

RINGKASAN

Desa Cikakak merupakan desa wisata pertama dengan klasifikasi desa wisata maju di Kabupaten Banyumas, Jawa Tengah. Desa Cikakak ditetapkan menjadi desa wisata dengan kategori maju berdasarkan Keputusan Bupati Banyumas Nomor /556/166/Tahun 2020 yang ditetapkan pada 20 Maret 2020. Berdasarkan penelusuran pustaka, banyak penelitian belum menyentuh aspek strategi pemberdayaan dalam pengembangan desa wisata menjadi desa wisata maju. Oleh karena itu, penelitian ini mengkaji strategi pemberdayaan masyarakat dalam pengembangan Desa Cikakak menjadi desa wisata maju. Hal ini penting dilakukan agar keberhasilan desa ini dapat menjadi contoh atau model bagi desa wisata lain untuk meningkatkan klasifikasi desa wisatanya menjadi desa wisata maju.

Penelitian dilakukan menggunakan metode kualitatif. Subjek dalam penelitian ini adalah pengelola Desa Wisata Cikakak dan pihak-pihak yang mengetahui aktivitas pengelolaan Desa Wisata Cikakak. Informan dipilih dengan teknik purposif, berjumlah sepuluh orang yang memiliki pengetahuan dan keterlibatan langsung dalam pengelolaan desa wisata. Mereka meliputi unsur pemerintah desa, pengelola desa wisata, tokoh masyarakat, tokoh adat, dan Dinas Pemuda, Olahraga, Kebudayaan, dan Pariwisata Kabupaten Banyumas. Data dikumpulkan melalui observasi, wawancara mendalam, dan dokumentasi. Data dianalisis menggunakan teknik analisis interaktif menurut Miles dan Huberman.

Hasil pada penelitian ini menunjukkan pengembangan Desa Cikakak menjadi desa wisata maju dilaksanakan melalui delapan strategi pemberdayaan masyarakat. Strategi tersebut mencakup pelibatan aktif masyarakat dalam pendataan potensi, penyusunan profil desa, serta musyawarah arah pengembangan. Nilai-nilai adat dijadikan daya tarik utama melalui pendekatan personal kepada tokoh adat yang menetapkan batasan etis dan spiritual dalam aktivitas wisata. Penguatan regulasi dan kelembagaan dilakukan dengan menetapkan Perdes Nomor 6 Tahun 2020 yang mengatur peran BUMDes sebagai pengelola manajerial dan Pokdarwis sebagai pelaksana operasional untuk menjamin tata kelola yang adil dan akuntabel.

Strategi lain adalah peningkatan kapasitas sumber daya manusia melalui pelatihan di bidang *homestay*, pemandu wisata, seni budaya, dan pengembangan UMKM berbasis potensi lokal. Kearifan lokal dilestarikan dengan menjadikan nilai gotong royong, adat istiadat, dan narasi budaya sebagai fondasi atraksi wisata dan media pemberdayaan kolektif. Inovasi lokal seperti kerajinan kepala monyet dan kuliner wajik kethek mencerminkan kemandirian ekonomi berbasis budaya. Masyarakat juga dilibatkan dalam proses evaluasi melalui kuesioner dan visitasi tim penilai, serta diperkuat legitimasi sosial budayanya melalui pengakuan formal sebagai desa wisata maju. Namun, strategi pemberdayaan yang dijalankan belum berkelanjutan karena lebih berfokus pada pencapaian status desa wisata maju. Strategi tersebut belum mampu membangun mekanisme jangka panjang yang menjamin kemandirian, memperluas partisipasi masyarakat secara merata, serta memastikan keberlanjutan dalam pengelolaan desa wisata.

Kata Kunci: Strategi pemberdayaan, desa wisata, kearifan lokal

SUMMARY

Cikakak Village is the first tourist village with the classification of an advanced tourist village in Banyumas Regency, Central Java. Cikakak Village was designated as an advanced tourist village based on Banyumas Regent Decree Number /556/166/Year 2020, which was issued on March 20, 2020. Based on literature review, many studies have not yet addressed the aspect of empowerment strategies in the development of tourist villages into advanced tourist villages. Therefore, this study examines community empowerment strategies in the development of Cikakak Village into an advanced tourist village. This is important so that the success of this village can serve as an example or model for other tourist villages to improve their classification into advanced tourist villages.

The research was conducted using a qualitative method. The subjects of this study were the managers of Cikakak Tourist Village and stakeholders who are knowledgeable about its management activities. Informants were selected purposively, consisting of ten people with knowledge and direct involvement in managing the tourist village. They included village government representatives, tourist village managers, community leaders, traditional leaders, and the Banyumas Regency Office of Youth, Sports, Culture, and Tourism. Data were collected through observation, in-depth interviews, and documentation. The data were analyzed using interactive analysis techniques as proposed by Miles and Huberman.

The findings of this study show that the development of Cikakak Village into an advanced tourist village was carried out through eight community empowerment strategies. These strategies include active community involvement in identifying potentials, preparing the village profile, and conducting deliberations on development directions. Traditional values are positioned as the main attraction through a personal approach to traditional leaders who set ethical and spiritual boundaries in tourism activities. Strengthening regulations and institutions was achieved through the enactment of Village Regulation Number 6 of 2020, which defines the roles of BUMDes as managerial administrators and Pokdarwis as operational implementers to ensure fair and accountable governance.

Other strategies include enhancing human resource capacity through training in homestays, tour guiding, arts and culture, and MSME development based on local potential. Local wisdom is preserved by making the values of mutual cooperation, traditions, and cultural narratives the foundation of tourism attractions and collective empowerment. Local innovations such as monkey head handicrafts and wajik kethek culinary products reflect culture-based economic independence. The community is also involved in the evaluation process through questionnaires and assessment visits, and its socio-cultural legitimacy is reinforced through formal recognition as an advanced tourist village. However, the empowerment strategy implemented has not been sustainable, as it has primarily focused on achieving the status of an advanced tourism village. The strategy has not yet succeeded in establishing a long-term mechanism that ensures community independence, broadens inclusive participation, and guarantees sustainability in the management of the tourism village.

Keywords: Empowerment strategy, tourism village, local wisdom