

CHRISTINA NATALIA PUTRANTO. 2026. Pemberdayaan Masyarakat Melalui Program Pengembangan Desa Wisata Jamu Kiringan Di Kabupaten Bantul. Dibawah arahan dosen pembimbing Ratih Setyowati.

ABSTRAK

Penelitian ini bertujuan untuk (1) Mengkaji proses pengelolaan kegiatan pengembangan program Desa Wisata Jamu Kiringan (2) Mengkaji proses pemberdayaan masyarakat melalui pengembangan program Desa Wisata Jamu Kiringan. Penelitian menggunakan pendekatan kualitatif. Teknik penentuan informan menggunakan *purposive sampling*. Ketua pengelola sebagai informan kunci, bendahara pengurus desa wisata dan anggota kelompok jamu marguna sebagai utama dan ketua kelompok jamu marguna sebagai informan pendukung. Penelitian menggunakan pendekatan kualitatif dengan studi kasus. Teknik pengumpulan data dilakukan melalui observasi, wawancara, dokumentasi dan arsip. Teknik analisis data melalui tahapan reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa (1) pengelolaan Desa Wisata Jamu Kiringan dilaksanakan melalui empat tahapan, yaitu perencanaan, pengorganisasian, pelaksanaan, serta pengawasan dan evaluasi yang melibatkan pengelola dan masyarakat secara aktif. (2) Proses pemberdayaan masyarakat dilakukan melalui tahapan penyadaran, pengkapasitasan, dan pendayaan. Tahap penyadaran dilakukan melalui musyawarah dan program tanaman obat keluarga, pengkapasitasan melalui pelatihan seperti inovasi produk, digital marketing, dan manajemen usaha, serta pendayaan melalui pemberian kewenangan kepada masyarakat dalam pengelolaan desa wisata. Pemberdayaan masyarakat memberikan dampak positif terhadap kapasitas, dan kemandirian masyarakat dalam mengelola potensi lokal berbasis jamu. Namun, masih terdapat kendala seperti belum optimalnya pemanfaatan teknologi dan peran kelembagaan. Secara keseluruhan, program ini mampu mendorong terwujudnya desa wisata yang mandiri dan berkelanjutan.

Kata Kunci : Desa wisata, Jamu, Pemberdayaan masyarakat

CHRISTINA NATALIA PUTRANTO. 2026. *Community Empowerment through the Development Program of Kiringan Herbal Tourism Village in Bantul Regency, under the supervision of Ratih Setyowati.*

ABSTRACT

This study aims to (1) examine the management process of development activities in the Kiringan Herbal Tourism Village program and (2) analyze the community empowerment process through the program. The research uses a qualitative approach with a case study method. Informants were selected through purposive sampling, consisting of the head of management as the key informant, the treasurer and members of the Marguna herbal group as main informants, and the head of the group as a supporting informant. Data were collected through observation, interviews, documentation, and archives, and analyzed using data reduction, data display, and conclusion drawing. The results show that (1) the management of Kiringan Herbal Tourism Village is conducted through four stages: planning, organizing, implementation, and monitoring and evaluation, involving active participation from both management and the community. (2) Community empowerment is carried out through awareness, capacity building, and empowerment stages. Awareness is developed through community meetings and family medicinal plant programs; capacity building through training in product innovation, digital marketing, and business management; and empowerment through granting authority to the community in managing the tourism village. This empowerment process has improved community capacity and independence in managing local herbal-based potential. However, challenges remain, including the limited use of technology and suboptimal institutional roles. Overall, the program contributes to the development of an independent and sustainable tourism village.

Keywords: tourism village, herbal medicine, community empowerment