

YULIANA MONNIC. 2025. Pemberdayaan Kelompok Wanita Tani Sido Mukti melalui Program Desa Wisata (Studi Kasus di Pedukuhan Plosokuning Kalurahan Bangunkerto Kapanewon Turi Kabupaten Sleman). Dibawah arahan dosen pembimbing Budi Widayanto.

ABSTRAK

Penelitian ini bertujuan untuk (1) Mengkaji pengelolaan program desa wisata di Pedukuhan Plosokuning Kalurahan Bangunkerto Kapanewon Turi Kabupaten Sleman, (2) Mengkaji peran *Stakeholder* dalam proses pengelolaan program desa wisata di Pedukuhan Plosokuning Kalurahan Bangunkerto Kapanewon Turi Kabupaten Sleman, (3) Mengkaji proses pemberdayaan Kelompok Wanita Tani Sido Mukti melalui program desa wisata di Pedukuhan Plosokuning Kalurahan Bangunkerto Kapanewon Turi Kabupaten Sleman. Penelitian ini menggunakan pendekatan kualitatif. Teknik penentuan informan dilakukan secara *purposive sampling*. Ketua tim pengelola Program Desa Wisata Plosokuning sebagai informan kunci, Pengurus Kelompok Wanita Tani Sido Mukti sebagai informan utama, dan Ketua Rukun Warga Plosokuning sebagai informan pendukung. Teknik pengumpulan data menggunakan observasi, wawancara, dan dokumentasi dengan pengujian keabsahan data menggunakan triangulasi sumber dan triangulasi teknik. Teknik analisis data dengan mereduksi data, menyajikan data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa (1) Proses pengelolaan Program Desa Wisata Plosokuning dilaksanakan dengan modal dasar sukarela dalam bentuk gotong royong masyarakat sehingga terlaksana proses pengelolaan tahapan perencanaan, pengorganisasian, pelaksanaan, dan pengawasan (2) Peran Pokdarwis sebagai *stakeholder* menjalankan peran terdiri dari *policy creator*, koordinator, implementor, (3) Proses pemberdayaan Kelompok Wanita Tani Sido Mukti tahapan pendayaan dengan kemampuan memuat inovasi produk sampai pemasaran produk sehingga mampu meningkatkan perekonomian mereka.

Kata Kunci : Desa wisata plosokuning, proses pengelolaan, peran *stakeholder*, tahapan pemberdayaan

YULIANA MONNIC. 2025. *Empowerment of Sido Mukti Women Farmers Group through Tourism Village Programme (Case Study in Plosokuning Pedukuhan Bangunkerto Kapanewon Turi Sleman Regency). Under the supervision of Budi Widayanto.*

ABSTRACT

This research aims to (1) examine the management of tourism village programme in Plosokuning hamlet Bangunkerto Kapanewon Turi Sleman Regency, (2) examine the role of stakeholders in the management process of tourism village programme in Plosokuning hamlet Bangunkerto Kapanewon Turi Sleman Regency, (3) examine the empowerment process of Sido Mukti Women Farmers Group through tourism village programme in Plosokuning hamlet Bangunkerto Kapanewon Turi Sleman Regency. This research used qualitative approach. The technique of determining informants was done by purposive sampling. The head of the management team of Plosokuning Tourism Village Programme as the key informant, the management of Sido Mukti Women Farmers Group as the main informant, and the head of Plosokuning Community Association as the supporting informant. Data collection techniques used observation, interviews, and documentation with data validity testing using source triangulation and technique triangulation. Data analysis techniques by reducing data, presenting data, and drawing conclusions. The results showed that (1) The management process of the Plosokuning Tourism Village Program is carried out with voluntary capital in the form of community gotong royong (mutual aid) so that the management process of the planning, organising, implementing, and supervising stages is carried out. (2) The role of Pokdarwis as a stakeholder carries out roles consisting of policy creator, coordinator, implementor, (3) Group empowerment process Women Farmers Sido Mukti empowerment stage with the ability to include product innovation to product marketing so that they can improve their economy.

Keywords: Plosokuning tourism village, management process, stakeholder roles, empowerment stages