

## INTISARI

Program penataan kawasan cagar budaya melalui kegiatan pemugaran fasad bangunan yang dilakukan dengan partisipasi masyarakat melalui mekanisme pemberian insentif (subsidi), telah dilakukan pada Kawasan Kota Lama Sawahlunto (2007 – 2012). Pendekatan evaluasi studi kasus dilakukan untuk menilai efektivitas program pemugaran fasad serta faktor-faktor yang mempengaruhinya, serta bentuk dan pengaruh partisipasi masyarakat terhadap efektivitas program.

Berdasarkan evaluasi ditemukan adanya ketidaksesuaian (*mismatch*) antara kondisi yang direncanakan dengan kebutuhan warga penerima subsidi. Partisipasi masyarakat yang tinggi dalam pelaksanaan program lebih didasari oleh motivasi untuk mendapat subsidi dan adanya unsur keterpaksaan. Selain itu juga ditemukan kelemahan dalam manajemen kegiatan dan terbatasnya sumberdaya yang tersedia. Sehingga dalam pelaksanaannya terjadi bentuk penyimpangan partisipasi yang disebabkan oleh rendahnya komitmen dan motivasi masyarakat. Melalui pemberian subsidi dan pemberdayaan masyarakat memang diperoleh efektivitas biaya yang tinggi, namun menjadi kurang efektif selama masih ada resistensi akibat belum terakomodasinya kebutuhan sesungguhnya dari masyarakat.

**Kata kunci:** efektivitas, konservasi cagar budaya, partisipasi, subsidi.

## **ABSTRACT**

The program of heritage preservation areas through building facade restoration activities carried out with community participation through the mechanism of providing incentives (subsidies), has been carried out in the Old Town of Sawahlunto (2007 - 2012). The case study evaluation approach is carried out to assess the effectiveness of the facade restoration program and the factors that influence it, as well as the form and effect of community participation on the effectiveness of the program.

Based on the evaluation, it was found that there was a mismatch between the planned conditions and the needs of the residents receiving the subsidies. High community participation in program implementation is based more on motivation to get subsidies and the existence of an element of coersiveness. It also found weaknesses in activity management and the limited available resources. So that in its implementation there is a form of distortion of community participation caused by low commitment and motivation of the community. Through the provision of subsidies and community empowerment, high cost effectiveness is obtained, but it becomes less effective as long as there is resistance due to the actual needs of the community not being accommodated.

**Keywords:** effectiveness, heritage conservation, participation, subsidies.