

ABSTRAK

Selama 9 tahun (2001-2009), Desa Wisata Grogol mengalami stagnasi. Hal ini karena terdapat beberapa faktor yang menghambat proses pengelolaan Desa Wisata Grogol mulai dari penolakan dari masyarakat, ketiadaan komponen kelembagaan hingga kurangnya minat wisatawan terhadap pariwisata di Dusun Grogol. Berangkat dari permasalahan tersebut, maka penelitian ini bertujuan untuk melihat proses perkembangan dan perubahan yang terjadi pada pengelolaan Desa Wisata Grogol. Selain itu, dalam penelitian ini juga dilakukan analisis terhadap peran modal sosial yakni kepercayaan, jaringan dan norma dalam dinamika pengelolaan Desa Wisata Grogol. Penelitian ini menggunakan metode penelitian kualitatif, di mana data-data yang dibutuhkan diperoleh melalui proses observasi, wawancara dan data sekunder. Hasil dari penelitian ini menunjukkan bahwa, pengelolaan Desa Wisata Grogol mengalami proses perubahan dan perkembangan mulai dari kemunculan aktor, jejaring kerja sama, bantuan dana, dan kualitas SDM yang dapat diamati melalui 3 periode yakni periode awal (2001-2009), periode perkembangan (2010-2014), dan periode mandiri (2015-2017). Perubahan dan perkembangan tersebut terjadi tidak terlepas dari peran 3 elemen dasar dalam modal sosial yakni kepercayaan, jaringan dan norma yang menjadi sumber daya sosial bagi pengurus dalam pengelolaan Desa Wisata Grogol sehingga mampu mengembangkan pariwisata di Dusun Grogol ke arah yang positif.

Kata Kunci : Desa Wisata Grogol, Dinamika Pengelolaan, Pengembangan Desa Wisata, Modal Sosial.

ABSTRACT

Grogol Tourism Village experienced stagnation for 9 years (2001-2009). This was caused by the presences of several factors that obstruct the development of the tourism village. These factors were ranging from the community member rejection, the absence of institutional components up to the low interest of the tourists toward Grogol Tourism Village. Driving by the aforementioned problems, this research was aimed to study the development and transformation processes occurring on the Management of Grogol Tourism Village. In addition, the study was also directed to analyze the role of social capital such as trust, network, and norm on the dynamics of management of Grogol Tourism Village. This study used qualitative research methodology in which the required data was obtained through field observations, direct interviews, and secondary data. Results of this study show that the management of Grogol Tourism Village has gone through several development stages starting from the emerges of the actors, the collaborative networks, the funding assistance, and the necessary human resource quality. These developments have been observed to have three stages, i.e.: the initial stage (2001-2009), the development stage (2010-2014), and the independence stage (2015-2017). The occurrences of the previously mentioned changes and development can not be separated from the roles of 3 basic elements of the social capital, i.e.: trust, networking, and norm that have served as social



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resources for the core management team in directing tourism in Grogol village toward a positive development.

Key words: Grogol Tourism Village, Management Dynamics, tourism village development, social capital.