ABSTRAK

Desa Potorono merupakan satu-satunya desa di Kabupaten Bantul yang menjadi rintisan desa wisata dan mengembangkan potensi pariwisatanya diantara desa lain yang mendapat bantuan pembangunan telaga desa pada tahun 2017 oleh Pemda DIY. Pengembangan pariwisata di Desa Potorono dilakukan secara masif oleh *stakeholder* yang terlibat dengan melakukan pembangunan atraksi wisata serta fasilitas umum di sekitar, selain itu Desa Potorono juga mengadakan berbagai macam acara kesenian dan tradisi untuk menarik wisatawan berkunjung. Berkat usaha yang dilakukan tersebut membuat Desa Potorono mulai dikenal dan menjadi salah satu destinasi wisata di Kabupaten Bantul.

Penelitian ini dilakukan di Desa Potorono, Kecamatan Banguntapan, Kabupaten Bantul. Metode yang digunakan dalam penelitian ini adalah metode kualitatif-deskriptif, yang dilakukan dengan observasi, *desk study* dan wawancara dengan Dinas Pariwisata Kabupaten Bantul, Pemerintah Desa Potorono, Ketua Pokdarwis Cindaimas, dan masyarakat desa. Penelitian ini bertujuan untuk mengetahui peran *stakeholder* yang terlibat dalam pengembangan pariwisata di Desa Potorono yang dapat diketahui melalui data yang diperoleh di lapangan kemudian dianalisis dengan beberapa teori yaitu peran, *stakeholder*, dan pengembangan pariwisata.

Hasil penelitian menunjukkan bahwa Desa Potorono telah melalui 4 tahapan dari *tourism area life cycle (TALC)* yaitu tahap eksplorasi, tahap keterlibatan, tahap pengembangan, dan tahap konsolidasi. Pada setiap tahapan tersebut terdapat *stakeholder* yang memiliki peran masing-masing yaitu sebagai regulator, koordinator, fasilitator, implementer, dan akselerator. Setiap tahap pengembangan pariwisata di Desa Potorono memiliki kebutuhan yang berbeda. *Stakeholder* yang terlibat pada setiap tahapan harus bisa menyesuaikan, mempersiapkan, dan mengakomodir kebutuhan yang diperlukan tersebut. Masa transisi pada setiap tahapan bisa menjadi kesempatan bagi *stakeholder* untuk mempersiapkan keperluan tahap-tahap berikutnya.

Kata Kunci: peran, stakeholder, tourism area life cycle, pengembangan pariwisata

ABSTRACT

Potorono Village is the only village in Bantul Regency which has become a pioneering tourism village and developed its tourism potential among other villages that received village lake development assistance in 2017 by the DIY Regional Government. The development of tourism in Potorono Village is carried out massively by stakeholders involved in developing tourism and public facilities in the vicinity, besides that Potorono Village also holds various kinds of art and traditional events to attract tourist visits. Thanks to the efforts made, Potorono Village became known and became one of the tourist destinations in Bantul Regency.

This research was conducted in Potorono Village, Banguntapan District, Bantul Regency. The method used in this research is a qualitative-descriptive method, which is carried out by observation, table studies, and interviews with the Bantul Regency Tourism Office, the Potorono Village Government, the Chairperson of Pokdarwis Cindaimas, and the village community. This study aims to see the role of stakeholders involved in tourism development in Potorono Village which can be known through the data obtained in the field and then analyzed by several theories, namely roles, stakeholders, and tourism development.

The results showed that Potorono Village has gone through 4 stages of the tourism area life cycle (TALC), namely the exploration stage, the involvement stage, the development stage, and the consolidation stage. At each of these stages, there are stakeholders who have their respective roles, namely as regulator, coordinator, facilitator, implementer, and accelerator. Each stage of tourism development in Potorono Village has different needs. Stakeholders involved in each stage must adjust, prepare, and accommodate these necessary needs. The transition phase at each stage can be an opportunity for stakeholders to prepare for the next stages.

Keywords: roles, stakeholders, tourism area life cycle, tourism development