

ABSTRACT

This study intends to formulate the development strategy of the Borobudur village as a tourism destination. Borobudur village is the village where the Borobudur temple is located. Therefore, Borobudur village is a commercial zone of Borobudur temple tourism destination that will be the positive and negative impacted area of the tourism activity in Borobudur.

Although it is a commercial zone, the condition of the Borobudur village is still far from ideal. In 2014, the number of poor people in Borobudur village is 5679 people or 52.5% from the total population. The average income of the society in Borobudur Village is 150,000 rupiah per month, far from the minimum needs of life in Magelang regency which has reached around 300,000 rupiah per month. The society in this village dominated by elementary school graduates (30%) and junior high school graduates (27%). But on the other side, this village has tourism potential, such as natural potentials, cultural potentials, and artificial potentials.

This study is a qualitative research with case study method. Data collection techniques in this study are observations, interviews, library research, and documentation. Data obtained verifiable by triangulation techniques. Furthermore, the data sorted, analyzed and assembled until get the conclusion of the study.

The results showed that the Development Strategy of Borobudur Village as tourism destinations are: (1) The establishment of nature-based tourism village and village culture; (2) Establishment of tourism community; (3) Preparation Package; (4) Establishment of a pattern of cooperation between relevant stakeholders; (5) Development amenity and tourism support facilities; (6) Development of accessibility; and (7) Strengthening the capacity of local communities. From the seven strategies, the very strategic group is the strategy number 1, 2, 3; the medium strategic groups is the strategy number 4 and 5; and the lack strategic group is the strategy number 6 and 7. Furthermore, the development strategy of the Borobudur Village attention to aspects (1) well-being of local communities, (2) economic benefits, and (3) the integration of inter-sector, inter-regional and inter-stakeholder interests.

Suggestions that can be provide are (1) Required a strict policy to control the development of the area of Borobudur, for example with the creation of the master plan; (2) Required prioritization in policy-making related to the development of the village of Borobudur; (3) Required integrated management of Borobudur area, with the participation of society, and harmonization of the various aspects; (4) Required revenue sharing system of PT. Taman Wisata Candi Borobudur, especially for Magelang District Government; and (5) Required the determination and a strong commitment from the society and the others stakeholders to develop Borobudur Village.

Keywords: *Borobudur Village, Tourism Village, Development Strategy*

INTISARI

Penelitian ini bermaksud merumuskan strategi pengembangan Desa Borobudur sebagai destinasi pariwisata. Desa Borobudur merupakan desa tempat Candi Borobudur berada. Oleh sebab itu, desa tersebut merupakan zona komersial destinasi pariwisata Candi Borobudur yang akan pertama kali terkena dampak positif maupun negatif dari adanya kegiatan pariwisata di Candi Borobudur.

Meskipun merupakan zona komersial, keadaan Desa Borobudur masih jauh dari ideal. Pada tahun 2014, jumlah penduduk miskin di Desa Borobudur mencapai 5679 jiwa atau sekitar 52,5% dari total jumlah penduduk. Rata-rata pendapatan yang dimiliki masyarakat Desa Borobudur Rp 150.000, jauh dari mencukupi untuk memenuhi kebutuhan hidup minimum di Kabupaten Magelang yang sudah mencapai sekitar Rp 300.000/bulan. Penduduk di desa ini juga didominasi lulusan SD/ sederajat (30%) dan lulusan SLTP/ sederajat (27%). Namun di sisi lain, desa ini memiliki potensi wisata yang menarik, baik itu potensi alam, budaya, maupun buatan.

Penelitian ini merupakan jenis penelitian kualitatif dengan metode studi kasus. Teknik pengumpulan data dalam penelitian ini, antara lain observasi, wawancara, studi pustaka, dan dokumentasi. Data yang diperoleh diuji keabsahannya dengan teknik triangulasi. Selanjutnya, data dipilah, dianalisis, dan dirangkai hingga diperoleh kesimpulan utuh dari penelitian.

Hasil penelitian menunjukkan bahwa Strategi Pengembangan Desa Borobudur sebagai Destinasi Pariwisata, antara lain: (1) Pembentukan desa wisata berbasis alam dan budaya perdesaan; (2) Pembentukan Pokdarwis; (3) Pembuatan Paket Wisata; (4) Pembentukan pola kerja sama antar-*stakeholder* terkait; (5) Pengembangan amenities dan fasilitas pendukung; (6) Pengembangan aksesibilitas; dan (7) Penguatan kapasitas masyarakat lokal. Dari tujuh strategi tersebut, kelompok strategi yang sangat strategis, yaitu strategi nomor 1, 2, 3; kelompok cukup strategis, yaitu strategi nomor 4 dan 5; dan kelompok kurang strategis, yaitu strategi nomor 6 dan 7. Selanjutnya, strategi pengembangan Desa Borobudur memperhatikan aspek (1) kesejahteraan masyarakat lokal, (2) manfaat ekonomi, dan (3) keterpaduan antar-sektor, antar-daerah, dan antar-pemangku kepentingan.

Saran yang dapat penulis berikan, antara lain: Diperlukan kebijakan ketat untuk mengendalikan pengembangan kawasan Borobudur, misalnya dengan pembuatan *masterplan*; (2) Diperlukan penentuan prioritas dalam pengambilan kebijakan terkait pengembangan Desa Borobudur; (3) Diperlukan badan pengelola kawasan Borobudur yang terpadu, menyertakan partisipasi masyarakat, dan harmonisasi berbagai aspek; (4) Diperlukan sistem bagi hasil pendapatan Taman Wisata Candi Borobudur, khususnya bagi Pemerintah Daerah Kabupaten Magelang; serta (5) Diperlukan tekad dan komitmen yang kuat dari masyarakat dan *stakeholder* terkait untuk bersama-sama mengembangkan Desa Borobudur.

Kata Kunci: *Desa Borobudur, Desa Wisata, Strategi Pengembangan*