

## ABSTRAK

Situs Sangiran di Jawa Tengah merupakan situs unik karena sebagian besar tanahnya milik masyarakat. Sebagai daerah tujuan wisata, masyarakat Situs Sangiran memiliki peluang terlibat dalam sektor tersebut. Program pemberdayaan yang dilakukan BPSMP Sangiran mendorong partisipasi masyarakat yang tinggi dalam sektor pariwisata. Program pemberdayaan sudah dilakukan untuk mencapai hal tersebut, tetapi belum menghasilkan perubahan ekonomi masyarakat secara signifikan. Keberhasilan suatu program pemberdayaan biasanya dipengaruhi oleh partisipasi dan modal sosial masyarakat. Meskipun sudah ada program pemberdayaan, tetapi sebagian besar masyarakat masih bertahan di sektor non pariwisata. Oleh karena itu perlu dilakukan penelitian mengenai program pemberdayaan di Situs Sangiran.

Penelitian bertujuan untuk (1) Mengetahui desain program pemberdayaan masyarakat di Situs Sangiran; (2) Mengetahui pengaruh modal sosial dan partisipasi masyarakat terkait capaian program pemberdayaan; dan (3) Mengetahui strategi survival masyarakat di sektor pariwisata dan non pariwisata. Penelitian ini merupakan penelitian kualitatif dengan pendekatan induktif. Penelitian mencakup program pemberdayaan yang sudah dilakukan oleh BPSMP Sangiran dan partisipasi masyarakat dalam program tersebut. Pihak yang menjadi narasumber antara lain masyarakat peserta program, BPSMP Sangiran, desa, tokoh masyarakat, dan pihak-pihak terkait.

Hasil penelitian menunjukkan pemberdayaan yang dilakukan masih bersifat *top down*. Desain program pemberdayaan berupa pelatihan dan fasilitasi sesuai dengan kebutuhan masyarakat, tetapi tidak adanya pendampingan sesudahnya sehingga belum berhasil secara signifikan meningkatkan ekonomi. Partisipasi masyarakat baru sebatas menjadi menjadi peserta program dan minim keberlanjutan aksi setelah mereka menerima program. Modal sosial berupa jalinan hubungan sosial antar warga maupun dengan pihak lain cukup bagus, tetapi belum diterapkan untuk berpartisipasi dalam pengembangan pariwisata. Banyak potensi unggulan yang dapat mendukung posisi strategis wilayahnya sebagai daerah tujuan wisata, tetapi belum dimaksimalkan pemanfaatannya. Masyarakat belum dapat mengandalkan sumber penghidupan dari pariwisata sehingga harus memiliki strategi bertahan hidup untuk memenuhi kebutuhannya. Mereka masih mempertahankan sumber ekonomi dari sektor pertanian, pertukangan, maupun jasa di luar sektor pariwisata.

**Kata Kunci :** *Top down*, Modal Sosial, Partisipasi, Strategi Survival

## ABSTRACT

The Sangiran site in Central Java is unique site because most of the land belongs to the community. As a tourist destination, Sangiran Site community has the opportunity to be involved in the sector. The empowerment program conducted by BPSMP Sangiran encourages high community participation in the tourism sector. Empowerment programs have been carried out to achieve this, but have not produced significant economic changes in the community. The success of an empowerment program is usually influenced by community participation and social capital. Even though there have been empowerment program leaders, most people still survive in the non-tourism sector. Therefore it is necessary to research the empowerment program at Sangiran Site.

The research aims to (1) Know the design of community empowerment programs at the Sangiran Site; (2) Knowing the effect of social capital and community participation related to the achievement of empowerment programs; and (3) Knowing community survival strategies in the tourism and non-tourism sectors. This research is a qualitative research with an inductive approach. The research includes empowerment programs that have been carried out by Sangiran BPSMP and community participation in the program. The parties who were the speakers included the community participating in the program, BPSMP Sangiran, villages, community leaders, and related parties.

The results showed that the empowerment carried out was still top down. The design of the empowerment program took the form of training and facilitation according to the needs of the community, but there was no assistance afterwards so that it had not been successful in significantly improving the economy. Community participation is only limited to being a program participant and minimal sustainability of the action after they receive the program. Social capital in the form of social relations between citizens and with other parties is quite good, but has not been implemented to participate in tourism development. Many superior potentials can support the strategic position of the region as a tourist destination, but its utilization has not yet been maximized. People cannot rely on livelihoods from tourism, so they must have a survival strategy to meet their needs. They still maintain economic resources from agriculture, carpentry, and services outside the tourism sector.

**Keywords:** *Top down*, Social Capital, Participation, Survival Strategies