

## ABSTRAK

Desa Cikidang adalah desa yang berada di Kecamatan Cilongok, Kabupaten Banyumas, Jawa Tengah. Menariknya, Desa Cikidang berada ditepi jalan provinsi Purwokerto-Ajibarang. Didominasi oleh lahan hijau pertanian. Pemdes Cikidang berencana mengembangkan potensi yang dimiliki mulai dari potensi SDA, SDE, SDSB & SDM melalui agrowisata dilandasi oleh rancangan RPJMDES Tahun 2020-2025. Menggunakan konsep *community based tourism* (CBT) yang merupakan upaya pemberian kesempatan kepada masyarakat lokal dalam bentuk pariwisata, dimana masyarakat lokal turut dilibatkan dan mengontrol terselenggaranya pengembangan agrowisata. Metode yang digunakan dalam penelitian ini yaitu metode kualitatif dengan pendekatan studi kasus. Teknik pengumpulan data penelitian melalui observasi dilapangan, wawancara informan dan dokumentasi. Penentuan informan dilakukan secara *purposive sampling*. Dimana informan dalam penelitian ini adalah Kades, Sekdes & Kaur Umum TU Pemdes Cikidang, Ketua Bumdes, Ketua Kelompok Tani, Ketua Kelompok Ternak, Pengusaha Ternak Di Desa Cikidang, Tokoh Masyarakat, Pengusaha UMKM Lokal hingga Kepala Dinporabudpar Kabupaten Banyumas dan Ketua Umum AspiKmas Kabupaten Banyumas. Hasil dari penelitian ini menyebutkan potensi SDA seperti lahan pertanian, perkebunan, embung desa hingga aliran sungai bisa dikembangkan sebagai suatu bentuk agrowisata seperti wisata edukasi & rekreasi. Pembangunan lahan sarana & prasarana pariwisata Desa Cikidang dijadikan sebagai pusat daya tarik wisata. Wadah promosi bagi potensi SDE lokal bersamaan dengan potensi SDSB berupa kesenian khas Desa Cikidang. Berdasarkan hasil analisis stakeholder yang dilakukan, stakeholder yang terlibat mulai dari Pemdes Cikidang, Bumdes, Pengusaha Lokal, Kelompok Tani & Ternak, masyarakat setempat hingga pihak eksternal seperti Dinporabudpar Kab. Banyumas, hingga AspiKmas Kab. Banyumas. Rumusan strategi pemberdayaan ekonomi masyarakat melalui agrowisata Desa Cikidang dijabarkan melalui strategi tiga cipta. Pertama adalah cipta suasana, kedua adalah cipta kelola dan yang terakhir adalah cipta keberlanjutannya.

Kata Kunci : Pemberdayaan Ekonomi Masyarakat, *community based tourism* (CBT), Agrowisata

## ASBTRACT

*The Cikidang village is a village located in Cilongok District, Banyumas Regency, Central Java. Interestingly, Cikidang Village is on the edge of the Purwokerto-Ajibarang provincial road. Dominated by agricultural green land. The Cikidang Village Government plans to develop its potential starting from the potential of natural resources, economic resources, social culture & human resources through agrotourism based on the 2020-2025 RPJMDES design. Using the concept of community based tourism (CBT), which is an effort to provide opportunities for local communities in the form of tourism, where local communities participate in developing and controlling the implementation of agro-tourism. The method used in this research is a qualitative method with a case study approach. Research data collection techniques through field observations, interviews with informants and documentation. Determination of informants is done by purposive sampling. Where the informants in this study were the Village Head, Village Secretary & General Affairs Officer of the Cikidang Village Government, Head of Bumdes, Head of Farmers Group, Head of Livestock Group, Local Entrepreneur in Cikidang Village, Community Leaders, Head of Department of Youth, Sports, Culture & Tourism Banyumas Regency and General Chairperson of Aspikmas Banyumas Regency . The results of this study state that the potential of natural resources such as land, plantations, village ponds to river flows can be developed as a form of agrtourism such as educational & recreational tourism. The construction of the land for tourism facilities and infrastructure Cikidang Village is used as a tourist attraction center. A promotion platform for the potential of local economic along with the potential of social culture in the form of art typical of Cikidang Village. Based on the stakeholder analysis carried out, the stakeholders involved include the Cikidang Village Government, Bumdes, Local Entrepreneurs, Farmers Groups, local communities to external parties such as Dinporabudpar Kab. Banyumas, to Aspikmas Kab. Banyumas. The formulation of a strategy for community economic empowerment through agro-tourism in Cikidang Village through the three-invented strategy. The first is creating the atmosphere, the second is creating management and the last is the creation.*

*Keywords: Community Economic Empowerment, Community based tourism (CBT), Agrotourism*