

ANIFAH KHELIS WATUN KHASANAH. 2025. Pemberdayaan Masyarakat Melalui Desa Wisata Grogol, Kalurahan Margodadi, Kapanewon Seyegan, Kabupaten Sleman. Di bawah arahan dosen pembimbing Eko Murdiyanto.

ABSTRAK

Penelitian ini bertujuan untuk (1) Mengkaji pengelolaan kegiatan wisata di Desa Wisata Grogol, Margodadi, Seyegan, Sleman, (2) Mengkaji peran *stakeholder* dalam kegiatan wisata di Desa Wisata Grogol, Margodadi, Seyegan, Sleman, (3) Mengkaji proses pemberdayaan masyarakat melalui kegiatan wisata di Desa Wisata Grogol, Margodadi, Seyegan, Sleman. Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus. Sumber data menggunakan data primer dan sekunder dengan teknik pengumpulan data melalui wawancara, observasi, dan dokumentasi. Keabsahan data menggunakan triangulasi sumber. Teknik analisis data melalui pengumpulan data, reduksi data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa (1) Pengelolaan Desa Wisata Grogol dilaksanakan dalam tiga tahapan yaitu a) Tahapan perencanaan disusun berdasarkan potensi alam dan budaya lokal yang dikembangkan menjadi wisata berbasis alam b) Tahap pelaksanaan dilakukan berdasarkan permintaan tamu dan disesuaikan dengan potensi lokal serta minat wisatawan c) Tahapan pengawasan dan evaluasi dilakukan oleh koordinator lapangan dan rapat rutin untuk memastikan tugas terlaksana dengan baik, serta melibatkan masyarakat guna mempererat silaturahmi dan semangat gotong royong (2) Peran *stakeholder* meliputi Dinas Pariwisata sebagai fasilitator melalui dukungan dana untuk sarana prasarana, fisik, dan *homestay*, serta Dinas Perindustrian dan Perdagangan dan akademisi sebagai akselerator yang mempercepat keberhasilan program melalui pelatihan keterampilan seperti kerajinan fiber dan batik. Sinergi peran ini menjadi kunci keberlanjutan Desa Wisata Grogol (3) Proses pemberdayaan masyarakat dilakukan melalui tiga tahap: a) Penyadaran secara kognitif melalui pertemuan dan pemaparan hasil, b) Pengkapasitasan yang mencakup peningkatan kapasitas manusia, usaha, lingkungan, dan kelembagaan melalui berbagai pelatihan, seperti pengelolaan wisata, pelayanan, pengelolaan sampah, dan penguatan organisasi c) Pemberian daya di Desa Wisata Grogol dilakukan dengan memberi kewenangan kepada masyarakat untuk mengelola kegiatan secara mandiri, namun belum sepenuhnya diserahkan kepada masyarakat demi menjaga keteraturan dan keberlanjutan program.

Kata kunci: Desa Wisata Grogol, pengelolaan, proses pemberdayaan

ANIFAH KHELIS WATUN KHASANAH. 2025. *Community Empowerment Through the Grogol Tourism Village, Margodadi Village, Seyegan Subdistrict, Sleman Regency. Under the guidance of supervisor Eko Murdiyanto.*

ABSTRACT

This study aims to (1) examine the management of tourism activities in Grogol Tourism Village, Margodadi, Seyegan, Sleman (2) analyze the role of stakeholders in tourism activities in Grogol Tourism Village, Margodadi, Seyegan, Sleman; and (3) explore the community empowerment process through tourism activities in Grogol Tourism Village, Margodadi, Seyegan, Sleman. This research uses a qualitative approach with a case study method. Data sources include both primary and secondary data, collected through interviews, observation, and documentation. Data validity was ensured using source triangulation. Data analysis techniques involved data collection, data reduction, and drawing conclusions. The results of the study show that (1) The management of Grogol Tourism Village is carried out in three stages: a) The planning stage is based on the natural and cultural potential, developed into nature-based tourism; b) The implementation stage is tailored to guest requests and adjusted to local potential and tourist interests; c) The monitoring and evaluation stage is conducted by field coordinators and regular meetings to ensure tasks are properly executed, involving the community to strengthen relationships and foster mutual cooperation (2) Stakeholder roles include the Sleman Regency Tourism Office as a facilitator through financial support for infrastructure, physical development, and homestays, as well as the Industry and Trade Office and academics as accelerators who enhance program success through skills training such as fiber crafts and batik. The synergy of these roles is key to the sustainability of Grogol Tourism Village (3) The community empowerment process consists of three stages: a) Cognitive awareness through meetings and presentation of results; b) Capacity building which includes improving human resources, business, environment, and institutions through various trainings, such as tourism management, hospitality, waste management, and organizational strengthening; c) Empowerment through the delegation of authority to the community to manage activities independently, although some activities are still supervised to maintain order and sustainability.

Keywords: Grogol Tourism Village, management, empowerment process.