

INTISARI

Keberhasilan pengembangan pariwisata di daerah terkait erat dengan peran kepemimpinan adat/pemimpin informal dalam masyarakat sesuai dengan adat tradisi kearifan lokal di daerah. Penelitian ini menggunakan metode penelitian kualitatif deskriptif untuk memahami peran kepemimpinan lokal informal khususnya pemimpin adat (mayor) dan *stakeholders* terhadap pengembangan wisata pemandian air terjun Ubadari di Kampung Ubadari Distrik Kayauni Kabupaten Fakfak.

Hasil penelitian menunjukkan bahwa, kepemimpinan adat (mayor) Kampung Ubadari berkenaan dengan sifat khas yang dimiliki Bapak Mayor, *Pertama*, kekerabatan/kekeluargaan dan kedamaian di Kampung Ubadari dipengaruhi oleh eksistensi pemimpin dengan karakter adat yang kuat. *Kedua*, pola kepemimpinan cenderung santai namun karena dilandasi nilai ksatria yang membela dan mengedepankan masyarakat dengan dasar ketangguhan dan kharisma leluhur. Hal tersebut justru menguatkan nilai komunal di kalangan warga masyarakat Kampung Ubadari secara personal dan kelompok. Nilai ksatria dan komunal ini terkait erat dengan penghayatan spiritual para pemimpin adat dan warga masyarakat yang sangat menghargai dan menghormati leluhur. Peran *stakeholder* antara lain pemerintah pusat dan daerah membangun fasilitas pendukung wisata pemandian, LSM memberikan pemahaman kepada masyarakat tentang sifat dan karakter sopan santun dan menghargai pengunjung, generasi *milenial* mengajak masyarakat menjaga kebersihan lingkungan pemandian dengan cara bekerja bakti bersama dan mempromosikan wisata pemandian kepada masyarakat luas secara online melalui akun *facebook*, *instagram*, *twitter*, *youtube*, dan *snapchat*. Masyarakat adat berkomitmen bahwa pengembangan pariwisata pemandian air terjun Ubadari harus tetap berpegang pada budaya satu tungku tiga batu dan berfokus pada tradisi “mehak” (kopi asli Fakfak), “mahe tuni” (rokok asli Fakfak) dan agama “wodoor” (agama keluarga). Dukungan dan peran *stakeholder* dalam pengembangan wisata pemandian air terjun Ubadari agar kedepan lebih maju lagi sehingga berdampak positif terhadap peningkatan kesejahteraan masyarakat Kampung Ubadari dan masyarakat di sekitarnya.

Penelitian ini merekomendasikan pembentukan forum komunikasi antara pemerintah dengan para tokoh adat di Kabupaten Fakfak, pemerintah harus meningkatkan peran kolaborasi dengan pemimpin adat/tokoh adat dan *stakeholder* pembangunan (LSM, pemuda milenial, masyarakat adat). Dinas Pariwisata dan Kebudayaan Kabupaten Fakfak harus meningkatkan sosialisasi tentang program dan kegiatan strategis pengembangan pariwisata di kabupaten Fakfak serta memberikan perhatian serius terhadap pembinaan, pengawasan dan peningkatan kapasitas pengelola BUMKam di kampung Ubadari dan seluruh kampung yang ada di Kabupaten Fakfak.

Kata Kunci: Peran, Kepemimpinan, Pemimpin Adat, Pengembangan Pariwisata

ABSTRACT

The success of tourism development in the region is closely related to the role of traditional leadership/informal leaders in the community in accordance with local wisdom traditions in the region. This study uses a descriptive qualitative research method to understand the role of informal local leadership, especially traditional leaders (major) and stakeholders in the development of Ubadari waterfall bathing tourism in Ubadari Village, Kayauni District, Fakfak Regency.

The results showed that, the traditional leadership (major) of Kampung Ubadari with regard to the distinctive characteristics of Mr. Mayor, First, kinship/kinship and peace in Kampung Ubadari were influenced by the existence of leaders with strong traditional characters. Second, the pattern of leadership tends to be relaxed, but because it is based on the value of chivalry, which defends and puts the community forward on the basis of ancestral toughness and charisma. This actually strengthens communal values among the people of Kampung Ubadari personally and in groups. These chivalry and communal values are closely related to the spiritual appreciation of traditional leaders and community members who highly value and respect their ancestors. The roles of stakeholders include the central and local governments building supporting facilities for bathing tourism, NGOs providing understanding to the public about the nature and character of courtesy and respect for visitors, the millennial generation inviting the community to maintain the cleanliness of the bathing environment by working in community service and promoting bath tourism to the wider community. online via facebook, instagram, twitter, youtube, and snapchat accounts. Indigenous peoples are committed that the development of tourism for the Ubadari waterfall baths must adhere to the one-three stone stove culture and focus on the traditions of “mehak” (Fakfak original coffee), “mahe tuni” (original Fakfak cigarettes) and “wodoor” religion (family religion). . Support and the role of stakeholders in the development of Ubadari waterfall bathing tourism so that in the future it will be even more advanced so that it has a positive impact on improving the welfare of the people of Kampung Ubadari and the surrounding community.

This study recommends the establishment of a communication forum between the government and traditional leaders in Fakfak Regency, the government must increase the role of collaboration with traditional leaders/customary leaders and development stakeholders (NGOs, millennial youth, indigenous peoples). The Tourism and Culture Office of Fakfak Regency must increase the socialization of strategic tourism development programs and activities in Fakfak Regency and give serious attention to the guidance, supervision and capacity building of BUMKam managers in Ubadari Village and all villages in Fakfak Regency.

Keywords: Role, Leadership, Indigenous Leaders, Tourism Development