

INTISARI

Sektor pariwisata merupakan peluang baik untuk mengembangkan pekerjaan dan pendapatan masyarakat. Kehadiran wisata Goa Pindul di Desa Bejiharjo merupakan salah satu bukti nyata desa wisata yang mengembangkan pekerjaan dan pendapatan masyarakat. Masyarakat Desa Bejiharjo semula merupakan masyarakat murni pertanian, sedangkan saat ini mereka mulai disibukkan dengan kegiatan pariwisata. Kegiatan pariwisata membawa variasi pekerjaan baru di Desa Bejiharjo. Variasi pekerjaan baru di bidang pariwisata menggeser pekerjaan-pekerjaan lain di Desa Bejiharjo yang sebelumnya sudah ada di desa tersebut. Pergeseran tersebut mendorong penelitian ini untuk mengetahui gambaran kepuasan terhadap pekerjaan dan pendapatan pada masyarakat Desa Bejiharjo. Kepuasan terhadap pekerjaan dan pendapatan merupakan salah satu gambaran sisi subjektivitas masyarakat. Di samping itu, penelitian ini juga menelisik gambaran kepuasan tersebut apakah sebagai indikasi pergeseran okupasi.

Penelitian ini menggunakan metode penelitian gabungan. Metode gabungan yang dimaksud adalah metode kuantitatif diikuti metode kualitatif secara berurutan. Metode kuantitatif dilakukan secara survei dan digunakan untuk mengetahui tingkat kepuasan terhadap pekerjaan dan pendapatan pada masyarakat Desa Bejiharjo. Penelitian ini menggunakan hasil survai Damanik dkk. (2014). Metode penelitian kualitatif dilakukan secara deskriptif dan digunakan untuk mengetahui alasan kepuasan terhadap pekerjaan dan pendapatan. Di samping itu, metode kualitatif juga digunakan untuk menggali kepuasan terhadap pekerjaan dan pendapatan pada masyarakat yang mengalami pergeseran okupasi ke bidang jasa pariwisata. Penelitian ini menggunakan responden lanjutan dan informan. Penetapan responden lanjutan mengikuti kecenderungan data kuantitatif dan penetapan informan mengikuti kecenderungan kepuasan masyarakat terhadap pekerjaan dan pendapatan serta masyarakat yang mengalami pergeseran pekerjaan.

Penelitian ini menemukan rata-rata tingkat kepuasan masyarakat terhadap pekerjaan sebesar 7,45 (tinggi) dan rata-rata tingkat kepuasan masyarakat terhadap penghasilan individu sebesar 6,79 (sedang) serta rata-rata tingkat kepuasan masyarakat terhadap pendapatan rumah tangga sebesar 6,86 (sedang). Alasan kepuasan terhadap pekerjaan dan pendapatan pada masyarakat Desa Bejiharjo bukan dilatarbelakangi oleh ukuran materi melainkan dilatarbelakangi oleh karakteristik sosial dan budaya masyarakat desa. Solidaritas sosial dan sikap *nrima* merupakan determinasi yang menonjol atas kepuasan masyarakat terhadap pekerjaan dan pendapatan. Kepuasan masyarakat terhadap pekerjaan dan pendapatan bukan merupakan indikasi pergeseran okupasi melainkan merupakan gejala kultural masyarakat Desa Bejiharjo.

Kata Kunci: Pergeseran Okupasi, Desa Wisata, Kepuasan terhadap Pekerjaan dan Pendapatan, Gejala Kultural

ABSTRACT

Tourism sector is a good opportunity to develop community jobs and income. The presence of Goa Pindul tour in Bejiharjo Village is real proof that tourism villages develop community jobs and income. The community of Bejiharjo Village was previously a pure farming community. Nowadays, they start to be busy with tourism activities that carried a new variety of job. This new variety of job in tourism field replaced other jobs that have existed previously in the village. The replacement encouraged this research to identify descriptions of satisfaction towards jobs and income in the community of Bejiharjo Village. Satisfaction towards jobs and income is a description of community subjectivity side. Besides, this research also analyzes if the description of the satisfaction indicates occupation replacement.

This study used a mixed research method which was quantitative method followed with qualitative method sequentially. Quantitative method was conducted with surveys and used for identifying the level of satisfaction towards community jobs and income. This research used the survey result of Damanik, et. al. (2014). Qualitative method was conducted descriptively and used for identifying the reason of satisfaction towards community jobs and income. Besides, qualitative method was also used for identifying the satisfaction towards jobs and income in the community that experienced occupation replacement into tourism services. This research used respondents and informants. The selection of respondents followed the tendency of the quantitative data and the selection of informants followed the tendency of the community satisfaction towards jobs and income as well as the community that experienced occupation replacement.

This research identified that the average of the level of the community satisfaction towards jobs was as much as 7.45 (high) and the average of the level of the community satisfaction towards individual income was as much as 6.79 (medium) and also the average of the level of the community satisfaction towards household income was as much as 6.86 (medium). The reason of the satisfaction towards jobs and income in the community of Bejiharjo Village was not based on material standard but the social and cultural characteristics of the village community. Social solidarity and being accepting are prominent determination in the community satisfaction towards jobs and income. The community satisfaction towards jobs and income is not an indication on occupation replacement but cultural symptoms in the community of Bejiharjo Village.

Keywords: Occupation Replacement, Tourism Village, Satisfaction towards Jobs and Income, Cultural Symptoms