

ABSTRAK

Pengembangan desa wisata berbasis *Community Based Tourism (CBT)* erat kaitannya dengan keterlibatan aktif masyarakat dalam meningkatkan pariwisata di suatu daerah. Melalui program desa wisata diharapkan menjadi sarana untuk memberdayakan masyarakat agar lebih mandiri dan lebih maju khususnya pelaku pariwisata. Namun dalam kenyataannya, pelaku pariwisata belum berdaya secara maksimal, hal ini dikarenakan masih rendahnya kesadaran dalam mengelola wisata, terbatasnya kemampuan dalam mengembangkan usaha pariwisata, serta masih terbatasnya pendayaan dilihat dari pendanaan dan juga terbatasnya sarana, seperti halnya pengembangan desa wisata di Desa Sambirata, Kecamatan Cilongok, Kabupaten Banyumas. Penelitian ini bertujuan untuk mengetahui dan mendeskripsikan pengembangan desa wisata berbasis *Community Based Tourism* di Desa Sambirata, Kecamatan Cilongok, Kabupaten Banyumas, sehingga dapat dilaksanakan oleh aktor pembangunan yaitu masyarakat, pemerintah desa, dan swasta sebagai upaya dalam pembangunan daerah di Kabupaten Banyumas.

Penelitian ini menggunakan teori partisipasi yang dikemukakan oleh Cohen dan Uphoff, meliputi empat tahap yaitu tahap perencanaan, tahap pelaksanaan, tahap menikmati hasil, serta tahap evaluasi. Metode penelitian yang digunakan adalah metode kualitatif deskriptif. Teknik pengumpulan data dilakukan melalui metode wawancara, observasi, dan dokumentasi. Teknik pemeriksaan keabsahan data menggunakan triangulasi sumber. Teknik analisis data yang digunakan yaitu model interaktif.

Hasil penelitian menunjukkan bahwa pengembangan desa wisata berbasis *Community Based Tourism* di Desa Sambirata, Kecamatan Cilongok, Kabupaten Banyumas sudah terlaksana, tetapi belum berjalan secara optimal. Masyarakat belum terlibat sepenuhnya dalam tahap perencanaan yaitu masyarakat belum terlibat langsung dalam penyusunan rencana pengembangan. Pada tahap menikmati hasil, masyarakat belum terlibat dalam pemeliharaan dan perawatan proyek yang sudah dibangun. Pada tahap evaluasi, masyarakat cenderung pasif dalam memberikan kritik maupun saran dalam pengembangan desa wisata. Sedangkan dalam tahap pelaksanaan, masyarakat sudah terlibat dalam menyumbangkan material dan tenaga sebagai anggota proyek dalam membangun wisata. Saran yang dapat peneliti berikan untuk penelitian ini yaitu seharusnya masyarakat lebih berpartisipasi dalam setiap tahap pengembangan desa wisata, selain itu dari pihak pemerintah desa juga harus mensosialisasikan program secara transparan kepada masyarakat, agar masyarakat lebih memahami dan ikut melibatkan diri dalam setiap tahapannya.

Kata kunci : *Community Based Tourism (CBT)*, desa wisata, partisipasi masyarakat.

ABSTRACT

The development of tourism villages based on Community Based Tourism (CBT) is closely related to the active involvement of the community in increasing tourism in an area. Through the tourism village program, it is hoped that it will become a means to empower the community to be more independent and more advanced, especially tourism actors. However, in reality, tourism actors are not yet fully empowered, this is due to low awareness in managing tourism, limited ability to develop tourism businesses, and limited empowerment in terms of funding and also limited facilities, such as the development of tourist villages in Sambirata Village, District. Cilongok, Banyumas Regency. This research aims to determine and describe the development of a community-based tourism village in Sambirata Village, Cilongok District, Banyumas Regency, so that it can be implemented by development actors, namely the community, village government and the private sector as an effort in regional development in Banyumas Regency.

This research uses the participation theory proposed by Cohen and Uphoff, including four stages, namely the planning stage, implementation stage, enjoying the results stage, and evaluation stage. The research method used is a descriptive qualitative method. Data collection techniques were carried out through interviews, observation and documentation methods. The data validity checking technique uses source triangulation. The data analysis technique used is an interactive model.

The results of the research show that the development of a community-based tourism village in Sambirata Village, Cilongok District, Banyumas Regency has been implemented, but is not yet running optimally. The community has not been fully involved in the planning stage, that is, the community has not been directly involved in preparing the development plan. At the stage of enjoying the results, the community is not yet involved in the maintenance and upkeep of the projects that have been built. At the evaluation stage, the community tends to be passive in providing criticism and suggestions in developing tourist villages. Meanwhile, in the implementation stage, the community has been involved in donating materials and labor as project members in developing tourism. The advice that researchers can give for this research is that the community should participate more in each stage of tourism village development, apart from that, the village government should also socialize the program transparently to the community, so that the community understands better and gets involved in each stage.

Keywords : Community Based Tourism (CBT), community participation, tourism village.