

INTISARI

Penelitian ini bertujuan untuk mendeskripsikan pengelolaan pariwisata berbasis masyarakat (CBT) di Pantai Nglambor dilihat dari pendekatan lima prinsip CBT, yakni prinsip ekonomi, prinsip sosial, prinsip budaya, prinsip lingkungan, dan prinsip politik serta mengidentifikasi faktor-faktor yang mempengaruhi pengelolaan pariwisata berbasis masyarakat (CBT) di Pantai Nglambor. Metode penelitian yang digunakan dalam penelitian ini adalah metode kualitatif deskriptif. Data yang dikumpulkan berupa data primer dan data sekunder. Data primer diperoleh melalui wawancara semi terstruktur dan observasi non partisipatif. Sedangkan data sekunder diperoleh dari BPS Kabupaten Gunungkidul, peraturan desa, data kunjungan wisatawan, dan lain-lain. Teknik pengumpulan data menggunakan wawancara, observasi, dan dokumentasi. Analisis data menggunakan model analisis interaktif dari Miles dan Guberman.

Hasil penelitian menunjukkan bahwa pengelolaan pariwisata berbasis masyarakat (CBT) di Pantai Nglambor dilihat dari lima prinsip CBT, yaitu prinsip ekonomi, prinsip sosial, prinsip budaya, prinsip lingkungan, dan prinsip politik. Prinsip ekonomi meliputi dana pengembangan komunitas, terciptanya lapangan kerja di sektor pariwisata, dan berkembangnya pendapatan masyarakat lokal dari sektor pariwisata. Prinsip sosial meliputi peningkatan kualitas hidup, peningkatan kebanggaan komunitas, pembagian peran gender yang adil antara laki-laki dan perempuan; generasi muda dan tua, serta adanya organisasi komunitas. Prinsip budaya meliputi mendorong masyarakat untuk menghormati budaya yang berbeda, membantu perkembangan pertukaran budaya, dan adanya perkembangan nilai budaya yang melekat erat pada kebudayaan setempat. Prinsip lingkungan meliputi adanya pembelajaran mengenai daya dukung lingkungan, adanya pengelolaan sampah yang baik, dan adanya kepedulian akan perlunya konservasi lingkungan. Prinsip politik meliputi adanya partisipasi dari masyarakat lokal, adanya peningkatan kekuasaan komunitas/masyarakat lokal serta adanya jaminan hak-hak masyarakat dalam pengelolaan sumber daya alam. Pengelolaan Pantai Nglambor sudah menerapkan pariwisata berbasis masyarakat dilihat dari prinsip-prinsip tersebut. Walaupun organisasi komunitas lokal yang ada belum bisa bersinergi dan kompak satu sama lain. Selain itu, tingkat kepedulian terhadap lingkungan belum ada pada masyarakat maupun pemerintah, seperti membuang sampah pada tempatnya, konservasi terumbu karang, dan penanaman pohon. Adapun faktor pendukung pengelolaan pariwisata berbasis masyarakat yaitu sumber daya alam, keterlibatan masyarakat lokal, dan dukungan pemerintah. Sedangkan faktor penghambat pengelolaan pariwisata berbasis masyarakat di Pantai Nglambor adalah kesiapan masyarakat lokal, persaingan daya tarik wisata, keterbatasan dana, dan kohesivitas masyarakat.

Kata kunci: pariwisata, partisipasi, *community based tourism*, Pantai Nglambor

ABSTRACT

This study aims to describe community-based tourism management (CBT) in Nglambor Beach seen from the five-principle approach of CBT, namely economic principles, social principles, cultural principles, environmental principles, and political principles as well as identifying factors that influence community-based tourism management (CBT) at Nglambor Beach. The research method used in this research is descriptive qualitative method. The data collected in the form of primary data and secondary data. Primary data were obtained through semi-structured interviews and non-participatory observation. Meanwhile, secondary data were obtained from BPS Gunungkidul Regency, village regulations, tourist visit data, and others. Data collection techniques using interviews, observation, and documentation. Data analysis used interactive analysis model from Miles and Guberman.

The results showed that community-based tourism management (CBT) in Nglambor Beach was seen from the five principles of CBT, namely economic principles, social principles, cultural principles, environmental principles, and political principles. Economic principles include community development funds, creating jobs in the tourism sector, and developing local people's income from the tourism sector. Social principles include improving the quality of life, increasing community pride, dividing gender roles that are fair between men and women; young and old generations, and the existence of community organizations. Cultural principles include encouraging people to respect different cultures, fostering cultural exchanges, and developing cultural values that are closely attached to local culture. Environmental principles include learning about the carrying capacity of the environment, the existence of good waste management, and a concern for the need for environmental conservation. Political principles include the participation of local communities, an increase in the power of the local community / community and the guarantee of community rights in managing natural resources. Nglambor Beach Management has implemented community-based tourism as seen from these principles. Although the existing local community organizations have not been able to synergize and unite with one another. In addition, the community and government have not yet had a level of concern for the environment, such as disposing of garbage in its place, conserving coral reefs, and planting trees. The supporting factors for community-based tourism management are natural resources, local community involvement, and government support. Meanwhile, the inhibiting factors for community-based tourism management in Nglambor Beach are the readiness of local communities, competition for tourist attractions, limited funds, and community cohesiveness.

Keywords: tourism, participation, *community based tourism*, Nglambor Beach