

## RINGKASAN

Ditengah arus globalisasi dan modernisasi yang membawa dampak terhadap terkikisnya nilai-nilai budaya lokal, dengan keberadaan keyakinan dan tradisi warisan leluhur yang masih dijalankan oleh masyarakat adat Bonokeling Desa Pekuncen sebagai upaya pelanggengan budaya dari generasi ke generasi, dapat menjadi magnet wisatawan baik lokal maupun wisatawan mancanegara, sehingga menjadi potensi wisata yang menarik untuk dikembangkan. Hal ini membuat pemerintah Pemerintah Desa, BPD, Bumdes dan Komunitas Adat Bonokeling untuk berkolaborasi dalam melakukan pengembangan desa wisata berbasis adat. Penelitian ini bertujuan mendeskripsikan *collaborative governance* pengembangan desa wisata berbasis adat, serta mengidentifikasi faktor pendukung dan penghambat kolaborasi dalam proses pengembangan Desa Wisata berbasis adat Desa Pekuncen Kecamatan Jatilawang.

Penelitian ini menggunakan metode kualitatif yang dilaksanakan pada Maret 2022 di Desa Pekuncen Kecamatan Jatilawang Kabupaten Banyumas. Informan penelitian ini adalah Pemerintah Desa Pekuncen, Komunitas Adat, BPD, Bumdes dan instansi vertikal yaitu Pemerintah Kecamatan dan Dinporabudpar Banyumas. Pengumpulan data dilakukan dengan wawancara, observasi dan dokumentasi. Fokus penelitian pada *collaborative governance* pengembangan desa wisata.

Hasil penelitian menunjukkan bahwa *collaborative governance* dalam pengembangan desa wisata berbasis adat pada Komunitas Bonokeling Desa Pekuncen Kecamatan Jatilawang dengan menggunakan model *struktur universal* kemitraan (Dwi Harsono) melalui tahap *agreement* (kesepakatan/ perjanjian), *management* (pengelolaan), *commitment* (komitmen), *accountability* (akuntabilitas) menunjukkan indikator keberhasilan perubahan nyata, kemitraan, orientasi hasil, profesionalisme, transparansi, miss komunikasi, komitmen, aksi, janji, kejelasan, kinerja dan pengukuran seimbang. Faktor pendukung *collaborative governance* dalam pengembangan desa wisata berbasis adat adalah Dukungan anggaran dari APBDes, dukungan dan pembinaan dari instansi vertikal. Faktor penghambatnya yaitu, kesiapan SDM, terbatasnya sarana dan prasarana, dan persepsi negatif masyarakat luar desa dan kesadaran masyarakat desa mengenai desa wisata.

**Kata Kunci:** *Collaborative Governance*, Desa Wisata, Adat Bonokeling

## **SUMMARY**

*In the midst of globalization and modernization which has an impact on the erosion of local cultural values, with the existence of beliefs and traditions of ancestral heritage that are still carried out by the Bonokeling indigenous people of Pekuncen Village as an effort to preserve culture from generation to generation, it can become a tourist magnet, both local and foreign tourists. , so that it becomes an attractive tourism potential to be developed. This makes the Village Government, BPD, Bumdes and the Bonokeling Indigenous Community to collaborate in developing custom-based tourism villages. This study aims to describe the collaborative governance of the development of custom-based tourism villages, as well as identify the supporting and inhibiting factors of collaboration in the process of developing a traditional-based tourism village, Pekuncen Village, Jatilawang District.*

*This study uses a qualitative method which was carried out in March 2022 in Pekuncen Village, Jatilawang District, Banyumas Regency. The informants of this study were the Pekuncen Village Government, Indigenous Community, BPD, Bumdes and vertical agencies, namely the District Government and the Banyumas Dinporabudpar. Data was collected by interview, observation and documentation. Research focus on collaborative governance of tourism village development.*

*The results show that collaborative governance in the development of custom-based tourism villages in the Bonokeling Community, Pekuncen Village, Jatilawang District, uses the universal partnership structure model (Dwi Harsono) through the agreement, management, commitment, accountability stages. accountability) shows indicators of success for real change, partnership, result orientation, professionalism, transparency, miss communication, commitment, action, promise, clarity, performance and balanced measurement. The supporting factors for collaborative governance in the development of custom-based tourism villages are budget support from the APBDes, support and guidance from vertical agencies. The inhibiting factors are the readiness of human resources, limited facilities and infrastructure, and negative perceptions of people outside the village and awareness of rural communities about tourist villages.*

*Keyword: Collaborative Governance, Tourist Village, Bonokeling Custom*