

INTISARI

Desa Kepuhsari sejak dahulu terkenal sebagai daerah pengrajin tatah sungging wayang kulit. Upaya melestarikan wayang kulit dilakukan masyarakat dibantu oleh para relawan dengan merintis desa kepuhsari sebagai desa wisata dengan nama “Kampung Wayang”. Dampak positif dan negatif terhadap aspek sosial budaya kemudian terjadi di dalam masyarakat dengan kehadiran wisatawan. Integrasi sosial masyarakat Desa Kepuhsari ikut terpengaruh dengan adanya desa wisata. Integrasi sosial mempunyai empat fase, yaitu akomodasi, kerja sama, koordinasi, dan asimilasi. Unsur masyarakat dalam penelitian ini adalah pengelola kampung wayang, para pelaku desa wisata, dan pemerintahan setempat. Penelitian ini bertujuan untuk (1) memberikan gambaran proses Desa Kepuhsari hingga menjadi desa wisata, (2) mengetahui dampak dari desa wisata terhadap integrasi sosial yang terjadi pada masyarakat Desa Kepuhsari dan proses terjadinya dampak tersebut, dan (3) mengetahui cara masyarakat Desa Kepuhsari mengatasi dampak negatif terhadap aspek sosial budaya terutama integrasi sosial karena desa wisata. Penelitian ini menggunakan pendekatan kualitatif dengan teknik pengumpulan data, yaitu studi pustaka, observasi, wawancara dan dokumentasi. Teknik pengambilan subyek penelitian berupa *purposive sampling*. Teknik analisis data menggunakan analisis model Spradley. Hasil penelitian menunjukkan bahwa (1) proses Desa Kepuhsari menjadi suatu desa wisata dilakukan dengan pemberdayaan masyarakat dan dukungan pemerintah, (2) terbentuknya pokdarwis tetuka memberikan dampak positif bagi masyarakat Desa Kepuhsari, (3) potensi munculnya disintegrasi sosial karena terjadi pertentangan dari pengrajin tatah sungging wayang kulit yang berada diluar keanggotaan pokdarwis tetuka, (4) rekonsiliasi dan regenerasi menjadi strategi masyarakat Desa Wisata Kepuhsari untuk mengatasi dampak negatif dari adanya desa wisata, dan (5) adanya desa wisata dalam masyarakat Desa Kepuhsari semakin menguatkan integrasi sosial masyarakat karena terbentuknya relasi sosial yang harmonis baik internal maupun eksternal.

Kata kunci : Dampak Pariwisata, Desa Wisata, Sosial Budaya, Integrasi Sosial, Masyarakat

ABSTRACT

Kepuhsari village has always been famous as a puppet craft area. Efforts to preserve shadow puppets were carried out by the community assisted by volunteers by pioneering the village of Kepuhsari as a tourist village under the name "Kampung Wayang". Positive and negative impacts on the socio-cultural aspects then occur in the community with the presence of tourists. The social integration of the Kepuhsari Village community was affected by the existence of a tourism village. Social integration has four phases, namely accommodation, cooperation, coordination and assimilation. Community elements in this study are the wayang village manager, the tourism village actors, and the local government. This study aims to (1) provide an overview of the process of the Kepuhsari Village to become a tourist village, (2) determine the impact of the tourism village on social integration that occurs in the Kepuhsari Village community and the process of occurrence of these impacts, and (3) find out how the Kepuhsari Village community overcomes negative impact on the socio-cultural aspects especially social integration because of the tourist village. This study uses a qualitative approach to data collection techniques, namely literature study, observation, interviews and documentation. The technique of taking research subjects in the form of purposive sampling. Data analysis techniques using the Spradley model analysis. The results showed that (1) the process of Kepuhsari Village into a tourist village was carried out with community empowerment and government support, (2) the formation of pokdarwis tetuka had a positive impact on the community of Kepuhsari Village, (3) there was a conflict from the artisans of the Sungging wayang kulit puppets that tourists will have a negative impact on the socio-cultural aspects of the community, (4) reconciliation and regeneration into the community strategy Kepuhsari Tourism Village to overcome the negative impact of social integration from the existence of a tourism village, and (5) the existence of a tourist village in the community Kepuhsari Village further strengthens the social integration of the community because harmonious social relations both internal and external.

Keywords: Tourism Impact, Tourism Village, Social Culture, Social Integration, Society