

STRATEGI PENGEMBANGAN DESA WISATA GAMPLONG DAN DESA WISATA PULESARI KABUPATEN SLEMAN SEBAGAI KAWASAN WISATA BERBASIS AGROINDUSTRI

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ABSTRAK

Desa Gamplong dan Desa Pulesari merupakan desa wisata di Yogyakarta yang dikembangkan berdasarkan aspek agroindustri. Desa Gamplong memanfaatkan berbagai serat alam sebagai bahan baku produk kerajinan, sedangkan Desa Pulesari mengandalkan kebun salak sebagai agrowisata dan jasa pelatihan produk olahan salak. Kedua desa merupakan *pioneer* desa wisata dan dapat bertahan karena mampu mengembangkan potensi agroindustri menjadi tujuan wisata. Tujuan penelitian ini adalah mengidentifikasi kondisi sosial ekonomi masyarakat, proses pembentukan desa wisata, dan menentukan strategi pengembangan Desa Wisata khususnya di Desa Gamplong dan Desa Pulesari sebagai *role model* pengembangan kawasan wisata berbasis agroindustri. Identifikasi kondisi sosial ekonomi masyarakat dan pembentukan kedua desa wisata dilakukan menggunakan metode deskriptif pendekatan kualitatif dengan jumlah sampel 52 kepala keluarga di Desa Wisata Gamplong dan 37 kepala keluarga di Desa Wisata Pulesari, sedangkan strategi pengembangan desa wisata diformulasikan dengan analisis SWOT dan *Mann Whitney U Test*. Hasil penelitian menunjukkan bahwa ada perbedaan pendapatan pokok, pendapatan sampingan, kepemilikan barang dan pengeluaran kedua desa wisata. Namun demikian, kedua desa masih memerlukan pengembangan sumber daya manusia supaya memahami pentingnya wisata dan potensi agroindustri untuk mendukung wisata yang dimiliki. Strategi yang tepat untuk pengembangan Desa Wisata Pulesari yaitu peningkatan kualitas pelayanan wisatawan asing, daya tarik kesenian tradisional, pesona alam, dan pelatihan pengolahan salak. Sementara itu, Desa Wisata Gamplong perlu pengembangan wisata alam, *spot selfie*, *tracking* sungai, pengembangan agroindustri kerajinan, serta memperluas jaringan kerjasama dengan desa wisata lain untuk inovasi produk baru.

Kata kunci : desa wisata, gamplong, pulesari, strategi pengembangan, swot

DEVELOPMENT STRATEGY OF GAMPLONG AND PULESARI TOURISM VILLAGE, SLEMAN DISTRICT AS AGROINDUSTRY- BASED TOURISM REGION

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ABSTRACT

Gamplong Village and Pulesari Village are tourism villages in Yogyakarta that were developed based on agro-industry aspects. Gamplong Village utilizes a variety of natural fibers as raw material for handicraft products, while Pulesari Village relies on zalacca plantations as agro-tourism and training services for zalacca products. Both villages are pioneers of tourism villages and can survive because they are able to develop the potential of agro-industry into a tourist destination. The purpose of this study is to identify the socio-economic conditions of the community, the process of forming a tourist village, and determine the strategy of developing the Tourism Village, especially in Gamplong Village and Pulesari Village as a role model for agro-industry based tourism development. Identification of the socio-economic conditions of the community and the formation of the two tourism villages was carried out using a descriptive qualitative approach with a sample of 52 households in Gamplong Tourism Village and 37 households in Pulesari Tourism Village, while the tourism village development strategy was formulated with the SWOT analysis and Mann Whitney U Test. The results showed that there were differences in basic income, side income, ownership of goods, and expenditure of the two tourism villages. However, both villages still need to develop human resources in order to understand the importance of tourism and the potential of agro-industry to support tourism. The right strategy for developing Pulesari Tourism Village is improving the quality of foreign tourist services, attracting traditional arts, natural charm, and salak processing training. Meanwhile, Gamplong Tourism Village needs to develop natural tourism, selfie spots, river tracking, development of handicraft agro-industries, and expand cooperation networks with other tourism villages to innovate new products.

Keywords : development strategies, gamplong, pulesari, swot, tourist villages,