism.

Keywords: potential, participation, CBT, village tourism, development