

## ABSTRAK

Desa Kutabawa yang berada di lereng Gunung Slamet memiliki potensi wisata yang menjanjikan. Namun jarak yang dekat dengan puncak Gunung Slamet, membuat desa ini berpotensi terdampak langsung apabila terjadi erupsi. Penelitian ini bertujuan untuk mengetahui strategi manajemen dan dampak dari pengembangan wisata di Desa Kutabawa Kecamatan Karangreja Kabupaten Purbalingga.

Metode penelitian ini merupakan metode deskriptif kualitatif. Pemilihan informan yang digunakan adalah purposive sampling. Data dikumpulkan melalui wawancara kepada informan.

Hasil penelitian menemukan terdapat empat strategi pengembangan wisata di desa Kutabawa, Kecamatan Karangreja, Kabupaten Purbalingga. Strategi Strength Opportunities (SO) terdiri dari mempromosikan wisata Kutabawa melalui festival budaya, menambah spot foto menarik dan mengembangkan potensi wisata adventure. Serta pembangunan jalan aspal/ paving yang lebih lebar dan tidak terlalu berkelok serta naik turun akan mempermudah akses ke kawasan wisata Kutabawa. Strategi Weakness Opportunities (WO) terdiri dari penambahan fasilitas seperti camping ground dan fasilitas penunjang, kegiatan rutin untuk membersihkan area kawasan wisata dan pembangunan jalan aspal/ paving yang lebih lebar dan tidak terlalu berkelok serta naik turun akan mempermudah akses ke kawasan Kutabawa. Strategi Strength Threat (ST) terdiri dari pembangunan camping ground dan pembuatan spot foto yang menarik, penyediaan tempat sampah dan adanya patroli rutin serta promosi melalui media sosial. Strategi Weakness Threat (WT) terdiri dari himbauan dan penerapan sanksi bagi pengunjung yang membuang sampah tidak pada tempatnya, kegiatan bersih-bersih Kutabawa untuk sekaligus memperkenalkan pariwisata dan pemberian papan petunjuk arah evakuasi dan kawasan rawan bencana. Dampak dari strategi pengembangan wisata di desa Kutabawa, Kecamatan Karangreja, Kabupaten Purbalingga adalah di bidang ekonomi pemasukan masyarakat bertambah karena sumbernya dari banyak sektor seperti pertanian, wisata, penyewaan penginapan bahkan sebagai tour guide. Selain itu juga masyarakat menjadi semakin melek dengan bencana yang mengancam desa Kutabawa yang berada di lereng Gunung Slamet.

**Kata kunci: strategi, pengembangan, wisata, tanggap bencana, erupsi**

## SUMMARY

Kutabawa Village, which is located on the slopes of Mount Slamet, has promising tourism potential. However, the close proximity to the peak of Mount Slamet makes this village potentially directly affected if an eruption occurs. This study aims to determine the management strategy and impact of tourism development in Kutabawa Village, Karangreja District, Purbalingga Regency.

This research method is a qualitative descriptive method. The selection of informants used was purposive sampling. Data were collected through interviews with informants.

The results of the study found that there were four tourism development strategies in Kutabawa village, Karangreja district, Purbalingga district. The Strength Opportunities (SO) strategy consists of promoting Kutabawa tourism through cultural festivals, adding interesting photo spots and developing adventure tourism potential. As well as the construction of asphalt/paving roads that are wider and less winding and up and down will facilitate access to the Kutabawa tourist area. The Weakness Opportunities (WO) strategy consists of adding facilities such as camping ground and supporting facilities, routine activities to clean up tourist areas and the construction of asphalt/paving roads that are wider and less winding and up and down will facilitate access to the Kutabawa area. The Strength Threat (ST) strategy consists of building a camping ground and making attractive photo spots, providing trash bins and conducting regular patrols as well as promotion through social media. The Weakness Threat (WT) strategy consists of appeals and the application of sanctions for visitors who dispose of waste improperly, clean-up activities in Kutabawa to simultaneously introduce tourism and providing directions for evacuation and disaster-prone areas. The impact of the tourism development strategy in Kutabawa Village, Karangreja District, Purbalingga Regency is that in the economic field, community income increases because the sources come from many sectors such as agriculture, tourism, lodging rentals and even as tour guides. In addition, the community is becoming more and more aware of the disasters that threaten the village of Kutabawa, which is on the slopes of Mount Slamet.

**Keywords: strategy, development, tourism, disaster response, eruption**