

## INTISARI

Penetapan Candi Borobudur sebagai Destinasi Pariwisata Nasional (DPN) memberikan peluang bagi wilayah sekitarnya untuk berkembang. Desa Candirejo merupakan sebuah desa yang berjarak  $\pm 5$  km dari Candi Borobudur dan diresmikan menjadi desa wisata pada tahun 2003. Desa Wisata Candirejo dapat bertahan sampai saat ini dan berkembang menjadi desa wisata mandiri. Efektivitas pengembangannya dapat dilihat dari indikator peningkatan jumlah kunjungan wisatawan, peningkatan pengeluaran (*money spending*) wisatawan, dan peningkatan lama tinggal wisatawan. Penelitian ini bertujuan untuk menganalisis faktor-faktor yang mempengaruhi efektivitas pengembangan Desa Wisata Candirejo.

Jenis penelitian ini adalah deskriptif kualitatif dengan menggunakan data primer dan sekunder. Data lapangan diperoleh melalui wawancara, observasi, dan kuesioner sebagai data pendukung. Teknik pengolahan data terdiri dari tiga alur yaitu reduksi data, penyajian data, verifikasi dan penyimpulan.

Hasil penelitian ini menunjukkan bahwa secara garis besar jumlah kunjungan meningkat, rata-rata pengeluaran wisatawan berkisar >Rp100.000,00-300.000,00, dan rata-rata lama tinggal wisatawan 1-3 jam. Efektivitas pengembangan Desa Wisata Candirejo dipengaruhi oleh faktor suasana pedesaan, kemudahan aksesibilitas, kualitas akomodasi, dan kualitas fasilitas pendukung. Mayoritas wisatawan berpersepsi bahwa suasana pedesaan sangat baik (64%), kemudahan aksesibilitas sangat baik (58%), kualitas akomodasi baik (55%), dan kualitas fasilitas pendukung baik (43%). Suasana pedesaan menjadi faktor yang sangat berpengaruh karena munculnya kegiatan wisata di Desa Candirejo berasal dari keunikan potensi daya tarik desa yang dikembangkan. Adanya suasana pedesaan yang menarik bagi wisatawan didukung dengan kemudahan aksesibilitas, kualitas akomodasi, dan kualitas fasilitas pendukung sehingga meningkatkan efektivitas pengembangan Desa Candirejo sebagai desa wisata.

Kata kunci: *determinan, efektivitas, pengembangan desa wisata, Desa Candirejo*

## ABSTRACT

Determination of Borobudur Temple as the National Tourism Destination gives opportunity for the surrounding area to develop. Candirejo village located  $\pm$  5 km from the Borobudur Temple and established as village tourism in 2003. Candirejo Tourism Village can survive until today and exist as tourism village that evolve. The effectiveness of development Candirejo Tourism Village can be seen from the indicators such as increased the number of tourist arrivals, increased of money spending, and increased length of stay of tourists. This study aimed to analyze factors that influence the effectiveness of development Candirejo Tourism Village.

This research is a qualitative descriptive by using primary and secondary data. The field data obtained through interviews, observation, and questionnaires as supporting data. Data processing technique consists of three flows, there are data reduction, data presentation, verification and conclusion.

The results of this study indicate that the number of visitors increased, the average money spending of tourist ranges > Rp100.000,00-300.000,00, and the average length of stay of tourists 1-3 hours. The effectiveness of development Candirejo Tourism Village influenced by the village atmosphere, ease of accessibility, quality of accommodation, and the quality of support facilities. The majority of tourists perceived that the village atmosphere is excellent (64%), ease of accessibility is excellent (58%), quality of accommodation is good (55%), and quality of supporting facilities is good (43%). Village atmosphere became very influential factor for the existence of tourism activities in the village Candirejo because they are developed from the unique potential of the village. The village atmosphere that interesting for the tourists supported by the ease of accessibility, quality of accommodation, and the quality of supporting facilities, thus improving the effectiveness of development Candirejo village as a tourism village.

**Keywords:** *determinant, effectiveness, development of tourism village, Candirejo village*