

## ABSTRAK

### PERAN KINERJA ORGANISASI DALAM PENGEMBANGAN EKONOMI DESA WISATA TINALAH KABUPATEN KULON PROGO PROVINSI DIY

Gabriel Gilang Pratyangga

NIM: 172314015

Universitas Sanata Dharma

Yogyakarta

2024

Penelitian ini bertujuan untuk: mengetahui dan menganalisis peran kinerja organisasi desa wisata dalam pengembangan ekonomi di Desa Wisata Tinalah dengan mengkaji kinerja organisasi serta mengidentifikasi faktor-faktor yang mempengaruhi peningkatan kinerja organisasi Desa Wisata Tinalah. Penelitian ini menggunakan metode kualitatif deskriptif dengan metode pengambilan sampel purposif (*Purposive Sampling*). Sampel dalam penelitian ini adalah 1 orang pihak kelurahan, 1 orang perwakilan organisasi Desa Wisata Tinalah, 1 orang pelaku UMKM, 1 warga lokal serta 1 wisatawan. Sumber data diperoleh melalui wawancara, observasi dan dokumentasi. Dalam analisisnya, peneliti melakukan beberapa tahap yaitu pengumpulan data, reduksi data, penyajian data serta penarikan kesimpulan. Berdasarkan hasil analisis, teridentifikasi bahwa Desa Wisata Tinalah memiliki keunikan dalam hubungan atau interaksi masyarakat, selain itu adanya keaktifan anggota dan pengurus dipengaruhi oleh kinerja organisasi yang terdiri dari produktivitas, kualitas layanan serta akuntabilitas. Dengan demikian, kinerja organisasi memiliki peran dalam pengembangan ekonomi Desa Wisata Tinalah sehingga bisa mencapai tujuan dan kesejahteraan bersama. Berdasarkan hasil penelitian, disarankan bagi anggota dan pengurus organisasi Desa Wisata Tinalah untuk meningkatkan pendapatan dengan lebih memperkuat produktifitas yang sudah terjalin dengan baik, bagi pengurus Desa Wisata Tinalah disarankan untuk berinovasi dalam memberikan apresiasi kepada anggota agar dapat mempertahankan kesejahteraan seluruh anggota, serta diharapkan mempertahankan kearifan lokal.

**Kata kunci:** Kinerja organisasi, pendapatan warga desa, keberlanjutan, desa wisata Tinalah.

## ABSTRACT

### THE ROLE OF ORGANIZATIONAL PERFORMANCE IN THE ECONOMIC DEVELOPMENT OF THE TINALAH TOURISM VILLAGE KULON PROGO DISTRICT, DIY PROVINCE

Gabriel Gilang Pratyangga

NIM: 172314015

Universitas Sanata Dharma

Yogyakarta

2024

This research aims to: determine and analyze the role of tourism village organizational performance in economic development in Tinalah Tourism Village by studying organizational performance and identifying factors that influence improvement performance of the Tinalah Tourism Village. This research uses a descriptive qualitative method with a purposive sampling method. The sample in this study was 1 person from the sub-district, 1 person from a representative of the Tinalah Tourism Village organization, 1 person from a representative of UMKM (micro, small, and medium enterprises), 1 resident, and 1 tourist. Data sources were obtained through interviews, observation, and documentation. In the analysis, the researcher carried out several stages, namely data collection, data reduction, data presentation, and conclusion. Based on the results of the analysis, it was identified that Tinalah Tourism Village is unique in its community relations or interactions, apart from that the activeness of members and administrators is influenced by organizational performance which consists of productivity, service quality, and accountability. Thus, organizational performance has a role in the economic development of Tinalah Tourism Village so that it can achieve common goals and welfare. Based on the research results, it is recommended for members and administrators of the Tinalah Tourism Village organization to increase income by further strengthening the productivity that is already well established. Tinalah Tourism Village administrators are recommended to innovate in providing appreciation to members in order to maintain the welfare of all members and are expected to maintain local wisdom.

**Keywords :** Organizational performance, villager income, sustainability, Tinalah Tourist Village