

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengembangan potensi Desa Alasmalang sebagai desa wisata rintisan melalui pendekatan *Community Based Tourism* (CBT). Desa Alasmalang memiliki potensi utama berupa budidaya durian bawor yang telah menjadi ikon lokal. Penelitian ini menggunakan metode kualitatif deskriptif dengan teknik pengumpulan data berupa observasi, wawancara, dan dokumentasi. Hasil penelitian menunjukkan bahwa peran komunitas, seperti Kelompok Tani, Kelompok Wanita Tani, PKK, Karang Taruna, dan Pokdarwis “Berkah Durian”, sangat penting dalam mendukung pengembangan pariwisata berbasis masyarakat. Namun, belum semua indikator CBT terpenuhi secara optimal, terutama dalam aspek infrastruktur dan literasi pariwisata masyarakat. Pengembangan desa wisata Alasmalang masih memerlukan pendampingan dari berbagai pihak serta peningkatan kapasitas SDM lokal agar potensi agrowisata dapat dikelola secara berkelanjutan dan inklusif.

Kata Kunci: Desa Alasmalang, Desa Wisata Rintisan, Community Based Tourism (CBT), Agrowisata Durian, Pemberdayaan Komunitas

ABSTRACT

This research aims to analyze the development of Alasmalang Village's potential as an emerging tourist village through the Community Based Tourism (CBT) approach. Alasmalang Village is known for its flagship commodity, durian bawor, which has become a local icon. The study uses a descriptive qualitative method, collecting data through observation, interviews, and documentation. The findings reveal that community groups such as Farmers Group, Women Farmers Group, PKK, Karang Taruna, and the tourism awareness group Pokdarwis "Berkah Durian" play a key role in supporting community-based tourism development. However, not all CBT indicators have been fully achieved, especially regarding infrastructure and community tourism literacy. The development of Alasmalang as a tourist village still requires assistance from multiple stakeholders and improvement in local human resources to ensure sustainable and inclusive agrotourism management.

Keywords: *Alasmalang Village, Emerging Tourist Village, Community Based Tourism (CBT), Durian Agrotourism, Community Empowerment*