

ABSTRAK

Pemerintahan Kabupaten Cilacap terus berupaya untuk meningkatkan perkembangan sektor pariwisata terutama pada bagian pengembangan Desa Wisata karena masih rendahnya pengembangan Desa Wisata di Kabupaten Cilacap. Pemerintah Kabupaten Cilacap mendorong Pemerintah Desa di Kabupaten Cilacap untuk merancang dan mengimplementasikan program pengembangan Desa Wisata. salah satu Desa di Kabupaten Cilacap yang merancang dan mengimplementasikan program pengembangan Desa Wisata yakni Desa Kesugihan Kidul.

Penelitian ini menggunakan metode penelitian kualitatif deskriptif dengan tujuan untuk mendeskripsikan bagaimana implementasi program pengembangan Desa Wisata di Desa Kesugihan Kidul. Teknik pengumpulan data yang digunakan adalah wawancara, dokumentasi, dan observasi. Fokus penelitian ini di dasari oleh 4 aspek Teori Edward III, yaitu komunikasi, sumber daya, disposisi, dan struktur birokrasi.

Hasil penelitian dari Implementasi Program Pengembangan Desa Wisata di Desa Kesugihan Kidul tersebut yakni adanya pola komunikasi yang efektif dan penyebaran informasi yang jelas yang dilakukan oleh Aparatur Pemerintahan Desa Kesugihan Kidul. Ketersediaan Sumber Daya Manusia, Anggaran, Sarana dan Prasarana yang mencukupi dan tersusun secara sistematis selama pelaksanaan program tersebut. Sikap komitmen pelaksana program yang sesuai dengan tugas dan arahan yang diberikan Kepala Desa. adanya badan lain yang terlibat dalam implementasi program tersebut yakni Bumdes dan Pokdarwis.

Berdasarkan Hasil Penelitian yang sudah di uraikan tersebut, Peneliti menyimpulkan bahwa implementasi program pengembangan Desa Wisata di Desa Kesugihan Kidul bisa di katakan berhasil, walaupun masih diperlukannya peningkatan komunikasi antara Aparatur Pemerintahan Desa Kesugihan Kidul dengan Bumdes dan Pokdarwis untuk memajukan wisata ke arah yang lebih baik dan perencanaan anggaran yang berkelanjutan.

Kata Kunci : Implementasi Program Pengembangan Desa Wisata

SUMMARY

The Cilacap Regency Government continues to strive to improve the development of the tourism sector, especially in the development of Tourism Villages because of the low development of Tourism Villages in Cilacap Regency. The Cilacap Regency Government encourages Village Governments in Cilacap Regency to design and implement Tourism Village development programs. one of the villages in Cilacap Regency that has designed and implemented a Tourism Village development program is Kesugihan Kidul Village.

This research uses descriptive qualitative research methods with the aim of describing how the implementation of the Tourism Village development program in Kesugihan Kidul Village. The data collection techniques used were interviews, documentation, and observation. The focus of this research is based on 4 aspects of Edward III Theory, namely communication, resources, disposition, and bureaucratic structure.

The research results of the Implementation of the Tourism Village Development Program in Kesugihan Kidul Village are the existence of effective communication patterns and clear information dissemination carried out by the Kesugihan Kidul Village Government Apparatus. The availability of sufficient and systematically arranged Human Resources, Budget, Facilities and Infrastructure during the implementation of the program. The attitude of commitment of program implementers in accordance with the tasks and directions given by the Village Head. the existence of other bodies involved in the implementation of the program, namely Bumdes and Pokdarwis.

Based on the research results that have been described, the researcher concludes that the implementation of the Tourism Village development program in Kesugihan Kidul Village can be said to be successful, although it is still necessary to increase communication between the Kesugihan Kidul Village Government Apparatus with Bumdes and Pokdarwis to advance tourism in a better direction and sustainable budget planning.

Keywords: Implementation of the Tourism Village Development Program