

RINGKASAN

Pengembangan model *Community Based Tourism* di desa wisata Desa Karangbenda diperlukan untuk meningkatkan jumlah kunjungan wisatawan sekaligus secara langsung dapat meningkatkan pendapatan asli daerah melalui *multiplier effect* pariwisata. Melihat situasi dan potensi Desa Karangbenda yang belum dikembangkan oleh pengelola dan pemerintah desa, sangat berpotensi dikembangkan menjadi desa wisata berbasis agribisnis. Tujuan penelitian ini yaitu : 1) mengetahui pengaruh secara tidak langsung dari variabel infrastruktur pariwisata, variabel *commitment*, variabel *network*, dan variabel peran pemerintah terhadap terwujudnya model *Community Based Tourism* dalam pengembangan Desa Karangbenda sebagai desa wisata berbasis agribisnis, 2) mengetahui pengaruh secara langsung variabel kolaborasi yang terbentuk dari potensi *social capital* terhadap terwujudnya model *Community Based Tourism* dalam pengembangan Desa Karangbenda sebagai desa wisata berbasis agribisnis.

Sasaran penelitian ini meliputi pihak internal dan eksternal di Pantai Sodong, Desa Karangbenda. Pihak internal adalah kelompok pengelola wisata (masyarakat), perangkat desa, pengusaha atau pedagang di lokasi wisata, petani, dan nelayan. Pihak eksternal adalah wisatawan atau pengunjung Pantai Sodong. Obyek penelitian adalah desa wisata. Metode yang digunakan untuk menentukan responden pihak eksternal adalah metode sampling aksidental, pengambilan sampel pihak internal menggunakan metode *Proportionate Stratified Random Sampling*, sebanyak 60 responden pihak eksternal dan 60 responden pihak internal. Teknik pengambilan data meliputi wawancara, pengamatan/observasi, dan studi pustaka. Penelitian ini menggunakan metode penelitian kuantitatif eksplanatori dengan teknik analisis *Confirmatory Factor Analysis* (CFA), teknik analisis tersebut menggunakan program SmartPLS dengan variabel penelitian meliputi infras (X_1), *commitment* (X_2), *network* (X_3), peran pemerintah (X_4), kolaborasi (Y_1), dan pengembangan desa wisata berbasis agribisnis (Y_2).

Hasil penelitian ini yaitu : 1) model *Community Based Tourism* dalam pengembangan Desa Karangbenda sebagai desa wisata berbasis agribisnis (Y_2) secara tidak langsung dipengaruhi oleh variabel infras (X_1), *commitment* (X_2), dan peran pemerintah (X_4) secara tidak signifikan. Sementara variabel *network* (X_3) berpengaruh secara tidak langsung terhadap terwujudnya model *Community Based Tourism* dalam pengembangan Desa Karangbenda sebagai desa wisata berbasis agribisnis (Y_2) secara signifikan, 2) model *Community Based Tourism* dalam pengembangan Desa Karangbenda sebagai desa wisata berbasis agribisnis (Y_2) secara langsung dipengaruhi oleh variabel kolaborasi (Y_1) secara signifikan. Keberlangsungan atas peran kolaborasi sebagai penggerak strategis untuk mendorong terwujudnya *Community Based Tourism* akan sangat ditentukan oleh rangkaian proses yang menentukan terbentuknya kolaborasi dari infrastruktur pariwisata, *commitment*, *network*, dan peran pemerintah.

SUMMARY

The development of a Community Based Tourism model in the tourism village of Karangbenda Village is needed to increase the number of tourist visits while directly increasing local income through the multiplier effect of tourism. Seeing the situation and potential of Karangbenda Village that has not been developed by the village manager and government, it has the potential to be developed into a community-based agribusiness tourism village. The objectives of this study are: 1) knowing the indirect influence of tourism infrastructure variables, commitment variables, network variables, and government role variables on the realization of the Community Based Tourism model in the development of Karangbenda Village as an agribusiness-based tourism village, 2) knowing the direct influence of collaboration variables formed from the potential social capital towards the realization of the Community Based Tourism model in the development of Karangbenda Village as an agribusiness-based tourism village.

The target of this study includes internal and external parties at Sodong Beach, Karangbenda Village. Internal parties are tourism management groups (communities), village officials, entrepreneurs or traders at tourist sites, farmers, and fishermen. External parties are tourists or visitors to Sodong Beach. The object of study is a tourist village. The method used to determine external party respondents is the axidental sampling method, internal party sampling using the Proportionate Stratified Random Sampling method, as many as 60 external party respondents and 60 internal party respondents. Data collection techniques include interviews, observations, and literature studies. This research uses explanatory quantitative research methods with Confirmatory Factor Analysis (CFA) analysis techniques, the analysis technique uses the SmartPLS program with research variables including infras (X_1), commitment (X_2), network (X_3), government roles (X_4), collaboration (Y_1), and development of community-based agribusiness tourism villages (Y_2).

The results of this study are: 1) model Community Based Tourism in the development of Karangbenda Village as an agribusiness-based tourism village (Y_2) indirectly influenced by the variables infras (X_1), c ommitment (X_2), and government peran (X_4) insignificantly. While the variable network (X_3) indirectly affects the realization of the Community Based Tourism model in the development of Karangbenda Village as a community-based agribusiness tourism village (Y_2) significantly, 2) model Community Based Tourism in the development of Karangbenda Village as an agribusiness-based tourism village (Y_2) directly influenced by the collaboration variable (Y_1) significantly. The sustainability of the role of collaboration as a strategic driver to encourage the realization of Community Based Tourism will be largely determined by a series of processes that determine the formation of collaboration from tourism infrastructure, commitment, networks, and the role of the government.

Keyword: Community Based Tourism, Tourism Village, Confirmatory Factor Analysis (CFA), SEM-PLS.