

## ABSTRAK

### **Analisis Pengaruh Aturan Formal dan Aturan Informal dalam Penerapan Pengelolaan Wisata Berbasis Masyarakat Terhadap Kinerja Ekonomi**

**(Studi Kasus pada Wisata Kampung Adat Bena, Desa Tiworiwu, Kecamatan Jerebu'u, Kabupaten Ngada, Provinsi Nusa Tenggara Timur)**

Penelitian ini bertujuan untuk mengkaji pengaruh aturan formal dan aturan informal dalam pengelolaan wisata berbasis masyarakat (*community based tourism*) terhadap kinerja ekonomi. Berdasarkan konteks semakin bertumbuhnya sektor wisata pedesaan di Indonesia pada sepuluh tahun terakhir, tampak bahwa pengelolaan wisata berbasis masyarakat semakin banyak diterapkan di berbagai kawasan di Indonesia. Namun demikian, penerapan pengelolaan wisata berbasis masyarakat tersebut rupa-rupanya tidak optimal hasilnya, khususnya yang terkait dengan kinerja ekonomi. Dari sudut pandang Ilmu Ekonomi Kelembagaan, aturan formal maupun informal dalam pengelolaan wisata berbasis masyarakat belum tentu berdampak positif terhadap perekonomian. Peneliti menggunakan pendekatan kualitatif berupa studi dokumen, observasi lapangan, dan wawancara mendalam, untuk menganalisis kasus pengelolaan wisata berbasis masyarakat di kampung adat Bena, Nusa Tenggara Timur. Berdasarkan indikator kinerja ekonomi yaitu peningkatan partisipasi warga dan tingkat pemerataan pendapatan warga, hasil dari penelitian ini adalah bahwa aturan formal dan informal yang ada di wisata Kampung Adat Bena, lebih berpengaruh positif terhadap peningkatan partisipasi warga dalam menjalankan bisnis pariwisata desa dan tidak tampak kuat dampaknya terhadap peningkatan pemerataan pendapatan. Secara spesifik terdapat aturan formal yang memungkinkan pendapatan warga terbuka untuk meningkat, tetapi realisasinya belum tampak nyata di lapangan. Selain itu, tingginya tingkat partisipasi warga dalam menjalankan bisnis pariwisata tersebut lebih terhubung dengan tingginya faktor kepatuhan warga kepada aparat pemerintah dan kepada aturan adat. Untuk itu, perlu adanya upaya untuk merelasikan secara positif antara penerapan CBT dan kinerja ekonomi pada konteks lokal seperti pemberian mekanisme kelembagaan terkait aturan formal maupun aturan informal, misalnya melalui proses adaptasi.

**Kata Kunci:** Aturan formal, aturan informal, pengelolaan wisata, kinerja ekonomi

## ABSTRACT

*Analysis of the Impact of Formal Rules and Informal Rules in the Implementation of Community-Based Tourism Management towards Economic Performance*

*(A Case Study at Bena Traditional Community Tourism, Tiworiwu Village, Jerebuu District, Ngada Regent, East Nusa Tenggara Province)*

The aim of this research is to identify the impacts of formal and informal rules in management social-based tourism towards economic performance. Based on the context of the growing rural tourism sector in Indonesia in the last ten years, it indicates that community-based tourism management is increasingly being applied in various regions of Indonesia. However, the implementation of community-based tourism management does not appear to have optimal results, specifically related to economic performance. Through the economic institutional overview, formal and informal rules in the management of community-based tourism do not have a positive impact on the economy. The research applied the qualitative method includes, document review, direct observations and depth interviews to analyze the case of community-based tourism management at Bena Traditional Community, East Nusa Tenggara. Based on economic performance indicators, namely increasing citizens participation and the level of income distribution of citizens, the results of this study are that the formal and informal rules that exist in Bena Traditional Village tourism, have a more positive effect on increasing community participation in running village tourism businesses and do not appear to have a strong impact on increased income distribution. Specifically, there are formal rules that allow the open income of citizens to increase, but the realization has not been seen in the field. In addition, the high level of citizen participation in running the tourism business is more connected to the high level of citizen compliance with government officials and customary rules. For this reason, efforts need to be made to positively relate the application of CBT and economic performance in the local context, such as improving institutional mechanisms related to formal and informal rules, for example through the adaptation process.

**Keywords:** formal rules, informal rules, tourism management, economic performance.