

**THEODORY LOWSEN.** 2024. Pemberdayaan Masyarakat Melalui Program Pengembangan Pariwisata di Desa Wisata Pancoh, Kabupaten Sleman. Di bawah arahan Siti Hamidah dan Wulandari Dwi Etika Rini.

## **ABSTRAK**

Penelitian ini dilakukan di Desa Wisata Pancoh, Kapanewon Turi, Kabupaten Sleman. Penelitian ini bertujuan untuk (1) mengkaji pelaksanaan kegiatan program pengembangan pariwisata yang dilakukan masyarakat Desa Wisata Pancoh (2) mengkaji proses pemberdayaan masyarakat di Desa Wisata Pancoh melalui program pengembangan pariwisata. Penelitian ini menggunakan pendekatan kualitatif dengan jenis penelitian studi kasus. Teknik penentuan informan pada penelitian ini yaitu *purposive sampling* dengan Bapak Ngatijan Penasihat Desa Wisata Pancoh sebagai informan kunci, Bapak Noto dan Ibu Windy masyarakat setempat yang tergabung di Desa Wisata Pancoh sebagai informan utama, Ibu Menuk Wakil Ketua Desa Wisata Pancoh sebagai informan pendukung. Sumber data yang digunakan adalah data primer dan data sekunder. Teknik pengumpulan data menggunakan observasi, wawancara, dan dokumentasi. Pengujian keabsahan data menggunakan teknik triangulasi sumber dengan teknik analisis data menggunakan reduksi data, penyajian data dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa (1) pelaksanaan kegiatan pengembangan program pariwisata yaitu pembangunan fasilitas sarana prasarana wisata, pelatihan peningkatan kualitas sumber daya manusia, pengelolaan homestay dan promosi Desa Wisata Pancoh. (2) proses pemberdayaan masyarakat melalui program pengembangan pariwisata di Desa Wisata Pancoh telah mencapai tahap pengkapasitan dan belum mencapai pemberian daya.

Kata Kunci: Pemberdayaan, Masyarakat Desa Wisata, Program Pengembangan Pariwisata

**THEODORY LOWSEN.** 2024. *Community Empowerment through Tourism Development Programme in Pancoh Tourism Village, Sleman Regency. Under direction by Siti Hamidah and Wulandari Dwi Etika Rini.*

### **ABSTRACT**

*This research was conducted in Pancoh Tourism Village, Kapanewon Turi, Sleman Regency. This research aims to (1) examine the implementation of tourism development program activities carried out by the Pancoh Tourism Village community (2) examine the process of community empowerment in Pancoh Tourism Village through tourism development programs. This research uses a qualitative approach with a case study research type. The technique of determining informants in this research is purposive sampling with Mr. Ngatijan, the Advisor of Pancoh Tourism Village as the key informant, Mr. Noto and Mrs. Windy, local people who are members of Pancoh Tourism Village as the main informants, Mrs. Menuk, Vice Chairperson of Pancoh Tourism Village as supporting informants. The data sources used were primary data and secondary data. Data collection techniques used observation, interviews, and documentation. Data validity testing used source triangulation techniques with data analysis techniques using data reduction, data presentation and conclusion drawing. The results showed that (1) the implementation of tourism development program activities, namely the construction of tourist infrastructure facilities, training to improve the quality of human resources, homestay management and promotion of Pancoh Tourism Village. (2) the process of community empowerment through tourism development programs in Pancoh Tourism Village has reached the capacitance stage and has not yet reached the empowerment stage.*

*Keywords: Empowerment, Tourism Village Community, Tourism Development Program*