

NAJLA ATHIFAH. 2023. Community Participation in Post-Covid-19 Tembi Tourism Village Management in Bantul Regency. Under the direction of the supervisor Budi Widayanto

ABSTRACT

This study aims to (1) Assess tourism activities in the management of the Post-Covid-19 Tembi Tourism Village, (2) Assess the dimensions of participation in the management of the Post-Covid-19 Tembi Tourism Village, (3) Assess the forms of participation in the management of the Post-Covid Tembi Tourism Village 19 19, (4) Assess the level of participation in the management of the Tembi Tourism Village after Covid-19. This research is a qualitative research using case study method, and the selection of key informants is done by purposive sampling and the selection of key informants and supporting informants is done by snowball sampling as needed. Sources of data used are primary data and secondary data. Data collection techniques using interviews, observation, documentation, by testing the validity of the data using source triangulation. Data analysis techniques are carried out by collecting data, reducing data, presenting data and drawing conclusions. The results of the study show that (1) Tourism activities in the management of Tembi Tourism Village after Covid-19 consist of managing homestays, crafts, culinary, arts, culture, outbound, and marketing in the form of tourism village promotion (2) Dimensions of community participation in the management of Tourism Villages Tembi after Covid-19 includes planning, implementation, utilization of results, and evaluation. Community involvement was found during implementation. (3) Forms of community participation in the management of Tembi Tourism Village post-Covid-19 include ideas, labor, property and social participation. Most of the community involvement provides assistance in the form of labor and ideas participation. (4) The level of community participation in the management of Tembi Tourism Village post-Covid-19 is still at the level of passive/manipulative participation.

Keywords: *Forms of Participation, Covid-19, Dimensions of Participation, Level of Participation, Management*

NAJLA ATHIFAH. 2023. Partisipasi Masyarakat dalam Pengelolaan Desa Wisata Tembi Pasca Covid-19 di Kabupaten Bantul. Dibimbing oleh Budi Widayanto

ABSTRAK

Penelitian ini bertujuan untuk (1) Mengkaji kegiatan wisata dalam pengelolaan Desa Wisata Tembi Pasca Covid-19, (2) Mengkaji dimensi partisipasi dalam pengelolaan Desa Wisata Tembi Pasca Covid-19, (3) Mengkaji bentuk partisipasi dalam pengelolaan Desa Wisata Tembi Pasca Covid-19, (4) Mengkaji tingkat partisipasi dalam pengelolaan Desa Wisata Tembi Pasca Covid-19. Penelitian ini adalah penelitian kualitatif menggunakan metode studi kasus, dan pemilihan informan kunci dilakukan secara *purposive sampling* dan pemilihan informan utama serta informan pendukung dilakukan secara *snowball sampling* sesuai dengan kebutuhan. Sumber data yang digunakan yaitu data primer dan data sekunder. Teknik pengumpulan data menggunakan wawancara, observasi, dokumentasi, dengan pengujian keabsahan data menggunakan triangulasi sumber. Teknik analisis data dilakukan dengan mengumpulkan data, mereduksi data, penyajian data dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa (1) Kegiatan wisata dalam pengelolaan Desa Wisata Tembi pasca Covid-19 terdiri dari pengelolaan *homestay*, kerajinan, kuliner, kesenian, kebudayaan, *outbound*, dan pemasaran berupa promosi desa wisata (2) Dimensi partisipasi masyarakat dalam pengelolaan Desa Wisata Tembi pasca Covid-19 meliputi perencanaan, pelaksanaan, pemanfaatan hasil, dan evaluasi. Keterlibatan masyarakat banyak ditemukan pada saat pelaksanaan. (3) Bentuk partisipasi masyarakat dalam pengelolaan Desa Wisata Tembi pasca Covid-19 meliputi buah pikiran, tenaga, harta benda dan partisipasi sosial. Keterlibatan masyarakat paling banyak memberikan bantuan dalam bentuk partisipasi tenaga dan buah pikiran. (4) Tingkat partisipasi masyarakat dalam pengelolaan Desa Wisata Tembi pasca Covid-19 masih pada tingkatan partisipasi pasif/manipulatif.

Kata Kunci : Bentuk Partisipasi, Covid-19, Dimensi Partisipasi, Tingkat Partisipasi, Pengelolaan