

FRISKA DEWI SETYA MARWATI. 2024. Partisipasi Anggota Kelompok Sadar Wisata Sido Rukun dalam Pengelolaan Desa Wisata Sambongrejo (Studi Kasus di Kampung Samin, Desa Sambongrejo, Kecamatan Sambong Kabupaten Blora) Dibawah arahan dosen pembimbing Budi Widayanto

ABSTRAK

Penelitian bertujuan untuk (1) Mengkaji kegiatan pengelolaan Desa Wisata Sambongrejo (2) Mengkaji peran tokoh masyarakat dalam meningkatkan partisipasi pengelolaan Desa Wisata Sambongrejo (3) Mengkaji tahapan partisipasi anggota Kelompok Sadar Wisata Sido Rukun dalam Pengelolaan Desa Wisata Sambongrejo (4) Mengkaji tingkat partisipasi anggota Kelompok Sadar Wisata Sido Rukun dalam Pengelolaan Desa Wisata Sambongrejo. Pendekatan yang digunakan yaitu pendekatan kualitatif dan jenis penelitian menggunakan studi kasus. Subjek yang diteliti yaitu anggota Kelompok Sadar Wisata Sido Rukun. Teknik penentuan informan kunci, informan utama dan pendukung menggunakan teknik *purposive sampling*. Teknik pengumpulan data menggunakan wawancara, observasi, dan dokumentasi dengan pengujian keabsahan data melalui triangulasi sumber. Teknik analisis data dilakukan dengan mereduksi data, menyajikan data, dan penarikan kesimpulan, dan verifikasi. Hasil penelitian menunjukkan bahwa (1) Kegiatan Pengelolaan Desa Wisata Sambongrejo berbasis pada budaya samin dan pertanian (2) Peran tokoh masyarakat dalam meningkatkan partisipasi pengelolaan Desa Wisata Sambongrejo yaitu, ketua adat Samin, pemangku kepentingan di Desa Sambongrejo, penjaga kearifan lokal budaya Samin, motivator untuk memperkuat keguyubrukunan, kebersihan, dan kejujuran, memiliki hak kepemilikan beberapa fasilitas di Desa Wisata Sambongrejo, dan inovator kemajuan Desa Wisata Sambongrejo (3) Tahapan partisipasi Kelompok Sadar Wisata Sido Rukun dalam pengelolaan Desa Wisata Sambongrejo meliputi tahapan perencanaan, pelaksanaan, pemanfaatan hasil, dan evaluasi. (4) Tingkat partisipasi Kelompok Sadar Wisata Sido Rukun dalam pengelolaan Desa Wisata Sambongrejo berada pada kategori *citizen power*.

Kata kunci: Desa Wisata Sambongrejo, tokoh masyarakat, tahapan partisipasi, tingkat partisipasi

FRISKA DEWI SETYA MARWATI. 2024. *Participation of Sido Rukun Tourism Awareness Group Members in Management of the Sambongrejo Tourism Village (Case Study in Samin Village, Sambongrejo Village, Sambong District, Blora Regency) Under the direction of supervisor Budi Widayanto*

ABSTRACT

The research aims to (1) Assess the management activities of the Sambongrejo Tourism Village (2) Assess the role of community leaders in increasing participation in the management of the Sambongrejo Tourism Village (3) Assess the stages of participation of members of the Sido Rukun Tourism Awareness Group in the Management of the Sambongrejo Tourism Village (4) Assess the level of member participation Sido Rukun Tourism Awareness Group in Management of Sambongrejo Tourism Village. The approach used is a qualitative approach and the type of research uses case studies. The subjects studied were members of the Sido Rukun Tourism Awareness Group. The technique for determining key informants, main and supporting informants uses purposive sampling techniques. Data collection techniques use interviews, observation and documentation by testing the validity of the data through source triangulation. Data analysis techniques are carried out by reducing data, presenting data, drawing conclusions, and verifying. The results of the research show that (1) Management activities of the Sambongrejo Tourism Village are based on Samin culture and agriculture (2) The role of community leaders in increasing participation in the management of the Sambongrejo Tourism Village, namely, Samin traditional leaders, stakeholders in Sambongrejo Village, guardians of local Samin cultural wisdom, motivators to strengthen harmony, cleanliness and honesty, has ownership rights to several facilities in the Sambongrejo Tourism Village, and is an innovator in the progress of the Sambongrejo Tourism Village (3) Stages of participation of the Sido Rukun Tourism Awareness Group in the management of the Sambongrejo Tourism Village include the stages of planning, implementation, utilization of results, and evaluation. (4) The level of participation of the Sido Rukun Tourism Awareness Group in managing the Sambongrejo Tourism Village is in the citizen power category.

Key words: Sambongrejo Tourism Village, community leaders, stages of participation, level of participation