

RINGKASAN

Penelitian telah dilakukan pada masyarakat Desa Wisata Nglanggeran yang terbagi dalam beberapa kelompok mata pencaharian dan berkontribusi dalam pengembangan pariwisata dengan sistem *Community-Based Tourism*. Penelitian ini mengambil judul: “Dampak Peralihan Model Pengembangan Pariwisata *Community-Based Tourism* Desa Wisata Nglanggeran Terhadap Pendapatan Masyarakat Lokal”.

Tujuan penelitian ini adalah untuk menganalisis strategi pengembangan desa wisata berkelanjutan dengan konsep *Community-Based Tourism* di Desa Wisata Nglanggeran dan menganalisis dampak peralihan model pengembangan pariwisata *Community-Based Tourism* terhadap pendapatan masyarakat lokal Desa Wisata Nglanggeran. Populasi dalam penelitian ini adalah masyarakat lokal yang berkontribusi dalam pengembangan pariwisata Desa Nglanggeran. Responden dalam penelitian ini berjumlah 80 orang. Teknik *random sampling* digunakan dalam penentuan responden.

Hasil penelitian serta analisis data berdasarkan analisis SWOT dan uji *Wilcoxon Signed Rank* menunjukkan bahwa: (1) Penerapan CBT di Desa Wisata Nglanggeran paling maksimal diterapkan melalui strategi SO atau disebut juga strategi progresif, dan (2) Pendapatan masyarakat lokal setelah penerapan CBT di Desa Wisata Nglanggeran lebih tinggi dibandingkan pendapatan masyarakat lokal sebelum penerapan CBT di Desa Wisata Nglanggeran.

Implikasi dari penelitian ini adalah harapan agar pengelola dapat memaksimalkan strategi SO dalam penerapan CBT di Desa Wisata Nglanggeran yang antara lain pemeliharaan dan pengembangan lingkungan berkelanjutan, melakukan promosi digital secara massif, mempertahankan kualitas produk wisata, dan menghimbau masyarakat untuk membeli sembako di pedagang kelontong sekitar.

Kata Kunci: Community-Based Tourism, Desa Wisata, SWOT, Wilcoxon Signed Rank, Pendapatan

SUMMARY

A research has been conducted on the Nglanggeran Tourism Village community, which is divided into several livelihood groups and contributes to tourism development with the Community-Based Tourism system. This research follows the title: "The Impact of the Transition of Community-Based Tourism Development Models in Nglanggeran Tourism Village on Local Community Income."

This study aimed to analyze the strategy for developing a sustainable tourism village with the concept of Community-Based Tourism in the Nglanggeran Tourism Village and to analyze the impact of the transition to the Community-Based Tourism development model on the income of local people in the Nglanggeran Tourism Village. The population in this study were local people who contribute to the tourism development of Nglanggeran Village. Respondents in this study amounted to 80 people. A random sampling technique was used in determining the respondents.

The results of the research and data analysis based on the SWOT analysis and the Wilcoxon Signed Rank test show that: (1) CBT implementation in the Nglanggeran Tourism Village is maximally implemented through the SO strategy or also called a progressive strategy, and (2) Local community income after implementing CBT in the Tourism Village Nglanggeran is higher than the income of local people before implementing CBT in the Nglanggeran Tourism Village.

The implication of this research is the hope that managers can maximize the SO strategy in implementing CBT in the Nglanggeran Tourism Village, which includes maintaining and developing a sustainable environment, conducting massive digital promotions, maintaining the quality of tourism products, and urging the public to buy basic necessities at local grocers.

Keywords: Community-Based Tourism, Tourism Village, SWOT, Wilcoxon Signed Rank, Income