

INTISARI

Agrowisata Desa Serang merupakan salah satu agrowisata yang berkembang cukup pesat di Jawa Tengah tepatnya terletak di Kecamatan Karangreja, Kabupaten Purbalingga. Pengembangan agrowisata Desa Serang dinilai mampu memberikan dampak terhadap perekonomian dan kehidupan sosial masyarakatnya. Dalam tujuan membuktikan dampak ekonomi dan sosial pengembangan agrowisata Desa Serang dipilih 5 (lima) indikator untuk dampak ekonomi dan 5 (lima) indikator untuk dampak sosial yang dipilih dari beberapa ahli dengan menyesuaikan kondisi agrowisata Desa Serang. Penelitian ini merupakan penelitian kualitatif-deskriptif dengan pendekatan studi kasus. Data yang dihimpun berupa data primer yang diperoleh dari hasil wawancara terhadap beberapa informan dan observasi serta data sekunder yang diperoleh dari artikel berita, website resmi, dan dokumen lembaga terkait. Hasil penelitian menunjukkan bahwa pengembangan agrowisata Desa Serang berdampak pada kondisi ekonomi dan sosial masyarakat meskipun belum signifikan. Pengembangan agrowisata Desa Serang memberikan dampak positif dan negatif bagi masyarakat, dampak positif terlihat pada peningkatan pendapatan masyarakat dan pemikiran masyarakat semakin terbuka serta kreatif. Banyak masyarakat di Desa Serang yang bekerja di agrowisata dan membuka usaha, akulturasi budaya yang terjadi selama proses pengembangan dan pengelolaan agrowisata di Desa Serang juga mendorong perubahan kehidupan masyarakat seperti pendidikan, gaya hidup, dan peluang usaha. Namun, pengembangan agrowisata juga memberikan dampak negatif yaitu kebisingan dan polusi udara serta banyak tanah atau lahan milik masyarakat yang dijual ke orang - orang luar Desa Serang. Saran yang diberikan dalam penelitian ini adalah edukasi terkait manfaat kepemilikan tanah dan pekan bebas polusi.

Kata kunci: agrowisata, pengembangan agrowisata, dampak ekonomi, dampak sosial, Desa Serang

ABSTRACT

Serang Village Agrotourism is one of the fastest growing agrotourism areas in Central Java, precisely located in Karangreja District, Purbalingga Regency. The development of agrotourism in Serang Village is considered capable of having an impact on the economy and social life of the community. In the purpose of proving the economic impact and social development of agrotourism in Serang Village, five economic impact indicators and five social impact indicators were selected from experts with agrotourism conditions in Serang Village. This research is a qualitative-descriptive research with a case study approach. The data collected in the form of primary data obtained from interviews with informants and observations as well as secondary data obtained from news articles, official websites, and related institutional documents. The results showed that the development of agrotourism in Serang Village had an impact on the economic and social conditions of the community, although it was not yet significant. The development of agrotourism in Serang Village has positive and negative impacts on the community, the positive impact is seen in increasing people's income and people's thinking is more open and creative. Many people in Serang Village work in agrotourism and open businesses, cultural acculturation that occurs during the process of developing and managing agrotourism in Serang Village also encourages changes in people's lives such as education, lifestyle, and business opportunities. However, the development of agrotourism also has a negative impact, namely video and air pollution as well as a lot of land or land belonging to the community which is sold to people outside Serang Village. The advice given in this study is education related to the benefits of land ownership and pollution-free weeks.

Keywords: *agrotourism, agrotourism development, economic impact, social impact*