

ABSTRAK

STUDI KOMPARASI TINGKAT KESEJAHTERAAN MASYARAKAT SEBELUM DAN SESUDAH MENJADI DESA WISATA Studi Kasus: Desa Banjarasri Kecamatan Kalibawang

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Penelitian ini bertujuan untuk: (1) mendeskripsikan perkembangan jenis pekerjaan masyarakat dan kesejahteraan masyarakat Desa Banjarasri sebelum dan sesudah adanya desa wisata, (2) menguji dan menganalisis perbedaan tingkat pendapatan dan jumlah pengeluaran sebelum dan sesudah menjadi desa wisata Banjarasri. Penelitian ini merupakan penelitian deskriptif komparatif.

Populasi penelitian sejumlah 6.165 penduduk, sedangkan sampel penelitian sejumlah 91 responden. Teknik sampling menggunakan acak proportional. Data penelitian meliputi jenis pekerjaan, tingkat pendapatan, dan jumlah pengeluaran sebelum dan sesudah adanya desa wisata. Data dikumpulkan menggunakan kuesioner dan wawancara. Teknik analisis data menggunakan persentase dan analisis paired Sample t-Test (Uji t sampel berpasangan).

Hasil penelitian menunjukkan: (1) terdapat perubahan jenis pekerjaan masyarakat sesudah adanya Desa Wisata; sebelum ada desa wisata masyarakat yang menganggur sebanyak 28% dan bekerja serabutan sebanyak 26,88% namun dengan adanya Desa Wisata masyarakat banyak beralih profesi menjadi pemandu wisata (23,33%) dan pekerjaan serabutan 30%, (2) terdapat perbedaan tingkat pendapatan antara sebelum menjadi desa wisata dan sesudah adanya desa wisata, dan (3) terdapat perbedaan jumlah pengeluaran sesudah dan sebelum menjadi desa wisata.

Kata kunci: jenis pekerjaan, tingkat pendapatan, jumlah pengeluaran, kesejahteraan masyarakat.

ABSTRACT

THE COMPARISON STUDY ON SOCIAL WELFARE BEFORE AND AFTER BEING TOURISM VILLAGE

Case Study: Rural District of Kalibawang Banjarasri

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This study aims to: (1) describe the development of occupation and social welfare Banjarasri village population before and after the tourism village program and (2) examine and analyze the differences in the level of revenue and expenditure before and after becoming a tourism village. This research is a comparative study.

The research population is 6.165 inhabitants, while the sample number is 91 respondents. The data consist of occupation type, level of income, and level of expenditure before and after the tourism village program. The data collection method were questionnaire and interview. The data were analyzed using percentages and paired Sample t-Test (paired sample t test) analysis.

The results showed that: (1) there are differences in types of occupation before and after the Tourism Village program; where there was more unemployed people (28%) and odd jobs as much as 26,88% before the program; when the village become the Tourism Village communities, there were switching profession, such as a tour guide (23,33%) and odd jobs (30%), (2) there are differences in income levels, and (3) there are differences in the level of expenditure before and after becoming tourism village.

Keywords: type of occupation, level of income, level of expenditure, social welfare.