

INTISARI

Objek Wisata *Green Village* berada di Desa Mertelu, Kecamatan Gedangsari, Kabupaten Gunungkidul merupakan salah satu destinasi wisata yang menerapkan konsep pariwisata berbasis masyarakat karena pelaku utama dalam pengelolaannya yaitu masyarakat lokal sehingga akan memberikan keuntungan secara langsung bagi masyarakat yang terlibat karena masyarakat menjadi subjek pembangunan secara langsung. Tujuan dari penelitian ini yaitu untuk mengetahui kondisi atraksi, amenitas, aksesibilitas dan ancillary objek wisata *Green Village* di Desa Mertelu sebagai destinasi wisata dan mengetahui penerapan pariwisata berbasis masyarakat di objek wisata *Green Village*.

Penelitian ini menggunakan metode kualitatif dengan analisis deskriptif. Data primer diperoleh melalui wawancara mendalam dengan Camat Gedangsari, Perangkat Desa Mertelu dan masyarakat yang menjadi anggota pokdarwis sedangkan data sekunder diperoleh melalui data dan dokumentasi kegiatan dari pokdarwis dan Pemerintah Desa Mertelu. Uji keabsahan data dilakukan dengan triangulasi sumber data yang disajikan dengan tabel, dokumentasi lapangan dan kutipan hasil wawancara dengan informan.

Penerapan konsep pariwisata berbasis masyarakat di Objek Wisata *Green Village* dianalisis berdasarkan lima dimensi yaitu dimensi ekonomi, sosial, budaya, lingkungan dan politik. Berdasarkan hasil analisis pada lima dimensi tersebut, dapat diketahui bahwa Objek Wisata *Green Village* sudah menerapkan konsep pariwisata berbasis masyarakat, tetapi penerapannya belum maksimal yang mempengaruhi terhadap perkembangan objek wisata, faktor yang mempengaruhi yaitu minimnya kemampuan masyarakat dalam pengelolaan objek wisata. Pemerintah memiliki peran dalam memberikan bantuan dana untuk pengembangan objek wisata selain itu terdapat pendampingan untuk masyarakat sehingga pemerintah berperan menjadi fasilitator. Terdapat beberapa masalah yang dapat mempengaruhi keberlanjutan objek wisata, yaitu kurangnya inovasi dan pemasaran selain itu terdapat persaingan dengan objek wisata lain disekitarnya sehingga jumlah kunjungan wisatawan terus menurun dan mempengaruhi terhadap penurunan pendapatan bagi masyarakat yang terlibat dalam kegiatan pariwisata di *Green Village* sehingga banyak masyarakat yang mencari pekerjaan lain karena pendapatan dari sektor pariwisata terus berkurang.

Kata Kunci: Pariwisata Berbasis Masyarakat, Partisipasi, Objek Wisata

ABSTRACT

Green Village is a tourist destination located in Mertelu Gedangsari Gunungkidul. Green village applies the concept of community-based tourism. The main actors in managing Green Village are the local community so that it will provide direct benefits for the people who involved, in this case the community is the subject of development. The purpose of this study were to determine the condition of attractions, amenities, accessibility, and ancillary attractions of Green Village tourism as a tourist destination and also to determine the implementation of community-based tourism in Green Village.

This research was conducted using qualitative methods and being analyzed using a descriptive approach. Primary data were obtained through in-depth interviews with the Head of Gedangsari Sub-District, Mertelu Village apparatus and Pokdarwis members, while secondary data were obtained through data and documentation of activities from Pokdarwis and Metelu Village apparatus. Data validity test were done by triangulating data sources and presented in tables, field documentation and quotations from interviews with informants.

The implementation of Community-based tourism in Green Village was analyzed based on five dimensions namely economic, social, cultural, environmental, and political dimensions. Based on the results, it can be seen that the concept of community-based tourism has been not well implemented. The influencing factor is the lack of community capacity in managing green village as a tourism object, thereby affecting the number of tourist visits and tourist attraction development. The government has a role in providing financial assistance for the development of tourism attractions. The government also acts as a facilitator by providing assistance to the community. There are several problems that can affect the sustainability of attractions, such as the lack of innovation and marketing, besides that, there is competition with other attractions nearby so that the number of tourist visits continues to decline and has an effect on decreasing income for people involved in tourism activities in Green Village. This has encouraged many people to look for other jobs because the income from the tourism sector continues to decrease.

Keywords: community-based tourism, participation, tourism object