

Proyek Skripsi karya Desa Wisata Guvosari merupakan proyek kerja sama antara Departemen Ilmu Komunikasi, RWE Digital Agency, dan Desa Guvosari. Desa Guvosari yang terletak di Kabupaten Bantul, memiliki sejumlah potensi wisata yang cukup menarik serta didukung dengan semangat gotong royong masyarakat dan pemerintah desa terkait. Model pendekatan inisiasi Desa Wisata Guvosari, yaitu *bottom up*, *top down*, dan agensi non-pemerintah. Kerja sama dengan agensi non-pemerintah bertujuan untuk menggiring semangat sumber daya manusia Desa Guvosari menjadi lebih terarah, efektif, dan terbentuk pola kerja yang jelas. Untuk menjamin keberlanjutan Desa Wisata Guvosari, disusun instrumen dasar yang memuat perencanaan konsep wisata, keterangan kepemilikan objek wisata, dan operasional penyelenggaraan wisata yang bersifat mengikat. Karya dibuat menggunakan dua kolaborasi ilmu yaitu, hubungan masyarakat dan ilmu pariwisata. Hasil karya berupa Standar Operasional Prosedur (SOP) yang terdiri dari SOP Pemanduan Desa Wisata Guvosari dan SOP Desa Wisata Guvosari. Pada akhir periode kerja sama, Desa Guvosari menyetujui untuk menggunakan karya sebagai pedoman teknis penyelenggaraan kegiatan wisata di Desa Wisata Guvosari.

Kata kunci: Standar Operasional Prosedur (SOP), *bottom up*, *top down*.

ABSTRACT

The thesis project Guvosari Tourism Village is a collaborative project between the Department of Communication Studies, RWE Digital Agency, and the Guvosari Village Government. Guvosari Village, located in Bantul Regency, has various number of interesting tourism potentials and supported by the spirit of mutual cooperation between community and the related village government. The model of the initiation approach of Guvosari Tourism Village are bottom up, top down, and non-government agencies. Collaboration with non-government agencies aims to drive the spirit of the community of Guvosari Village to be more focused, effective and to form a clear work pattern. To ensure the sustainability of Guvosari Tourism Village, basic instruments are prepared which include planning tourism concepts, information about ownership of the tourism objects, and binding tourism operations. The work is made using two scientific collaborations, which are public relations and tourism science. The work is in the form of Standard Operating Procedures (SOP) which consists of Guiding Guvosari Tourism Village SOP and Guvosari Tourism Village SOP. At the end of the cooperation period, Guvosari Village agreed to use the work as a technical guideline for organizing tourism activities in Guvosari Tourism Village.

Keyword: Standar Operating Procedure (SOP), bottom up, top down.