

ABSTRAK

Penerapan Konsep Community Based Tourism (CBT) Pada Pengelolaan

Desa Wisata Dalam Mewujudkan Pariwisata Berkelanjutan

Revi Damayanti

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Universitas Sanata Dharma

Penelitian ini mengonstruksi keberlanjutan desa wisata berdasarkan pengalaman komunitas pengelola destinasi di Wisata Grojogan Tanjung Winongo. Penelitian bertujuan mengidentifikasi faktor penentu keberlanjutan, memetakan faktor pendukung dan penghambat, serta mengkaji penerapan Community Based Tourism (CBT). Metode deskriptif kualitatif dengan pendekatan studi kasus digunakan untuk memahami pengalaman, partisipasi, dan dinamika sosial masyarakat secara mendalam. Data dikumpulkan melalui observasi, dokumentasi, dan wawancara dengan unsur pemerintah kelurahan, Lembaga Pemberdayaan Masyarakat Kelurahan (LPMK), Kelompok Sadar Wisata (POKDARWIS), dan pengelola destinasi. Hasil penelitian menunjukkan bahwa penerapan CBT telah berkembang menuju partisipasi yang interaktif dan mandiri dengan semangat “dari warga, oleh warga, dan untuk warga”. Partisipasi tersebut diwujudkan melalui penguatan kelembagaan, penyerapan tenaga kerja lokal, kegiatan gotong royong, dan keterlibatan kelompok swadaya masyarakat. Keberlanjutan destinasi didukung oleh komitmen pendanaan kelurahan, dukungan kelembagaan eksternal, penerimaan sosial masyarakat, dan kestabilan aliran sungai. Namun, pengembangannya masih menghadapi keterbatasan kapasitas sumber daya manusia, kondisi topografi yang curam, kiriman sampah dari hulu, belum memadainya fasilitas utama, serta kecemburuan sosial dalam pembagian manfaat ekonomi. Temuan ini menegaskan bahwa keberlanjutan desa wisata dibentuk melalui keterpaduan dimensi lingkungan, ekonomi, sosial, dan budaya. Karena itu, pengelolaan yang partisipatif, transparan, dan berkeadilan diperlukan agar pariwisata tidak hanya menghasilkan nilai ekonomi, tetapi juga menjaga alam, memperkuat kebersamaan, dan menghadirkan manfaat yang nyata bagi masyarakat setempat.

Kata Kunci: *Community Based Tourism* (CBT), Desa Wisata, Pariwisata Berkelanjutan, Grojogan Tanjung Winongo.

ABSTRACT

***The Implementation of the Community Based Tourism (CBT) Concept in
Tourism Village Management to Achieve Sustainable Tourism***

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This study develops an understanding of sustainable tourism villages through the lived experiences of the local community managing the Grojogan Tanjung Winongo tourism destination. It seeks to identify the key determinants of sustainability, map the supporting and constraining factors, and examine the implementation of Community Based Tourism (CBT). A qualitative descriptive method with a case-study approach was employed to gain deeper insight into the community's experiences, participation, and social dynamics. Data were collected through observation, documentation, and interviews with representatives of the village government, the Village Community Empowerment Institution (LPMK), the Tourism Awareness Group (POKDARWIS), and destination managers. The findings show that CBT has evolved toward a more interactive and self-reliant form of participation, guided by the principle of "from the community, by the community, and for the community." This participation is reflected in institutional strengthening, local employment, collective action, and the involvement of community-based groups. The destination's sustainability is supported by village funding commitments, external institutional assistance, strong community acceptance, and stable river flows. However, its development continues to face limited human-resource capacity, steep river topography, waste carried downstream from upstream areas, inadequate essential facilities, and social tensions arising from the distribution of economic benefits. The findings demonstrate that tourism-village sustainability depends on the integration of environmental, economic, social, and cultural dimensions. Participatory, transparent, and equitable management is therefore essential to ensure that tourism not only creates economic value but also protects nature, strengthens social bonds, and brings meaningful benefits to the local community.

Keywords: *Community Based Tourism (CBT), Tourism Village, Sustainable Tourism, Grojogan Tanjung Winongo.*