

SILVESTER ANANDA GRACIO. 2026. Strategi Pengembangan Desa Wisata Kerajinan Bambu Brajan Kalurahan Sendangagung Kapanewon Minggir Kabupaten Sleman. Dibawah arahan Dosen Pembimbing Eko Murdiyanto

ABSTRAK

Penelitian ini bertujuan untuk (1) Mengkaji potensi yang dimiliki Desa Wisata Kerajinan Bambu Brajan (2) Mengkaji kegiatan yang sudah dilaksanakan di Desa Wisata Kerajinan Bambu Brajan (3) Merumuskan strategi pengembangan Desa Wisata Kerajinan Bambu Brajan. Penelitian ini merupakan penelitian dengan pendekatan kualitatif dengan jenis penelitian studi kasus. Sumber data yang digunakan yaitu data primer dan data sekunder. Teknik pengumpulan data menggunakan teknik wawancara, observasi, dan dokumentasi. Validitas data diuji dengan menggunakan triangulasi sumber. Teknik analisis data menggunakan model interaktif yaitu pengumpulan data, reduksi data, penyajian data serta penarikan kesimpulan dan verifikasi. Hasil penelitian menunjukkan bahwa (1) Potensi yang mendukung Desa Wisata Kerajinan Bambu Brajan antara lain yaitu potensi kerajinan, potensi kebudayaan, potensi sumber daya manusia, dan potensi fisik berupa fasilitas (2) Kegiatan yang sudah dilaksanakan pada Desa Wisata Kerajinan Bambu Brajan berupa produksi kerajinan bambu dan penyelenggaraan paket wisata edukasi Sekolah Bambu (3) Strategi yang diperlukan untuk pengembangan Desa Wisata Kerajinan Bambu Brajan yaitu implementasi Program Revitalisasi Pengelolaan Desa Wisata Kerajinan Bambu Brajan.

Kata Kunci: Strategi, Pengembangan Desa Wisata, Kerajinan Bambu, Revitalisasi

SILVESTER ANANDA GRACIO. 2026. *Development Strategy of Brajan Bamboo Craft Tourism Village Kalurahan Sendangagung Kapanewon Minggir Sleman Regenc. Supervised by Eko Murdiyanto.*

ABSTRACT

This study aims to (1) examine the potential of Brajan Bamboo Craft Tourism Village, (2) examine the activities that have been implemented in Brajan Bamboo Craft Tourism Village, and (3) formulate a development strategy for Brajan Bamboo Craft Tourism Village. This study is a qualitative research using a case study approach. The data sources used were primary and secondary data. Data collection techniques involved interviews, observation, and documentation. Data validity was tested using source triangulation. The data analysis technique used an interactive model, comprising data collection, data reduction, data display, and conclusion drawing and verification. The results of the study indicate that: (1) the potentials supporting Brajan Bamboo Craft Tourism Village include craft potential, cultural potential, human resource potential, and physical potential in the form of facilities; (2) the activities that have been implemented in Brajan Bamboo Craft Tourism Village consist of bamboo craft production and the organization of the "Sekolah Bambu" (Bamboo School) educational tourism package and (3) the strategy required for the development of Brajan Bamboo Craft Tourism Village is the implementation of the Brajan Bamboo Craft Tourism Village Management Revitalization Program.

Key Words: Strategic, Tourism Village Development , Bamboo Craft, Revitalization