

ABSTRACT

The active role of the community as a supporter of tourism development need an attention, especially in long-term tourism development concept. Tourism is have not optimally explored yet, while the sector is getting a lot of advantages, both from the domestic market and international market. Has a beautiful natural environment and diverse culture as an assets, Pentingsari Rural Tourism can resemble that assets into an independent rural tourism.

Based on these facts, this study aims to as certain the empowerment proses of Pentingsari Rural Tourism's local community, who has been involved as a planner, as an executive, as a manager and also as a monitor/evaluator. The next objective is to formulate some strategy of community-based tourism development.

Results of the analysis, showed that the development of rural tourism in Pentingsari still having problems despite being classified as an independent tourist villages. It can be seen from the explanation of SWOT analysis, where there is an advantages of Pentingsari Rural Tourism such as good management system, an evidently nice activities, hospitality and solidarity of local. Yet still have weakness such as the lock quality of human resources, does not have a standart SOP and the managers has not performing their duties properly. Pentingsari Rural Tourism has many opportunities to be developed in terms of natural resources and human resources. While a tourism development certainly has the threat of competition similar attractions.

Keywords: Village tourism, People, Development, Analysis.

INTISARI

Peran aktif masyarakat sebagai pendukung pengembangan pariwisata perlu mendapat perhatian, terutama dalam konsep pengembangan pariwisata jangka panjang. Pariwisata memang belum sepenuhnya tergali secara optimal, padahal sektor ini mendapatkan banyak keuntungan, baik dari pasar domestic maupun pasar internasional. Bermodal kondisi alam yang indah, budaya yang beragam, Desa Wisata Pentingsari dapat mengemasnya menjadi desa wisata mandiri.

Berdasarkan fakta tersebut, penelitian ini bertujuan untuk mengetahui proses pemberdayaan masyarakat di Desa Wisata Pentingsari yang meliputi, pengambilan keputusan, pelaksanaan kegiatan, pemantauan dan evaluasi pembangunan, dan pemanfaatan hasil pembangunan. Tujuan kedua ialah merumuskan strategi pengembangan pariwisata berbasis masyarakat.

Pengembangan desa wisata di Pentingsari tetap mengalami kendala meskipun sudah tergolong desa wisata mandiri. Hal ini dapat dilihat dari paparan analisis SWOT dimana terdapat kelebihan dari Desa Wisata Pentingsari yaitu memiliki sistem kepengurusan dan kegiatan yang jelas dan tertata rapi, keramah tamahan dan solidaritas masyarakat. Sedangkan, kelemahannya adalah kurangnya kualitas SDM, tidak memiliki SOP, dan tidak berjalan struktur kepengurusan sesuai dengan tugasnya. Desa Wisata Pentingsari memiliki banyak kesempatan untuk dikembangkan dari segi sumber daya alam dan sumber daya manusianya. Sedangkan suatu pengembangan pariwisata pasti memiliki ancaman berupa persaingan objek wisata sejenis.

Kata kunci :Desa Wisata, Masyarakat, Pengembangan, Analisis.