

INTISARI

Wukirsari merupakan salah satu desa wisata di Bantul yang memiliki banyak potensi wisata seperti wisata alam, wisata budaya, wisata religi, dan kuliner. Dari berbagai potensi wisata tersebut, Dinas Kebudayaan dan Pariwisata Kabupaten Bantul (Department of Culture and Tourism of Bantul Regency) melakukan upaya untuk pengembangan terhadap desa wisata Wukirsari agar masyarakat setempat bisa mendapatkan manfaat yang ada di desa tersebut. Tujuan tugas akhir ini untuk menjelaskan peran Dinas Kebudayaan dan Pariwisata Kabupaten Bantul (Department of Culture and Tourism of Bantul Regency) dalam mengembangkan dan mempromosikan desa wisata Wukirsari.

Tugas akhir ini menggunakan metode qualitative yang menjabarkan peran *Dinas Kebudayaan dan Pariwisata Kabupaten Bantul* (Department of Culture and Tourism of Bantul Regency) dalam mengembangkan dan mempromosikan desa wisata Wukirsari dengan dilengkapi beberapa gambar dan table. Teknik pengumpulan data dilakukan selama mengikuti program magang di *Dinas Kebudayaan dan Pariwisata Kabupaten Bantul* (Department of Culture and Tourism of Bantul Regency) selama 2 bulan dari bulan Februari sampai bulan Maret 2016. Selain itu penulis melakukan wawancara langsung kepada staff di bidang PK (Promosi dan Kemitraan) *Dinas Kebudayaan dan Pariwisata Kabupaten Bantul* (Department of Culture and Tourism of Bantul Regency). Kemudian penulis juga melakukan observasi langsung ke desa wisata Wukirsari dan melakukan wawancara dengan pemandu di desa wisata Wukirsari untuk mengetahui informasi tentang desa wisata Wukirsari. Selain itu penulis menggunakan beberapa buku untuk menambah wawasan tentang desa wisata.

Berdasarkan observasi yang telah dilakukan terdapat berbagai macam potensi wisata yang ada di Wukirsari mulai dari potensi alam, potensi budaya, dan religion. Dari berbagai jenis potensi yang telah disebutkan, *Dinas Kebudayaan dan Pariwisata Kabupaten Bantul* (Department of Culture and Tourism of Bantul Regency) melakukan upaya untuk mengembangkan desa wisata Wukirsari. Upaya yang dilakukan oleh *Dinas Kebudayaan dan Pariwisata Kabupaten Bantul* (Department of Culture and Tourism of Bantul Regency) adalah dengan melakukan penyuluhan tentang desa wisata kepada warga setempat dan memberikan bimbingan untuk membuat paket wisata. Selain itu dilakukan promosi agar masyarakat tertarik untuk datang ke Wukirsari.

Kata Kunci: Dinas Kebudayaan dan Pariwisata Kabupaten Bantul, Desa Wisata Wukirsari, Pengembangan dan Promosi.

ABSTRACT

Wukirsari is one of the tourism villages in Bantul which has a lot of tourism potential such as nature, culture, religion, and culinary. From the various tourism potential, *Dinas Kebudayaan dan Pariwisata Kabupaten Bantul* (Department of Culture and Tourism of Bantul Regency) makes efforts for the development of Wukirsari tourism village so that local people can get benefit of this tourism village. The purpose of this graduating paper is to describe the roles of *Dinas Kebudayaan dan Pariwisata Kabupaten Bantul* (Department of Culture and Tourism of Bantul Regency) in developing and promoting Wukirsari tourism village.

This graduating paper uses qualitative methods which describe the roles of Department of Culture and Tourism of Bantul Regency in developing and promoting Wukirsari tourism village by some pictures and table. The data were collected during the internship program at *Dinas Kebudayaan dan Pariwisata Kabupaten Bantul* (Department of Culture and Tourism of Bantul Regency) for 2 months, it was from February to March 2016. In addition, the writer conducted interviews to staff of PK (Promotions and Partnerships division) at *Dinas Kebudayaan dan Pariwisata Kabupaten Bantul* (Department of Culture and Tourism of Bantul Regency). Then, the writer also conducted direct observation in Wukirsari tourism village and conducted interviews with a guide of Wukirsari tourism village to find out information about Wukirsari tourism village. Besides, the writer uses some books to add knowledge about tourism village.

Based on the observations, there are various kinds of tourism potentials in Wukirsari from natural potential, culture potential, and religion. From various types of potential that are mentioned, *Dinas Kebudayaan dan Pariwisata Kabupaten Bantul* (Department of Culture and Tourism of Bantul Regency) make efforts to develop tourism village Wukirsari. The efforts that have been done conducted by *Dinas Kebudayaan dan Pariwisata Kabupaten Bantul* (Department of Culture and Tourism of Bantul Regency) are giving information about tourism village to local people and provide guidance to make tour packages. In addition there were promotions so that people are interested to come to Wukirsari.

Keywords: Department of Culture and Tourism of Bantul Regency, Wukirsari Tourism Village, Development and Promotion.