

ABSTRAK

DAMPAK KEBERADAAN KAMPUNG WISATA TERHADAP KONDISI SOSIAL DAN EKONOMI MASYARAKAT

(Studi Kasus Kampung Wisata Batik Kauman Surakarta)

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Penelitian ini bertujuan untuk menganalisis dampak keberadaan Kampung Wisata Batik Kauman terhadap kondisi sosial dan ekonomi masyarakat di sekitarnya. Kampung ini dikenal sebagai salah satu destinasi wisata budaya di Kota Surakarta yang mengedepankan nilai-nilai lokal seperti seni batik, bangunan cagar budaya, dan tradisi masyarakat. Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus. Data dikumpulkan melalui observasi, wawancara mendalam, dan dokumentasi terhadap delapan informan yang terdiri dari pengurus kampung wisata, pelaku usaha, dan warga. Hasil penelitian menunjukkan bahwa keberadaan kampung wisata memberikan dampak sosial positif berupa peningkatan pendidikan dan keterampilan, penguatan interaksi sosial, pelestarian budaya, serta stabilitas demografi dan lingkungan. Dari aspek ekonomi, dampaknya mencakup peningkatan pendapatan, terbukanya lapangan kerja baru, munculnya berbagai peluang usaha lokal, dan peningkatan kesejahteraan masyarakat. Namun demikian, distribusi dampak ekonomi belum merata karena masih adanya warga yang belum terlibat langsung dalam kegiatan wisata. Temuan ini mendukung konsep *Community-Based Tourism (CBT)* yang menekankan partisipasi aktif masyarakat lokal dalam pembangunan pariwisata berkelanjutan. Strategi pelibatan lebih inklusif diperlukan agar manfaat dari kampung wisata dapat dirasakan lebih luas oleh seluruh lapisan masyarakat.

Kata kunci : Kampung wisata, dampak sosial, dampak ekonomi, masyarakat lokal, *Community-Based Tourism*.

ABSTRACT

**THE IMPACT OF TOURIST VILLAGES
ON THE SOCIAL AND ECONOMIC COMMUNITY**

(Case Study Kauman Batik Tourism Village Surakarta)

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This study aims to analyze the impact of the Batik Kauman Tourism Village on the social and economic conditions of the surrounding community. This village is known as a cultural tourism destination in Surakarta City that emphasizes local values such as batik craftsmanship, heritage architecture, and traditional community life. The research employs a qualitative approach using a case study method. Data were collected through observation, in-depth interviews, and documentation involving eight informants, including tourism village organizers, entrepreneurs, and residents. The findings show that the existence of the tourism village has a positive social impact, including improvements in education and skills, strengthened social interaction, cultural preservation, and demographic and environmental stability. Economically, the impacts include increased income, new employment opportunities, the growth of local businesses, and enhanced community welfare. However, the distribution of economic benefits is not yet even, as some residents are not directly involved in tourism activities. These findings support the concept of Community-Based Tourism (CBT), which emphasizes the active participation of local communities in sustainable tourism development. A more inclusive engagement strategy is needed to ensure that the benefits of tourism are widely felt across all segments of the community.

Keywords : *Tourism village, social impact, economic impact, local community, Community-Based Tourism*