

INTISARI

Desa Wisata Bobung adalah destinasi wisata yang memiliki daya tarik utama berupa aktivitas industri kerajinan batik kayu. Sektor pariwisata dapat memberikan dampak positif untuk meningkatkan perekonomian. Perkembangan wisata perlu untuk diidentifikasi supaya perkembangannya dapat berkelanjutan. Penelitian ini bertujuan untuk mendeskripsikan daya tarik wisata, upaya yang dilakukan untuk mengembangkan pariwisata dan mengidentifikasi tingkat perkembangan Desa Wisata Bobung.

Penelitian ini menggunakan analisis deskriptif dengan pendekatan kualitatif. Pengumpulan data dilakukan dengan cara wawancara, observasi, dokumentasi dan studi literatur. Wawancara dilakukan kepada informan yaitu Badan Pengelola Desa Wisata (BPDW) Bobung, pengusaha industri kerajinan kayu, perajin dan masyarakat. wawancara juga dilakukan kepada pihak terkait yakni Disperindagkop Gunung Kidul, kepala Desa Putat, dan Dinas Pariwisata Kabupaten Gunungkidul.

Hasil penelitian menunjukkan bahwa Desa Wisata Bobung merupakan destinasi wisata yang memiliki daya tarik unggulan berupa kerajinan batik kayu. Kondisi aksesibilitas baik namun memiliki keterbatasan karena tidak bisa dijangkau oleh transportasi umum. Ketersediaan fasilitas cukup memadai dengan adanya fasilitas akomodasi berupa *homestay*, ketersediaan fasilitas kuliner dalam bentuk swadaya masyarakat, dan fasilitas cinderia berupa gerai kerajinan yang ada di setiap sanggar. Desa Wisata Bobung juga memiliki layanan tambahan berupa fasilitas umum seperti rest area, toko kelontong, jaringan telekomunikasi, toilet, dan tempat ibadah. Namun memiliki keterbatasan pada fasilitas kesehatan dan juga air bersih. Berbagai upaya dilakukan oleh pemerintah sebagai regulator sekaligus fasilitator, masyarakat sebagai pelaksana dan pengembang serta pihak swasta juga sebagai pengembang. Desa Wisata Bobung mengalami perkembangan baik pada komponen atraksi, amenitas, aksesibilitas maupun *Ancillary service*. Perkembangan tersebut dipicu dengan berkembangnya upaya dari berbagai pihak. Perkembangan Desa Wisata Bobung mengalami tiga tahapan perkembangan yaitu tahap penemuan, pelibatan dan pengembangan. Desa Wisata Bobung mengalami penurunan pada saat tahap pengembangan.

Kata kunci: daya tarik, perkembangan, desa wisata

ABSTRACT

Bobung tourist village is a tourist destination that has unique in activities of wood craft industry. Tourism activities can have a positive impact to increase economic activity. The development of tourism need to be identified, so the tourism activities can develop sustainably. This study aims to describe tourism attraction, describe the efforts made by stakeholders to increase tourism activity and identified the level of development of Bobung tourism village.

This study uses descriptive analysis with a qualitative approach. Data collected by interviewing, observing, and study of literature. The informant is Bobung tourism village management organization, craftsmen, woodworking industry and leader of society. Interviews were also related with Head of the Various Industries Section of the Disperindagkop Gunung Kidul, the Head of Putat Village, and the Head of Industry and Tourism of Tourism Government Gunungkidul.

The results of the study show that Bobung Tourism Village is a tourist destination that has several attraction but a primary attraction is wooden batik. Accessibility are good conditions to support tourism activities but have limitations because cannot be reached by public transportation. The availability of facilities are adequate with the existence of accommodation facilities in the form of homestays, culinary facilities carried out by culinary groups, and also souvenir facilities in the form of craft outlets in each studio. Bobung Tourism Village also has good additional services in the form of public facilities such as rest areas, grocery stores, telecommunications networks, toilets, places of worship and also water. It is also supported by institutions from the community of tourism actors, the government and also the private parties. Bobung tourism village has developed both in the attractions, amenities, accessibility and Ancillary service components. This development was triggered by the efforts of various parties including the society, government and private parties. The development of tourist villages has experienced three stages of development, the stages is exploration, involvement, development. Bobung tourism village has declined during the development stage.

Keywords: attraction, development, tourism village