

## **ABSTRACT**

Gunungkidul district has various kind of tourism potential such as nature, culture, culinary and history. One of tourism attractions that become focused attention is Nglambor Beach in Purwodadi village. This village offers snorkeling activity in Nglambor Beach which is visited by many tourists. The large number of visit makes many local people interested in participating on snorkeling development. This research aims to find out reasons of local people in taking participation and the form of their participation. The result indicates that local people takes participation in snorkeling development at Nglambor Beach because they want to get profit as same as the investor which also operates snorkeling rental service. The local people participation can be seen with community involvement in decision making process, activities execution, evaluation and development utilization. The local people tend to more active in physical development process rather than non-physical development process.

Keywords: participation, community, snorkeling

## ABSTRAK

Gunungkidul memiliki potensi wisata yang cukup beragam seperti wisata alam, budaya, kuliner, dan sejarah. Salah satu objek wisata yang menjadi sorotan adalah Pantai Nglambor di Desa Purwodadi. Dengan menawarkan kegiatan *snorkeling*, Pantai Nglambor ramai dikunjungi oleh wisatawan. Banyaknya jumlah kunjungan wisatawan membuat masyarakat tertarik ikut berpartisipasi dalam pengembangan kegiatan *snorkeling* di Pantai Nglambor. Penelitian ini bertujuan untuk mengetahui alasan masyarakat ikut berpartisipasi serta bentuk partisipasi masyarakat. Hasil penelitian menunjukkan bahwa masyarakat ikut berpartisipasi dalam pengembangan kegiatan *snorkeling* di Pantai Nglambor karena ingin mendapatkan keuntungan sama seperti investor yang telah membuka usaha persewaan alat *snorkeling* lebih dulu. Bentuk partisipasi masyarakat terlihat dari keterlibatan masyarakat pada proses pengambilan keputusan, pelaksanaan kegiatan, evaluasi, dan pemanfaatan hasil pembangunan. Masyarakat cenderung lebih aktif pada proses pembangunan fisik daripada proses pembangunan non fisik.

Kata Kunci : partisipasi, masyarakat, *snorkeling*.