

RINGKASAN

Desa Kalisalak yang terletak di Kecamatan Kebasen, Kabupaten Banyumas, mempunyai potensi yang besar di bidang pariwisata. Beberapa wisata yang menarik dikunjungi yaitu Curug Song, Telaga Anteng, Kolam Renang Tirta Pandawa, Jamasan Jimat Kalisalak, Dzikir Agung dan Karangbanar. Tujuan penelitian ini adalah untuk mengetahui penggunaan keuangan desa untuk pengembangan pariwisata di Desa Kalisalak dari segi attraction, amenity, accessibility dan ancillary service; mengetahui faktor strengths, weaknesses, opportunities, dan threats (SWOT) pengembangan pariwisata di Desa Kalisalak; dan mengetahui dampak adanya pariwisata di Desa Kalisalak terhadap perekonomian masyarakat setempat. Metode penelitian menggunakan pendekatan kualitatif deskriptif dengan menggunakan analisis SWOT. Teknik pengambilan sampel menggunakan teknik purposive sampling. Hasil penelitian menunjukkan penggunaan keuangan desa di bidang pariwisata dalam 5 tahun terakhir sudah berjalan cukup baik. Berdasarkan hasil analisis SWOT dapat dirumuskan strategi-strategi untuk pengembangan pariwisata di Desa Kalisalak. Ditinjau dari empat aspek pengembangan pariwisata yaitu aspek attraction, amenity, accessibility dan ancillary service, pariwisata Desa Kalisalak mampu meningkatkan perkembangan perekonomian dengan menyediakan lapangan kerja dan membuka lapangan usaha bagi masyarakat setempat.

Kata Kunci: *Keuangan Desa, Pengembangan Pariwisata, Pariwisata Desa*

SUMMARY

Kalisalak Village, which is located in Kebasen District, Banyumas Regency, has great potential in tourism sector. Some of interesting destinations to visit are Curug Song, Anteng Lake, Tirta Pandawa Swimming Pool, Jamasan Jimat Kalisalak, Dzikir Agung and Karangbanar. The purpose of the study are determining how village's finance used for tourism development in Kalisalak Village in terms of attraction, amenity, accessibility and ancillary service; knowing the factors of strengths, weaknesses, opportunities, and threats (SWOT) of tourism development in Kalisalak Village; and knowing the impact of tourism in Kalisalak Village on local community's economy. The research method used for this study is a descriptive qualitative approach with SWOT analysis. The sample collection techniques used is purposive sampling technique. The results show that the use of the village finance in tourism sector in last 5 years has been running quite well. Based on the results of SWOT analysis, strategies for tourism development in Kalisalak Village can be formulated. Reviewed from four aspects of tourism development, namely aspects of attraction, amenity, accessibility, and ancillary service, tourism in Kalisalak Village is able to increase economic development by providing jobs and opening up business opportunities for the local community.

Keywords: Village Finance, Tourism Development, Tourism Village