

**ABSTRAK**

**ANALISIS PERBEDAAN PERSEPSI TERHADAP INTERAKSI SOSIAL,  
PERSEPSI TERHADAP KESENIAN DAERAH, DAN TINGKAT  
PENDAPATAN MASYARAKAT ANTARA SEBELUM DAN SESUDAH  
ADANYA DESA WISATA**

Studi Kasus Dusun Kembang Arum, Donokerto, Turi, Sleman, Yogyakarta

Yoannes Leonardus Fajar Ary Wibowo  
07 1324 032  
Universitas Sanata Dharma  
2012

Penelitian ini bertujuan untuk mengetahui perbedaan persepsi terhadap interaksi sosial, persepsi terhadap kesenian daerah, dan tingkat pendapatan masyarakat antara sebelum dan sesudah adanya desa wisata.

Jenis penelitian ini adalah studi kasus di Dusun Kembang Arum, Donokerto, Turi, Sleman, Yogyakarta. Sampel yang diambil adalah seluruh anggota populasi yang berjumlah 65 responden (sampel jenuh). Data dalam penelitian ini yaitu persepsi terhadap interaksi sosial, persepsi terhadap kesenian daerah, dan tingkat pendapatan masyarakat antara sebelum dan sesudah adanya desa wisata. Dengan menggunakan kuisioner dan wawancara, yang terlebih dahulu dilakukan pengujian validitas dan reliabilas. Teknik analisis data dalam penelitian menggunakan analisis uji *wilcoxon*, dengan taraf kesalahan 5%, serta dengan program *SPSS versi 16.0 for windows*.

Hasil penelitian menunjukkan: (1) terdapat perbedaan persepsi terhadap interaksi sosial antara sebelum dan sesudah adanya desa wisata; (2) tidak terdapat perbedaan persepsi terhadap kesenian daerah antara sebelum dan sesudah adanya desa wisata; (3) terdapat perbedaan tingkat pendapatan masyarakat antara sebelum dan sesudah adanya desa wisata.

**ABSTRACT**

**THE ANALYSIS OF THE DIFFERENCE OF PERCEPTION TO SOCIAL INTERACTON, PERCEPTION TO REGIONAL ART, AND THE LEVEL OF PEOPLE' INCOME BEFORE AND AFTER THE TOURISM VILLAGE WAS ESTABLISHED**

A Case Study at Kembang Arum, Donokerto, Turi, Sleman, Yogyakarta

Yoannes Leonardus Fajar Ary Wibowo  
07 1324 032  
Sanata Dharma University  
2012

This study aims to determine the differences in perceptions of social interactions, perceptions of local arts and community income levels between before and after the tourist village was established.

This research is a kind of a case study research. It took place at Kembang Arum village, Donokerto, Turi, Sleman, Yogyakarta. The saturated samples are all members of population of 65 respondents. The data are the perception of social interaction, perceptions of local arts and community income levels between before and after the tourist village was established. The data were taken by using questionnaires and interviews, of which validity and reliability had been already tested. The techniques of analyzing the data were the *wilcoxon* test analysis, with the error level of 5%, and with the *SPSS program version 16.0 for windows*.

The results show: (1) there are significant differences in the perception of social interaction between before and after the tourist village was established; (2) there is not any difference between before and after the tourist village was established; (3) there are significant differences in income levels between before and after the tourist village was established.