

## INTISARI

### **PARTISIPASI MASYARAKAT DALAM PENGEMBANGAN DESA WISATA KETENGER (KECAMATAN BATURADEN, KABUPATEN BANYUMAS, JAWA TENGAH)**

Desa wisata Ketenger adalah salah satu desa wisata di kecamatan Baturraden, kabupaten Banyumas yang terkenal dengan keindahan alam dan sembilan curug-nya (air terjun). Desa wisata Ketenger biasa dijadikan pusat kegiatan *outbound*, makrab, *tracking*, dan *camping*. Sejauh ini belum semua masyarakat terlibat dalam kegiatan pariwisata di desa wisata Ketenger. Penelitian ini bertujuan untuk mengetahui bentuk, sejauh mana, faktor yang mempengaruhi tingkat partisipasi masyarakat lokal dalam pengembangan desa Ketenger, serta merumuskan model partisipasi berbasis masyarakat terhadap pengembangan desa wisata Ketenger.

Penelitian ini dilaksanakan pada bulan Juli - Agustus 2015 dengan metode penelitian gabungan (*mixed methods*). Pengumpulan data dilakukan dengan cara kuisioner, wawancara, dan diskusi kelompok. Penentuan populasi dan sampel penelitian dilakukan dengan metode *purposive sampling*. Metode analisis data yang digunakan adalah metode Analisis Statistik Deskriptif dan metode Analisis Kualitatif Deskriptif dengan landasan teori Partisipasi Masyarakat dan teori *Community Based Tourism*.

Hasil penelitian menunjukkan bahwa persentase rata-rata tingkat partisipasi masyarakat dalam kegiatan kepariwisataan di desa wisata Ketenger tergolong cukup (51,37%) dan tersebar dalam empat tahap partisipasi diantaranya tahap Pembuatan Keputusan, Pelaksanaan, Menikmati Hasil/Manfaat, Evaluasi dan Monitoring. Tingkat partisipasi masyarakat desa wisata Ketenger dalam kegiatan kepariwisataan di desa wisata Ketenger dipengaruhi oleh faktor Pendidikan, Pendapatan, Lama Tinggal, Tingkat Komunikasi, dan Kepemimpinan. Kesadaran, kepedulian, rasa memiliki, motivasi, tingkat pengetahuan masyarakat desa wisata Ketenger tentang pengembangan desa wisata juga masih rendah. Pembangunan pariwisata berbasis partisipasi masyarakat (CBT) belum maksimal di desa wisata Ketenger. Masyarakat masih menjadi obyek, bukan subyek. Pemerintah desa Ketenger belum mampu menjadi fasilitator yang maksimal yakni memberikan peran dan manfaat yang lebih besar kepada masyarakat untuk terlibat dalam kegiatan kepariwisataan di desa wisata Ketenger. Perumusan model pengembangan desa wisata Ketenger lebih menekankan pada pembagian peran dan kewenangan pihak-pihak yang terlibat dalam partisipasi pengembangan pariwisata desa dimana Pihak Pemerintah Desa memberikan ruang lebih luas dan peluang kepada Masyarakat untuk terlibat dalam tiap tahapan partisipasi.

Kata kunci : Ketenger, desa wisata, partisipasi, *community based tourism*

## ABSTRACT

### COMMUNITY'S PARTICIPATION IN KETENGER TOURISM VILLAGE DEVELOPMENT (BATURRADEN DISTRICT, BANYUMAS REGENCY, CENTRAL JAVA)

Ketenger tourism village is one of tourism villages in Baturraden district, Banyumas regency that is well-known for its natural panorama and nine *curug* (local term for waterfalls). Outbonds, school's trip, tracking, and camping are activities normally held here. Up to now, not all parts of the local people are involved in Ketenger's tourist-based activities. This research is aimed to find out the forms and how far the people are involved in the tourism, and also to find out the factors influencing the participation of the local community in the development of Ketenger tourist village. It is also aimed to formulate a participation model based on the community developing tourism village Ketenger.

The research was conducted from July 2015 to August 2015, using mixed methods. Data gathering was carried out using questionnaire, interviews, and group discussions. To determine population and research samples, purposive sampling method was employed. The method used in data analysis was qualitative-descriptive analysis method, based on the theories of society participation and community-based tourism.

The result of the research has shown that the average percentage of the society's participation in tourism activities in Ketenger is sufficient (51.37%), and it is distributed in four stages of participation: Decision-making Stage, Implementation Stage, Enjoying-benefit Stage, Evaluation and Monitoring Stage. The level of local community's participation in tourism-based activities in Ketenger is influenced by several factors: Education, Income, the Duration of Settlement/Residency, Communication and Leadership level, Awareness, Attention, Sense of Belonging, Motivation, and the low level of people's knowledge about developing tourism-based villages. The development based on community or *Community-based Tourism* (CBT) in Ketenger tourism village is not fully-maximized. The local community is still seen as the object, not the subject. The local government in Ketenger has yet to be able to become the facilitator for the community: to give more roles and greater benefit to the community so that it is involved in the tourism activities in Ketenger tourism village. The formulation of development model for Ketenger tourist village is focused on the distribution of roles and authorities of the parties involved in the participation of tourist village development, in which the local officials of the village gives a greater space and more opportunities to the community to be more actively involved in each of the participation stages.

Keywords: Ketenger, tourism village, participation, *community based tourism*