

## RINGKASAN

Objek wisata Curug Jenggala dikelola secara swadaya oleh masyarakat Dusun Kalipagu yang tergabung dalam POKJA wisata. Pandemi Covid-19 yang menyerang dunia membawa banyak dampak di berbagai lapisan kehidupan. Adanya kebijakan pembatasan sosial yang diterapkan melalui penutupan objek wisata dan pembatasan jumlah wisata membawa dampak penurunan pendapatan objek wisata. Meskipun pendapatan objek wisata mengalami penurunan yang berdampak pada penurunan pendapatan pengelola, namun kondisi objek wisata Curug Jenggala tetap terjaga kebersihan dan kenyamanannya dengan dilakukannya kegiatan-kegiatan secara swadaya.

Penelitian ini berjudul “Strategi Pengembangan Objek Wisata Curug Jenggala berbasis *Community Based Tourism* di Masa Pandemi Covid-19”. Tujuan penelitian ini untuk mendeskripsikan strategi pengelola wisata dalam melakukan pengembangan objek wisata Curug Jenggala, hambatan-hambatan yang dialami, dan juga solusi untuk mengatasi hambatan-hambatan yang dialami pengelola selama melakukan pengembangan objek wisata Curug Jenggala berbasis CBT. Penelitian ini dilakukan dengan metode kualitatif. Informan ditentukan dengan teknik *purposive sampling*, yakni dipilih berdasarkan pertimbangan khusus peneliti. Data penelitian dikumpulkan melalui metode wawancara dan observasi langsung. Teknik analisis data yang digunakan dalam penelitian ini adalah dengan menggunakan model analisis data Miles dan Huberman.

Hasil penelitian menunjukkan bahwa Curug Jenggala merupakan objek wisata berbasis *Community Based Tourism* yang menjadikan masyarakat lokal sebagai subjek utama dalam melakukan pengembangan wisata. Keberadaan objek wisata Curug Jenggala mampu meningkatkan kesejahteraan masyarakat lokal dengan terbukanya lapangan pekerjaan. Adapun dalam menetapkan strategi pengelola objek wisata Curug Jenggala sesuai dengan konsep manajemen strategi Karhi, yang terdiri dari dua tahap yaitu *pertama* pembuatan, penerapan, dan evaluasi strategi. *Kedua* promosi, riset dan pengembangan setelah riset. Hambatan utama yang dialami oleh pengelola objek wisata adalah terkait keuangan, oleh sebab itu perhatian lebih dari pihak luar (pemerintah dan investor) menjadi penting dalam pengembangan objek wisata Curug Jenggala.

*Kata kunci : Curug Jenggala, Pengelola objek wisata, Community Based Tourism.*

## SUMMARY

Jenggala waterfall tourism object is managed independently by the Kalipagu hamlet community who are members of the "POKJA". The COVID-19 pandemic that has hit the world has had many impacts on all walks of life. The existence of a social restriction policy that is implemented through the closure of tourist objects and restrictions on the number of tours has the impact of decreasing tourism object revenues. Although the income of the tourist attraction has decreased which has an impact on the decline in people's income, the condition of the Jenggala waterfall attraction is maintained clean and comfortable, there are even small developments that are carried out independently.

This research is entitled "Development Strategy of the Jenggala Waterfall Tourism Object based on Community Based Tourism in the Covid-19 Pandemic Period". The purpose of this research is to describe the Jenggala Waterfall tourism object based on community based tourism, the strategy of tourism managers in developing the Jenggala Waterfall tourist attraction, the obstacles experienced during tourism development, and also solutions to overcome the obstacles experienced by managers during the development of the Jenggala Waterfall tourist attraction. This research was conducted with descriptive qualitative method. The technique used in the selection of informants is a purposive sampling technique, which is selected based on the special considerations of the researcher. Research data were collected through interviews and direct observation. The data analysis technique used in this study is the Miles and Huberman data analysis model.

The results of this study indicate that the Curug Jenggala tourist attraction is a tourism object based on Community Based Tourism which makes the local community the main subject in conducting tourism development. The existence of the Jenggala waterfall tourist attraction is able to improve the welfare of local communities by opening up job opportunities. Meanwhile, in determining the management strategy of the Jenggala Waterfall tourism object in accordance with the concept of Karhi's strategic management, which consists of 2 stages, namely the first development, implementation, and evaluation of the strategy. Second is promotion, research and development after research. The main obstacle experienced by tourism object managers is related to finance, therefore more attention from outside parties (government and investors) is important in developing the Jenggala waterfall tourist attraction.

*Keywords: Jenggala waterfall, tourism object manager, Community Based Tourism, Self-help*