

INTISARI

DAMPAK KEBERADAAN DESA WISATA BLUE LAGOON TERHADAP
PENDAPATAN MASYARAKAT DI DUSUN DALEM DESA
WIDODOMARTANI KECAMATAN NGEMPLAK KABUPATEN SLEMAN
TAHUN 2017

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Perkembangan desa wisata Blue Lagoon turut berkontribusi dalam meningkatkan jumlah wisatawan yang berkunjung ke Kabupaten Sleman. Desa wisata Blue Lagoon terletak di Dusun Dalem Widodomartani Ngemplak Kabupaten Sleman. Desa wisata Blue Lagoon diresmikan pada tanggal 22 Maret 2015 oleh bupati Sleman Sri Purnomo. Pengunjung yang datang di desa wisata Blue Lagoon mengalami peningkatan pada tahun 2014-2016. Penelitian ini bertujuan untuk mengetahui pengaruh adanya desa wisata Blue Lagoon terhadap pendapatan masyarakat Dusun Dalem. Penelitian ini menggunakan metode kuantitatif dengan alat analisis deskriptif yang mendeskripsikan karakteristik responden atau masyarakat Dusun Dalem. Berdasarkan hasil analisis deskriptif statistik bahwa rata-rata pendapatan masyarakat Dusun Dalem sesudah adanya desa wisata Blue Lagoon rata-rata pendapatan masyarakat mengalami peningkatan.

Kata Kunci: Desa wisata Blue Lagoon, masyarakat Dusun Dalem, pendapatan

ABSTRACT

The Impact of the Existence of a Tourist Village Blue Lagoon Against Peoples
Income in the Hamlet of Dalem Village of Widodomartani Sub-District of Sleman
Regency Ngemplak 2017

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The development of the tourist village Blue Lagoon contribute to increase the number of tourists visiting the Sleman Regency. Blue Lagoon tourist village located in the hamlet of Dalem Widodomartani Ngemplak Sleman Regency. Blue Lagoon tourist village was established on 22 March 2015 by Sleman Regent Sri Purnomo. Visitors coming in the tourist village Blue Lagoon underwent an increase in 2014-2016. This research aims to know the influence of the existence of a tourist village Blue Lagoon against the income of the village Servants. These studies use quantitative methods with descriptive analysis tool that describes the characteristics of the respondents or the community of the village Servants. Based on the results of the descriptive analysis of the statistics that the average income of the public servants in the Village after the existence of the tourist village Blue Lagoon average people's income has increased.

Keywords: Blue Lagoon tourist village, the village communities of Dalem, income