

RINGKASAN

Pengembangan desa wisata menjadi salah satu strategi untuk meningkatkan kesejahteraan masyarakat pedesaan melalui pemanfaatan potensi lokal. Namun, evaluasi program desa wisata selama ini lebih banyak menekankan aspek administratif, sementara dampak ekonominya jarang diukur secara kuantitatif. Keberhasilan desa wisata tidak hanya ditentukan oleh ketersediaan sarana dan prasarana, tetapi juga oleh kemampuan masyarakat dan pengelola dalam menciptakan nilai ekonomi yang nyata. Oleh karena itu, diperlukan pendekatan evaluasi yang komprehensif untuk menilai sejauh mana program pengembangan desa wisata memberikan manfaat nyata bagi masyarakat.

Penelitian ini bertujuan untuk mengevaluasi program pengembangan Desa Wisata Pekunden, Banyumas, dengan menggunakan metode *Social Return on Investment* (SROI). Secara khusus, penelitian ini berusaha menjawab dua pertanyaan: (1) bagaimana kondisi program pengembangan desa wisata di Desa Pekunden, dan (2) bagaimana hasil evaluasi program tersebut jika dihitung melalui pendekatan SROI. Penelitian menggunakan desain *mixed-method*, yakni kombinasi metode kuantitatif dan kualitatif, dengan fokus utama pada pengukuran manfaat ekonomi.

Hasil penelitian menunjukkan bahwa program pengembangan Desa Wisata Pekunden periode 2022–2024 menghasilkan rasio SROI sebesar 1,39. Artinya, setiap Rp 1 yang diinvestasikan dalam program memberikan manfaat ekonomi sebesar Rp 1,39. Manfaat terbesar berasal dari peningkatan omzet UMKM dan aktivitas destinasi wisata, disusul oleh peningkatan keterampilan tenaga kerja, penciptaan lapangan kerja baru, peningkatan pendapatan homestay, serta tambahan Pendapatan Asli Desa (PAD). Analisis sensitivitas mengonfirmasi bahwa nilai SROI tetap stabil dalam skenario optimis maupun pesimis.

Kesimpulan penelitian ini adalah bahwa program pengembangan Desa Wisata Pekunden layak secara ekonomi dan memberikan dampak positif bagi masyarakat. Hasil ini menguatkan pentingnya pendekatan berbasis komunitas (*community-based tourism*) dalam pengelolaan desa wisata, serta menegaskan peran evaluasi berbasis SROI sebagai alat ukur yang objektif dan terukur dalam menilai efektivitas program pembangunan desa. Penelitian ini juga menyarankan agar ke depan analisis SROI diperluas dengan memasukkan dimensi sosial, budaya, dan lingkungan, serta memperpanjang horizon evaluasi agar manfaat jangka panjang dapat teridentifikasi secara lebih komprehensif.

Kata kunci: *Social Return on Investment* (SROI), desa wisata, pembangunan berkelanjutan

SUMMARY

The development of tourist villages is one of the strategies to improve the welfare of rural communities through the utilization of local potential. However, evaluations of tourist village programs have thus far emphasized administrative aspects, while their economic impacts are rarely measured quantitatively. The success of a tourist village is not only determined by the availability of facilities and infrastructure but also by the community's and managers' ability to generate tangible economic value. Therefore, a comprehensive evaluation approach is needed to assess the extent to which tourist village development programs provide real benefits to the community.

This study aims to evaluate the development program of Pekunden Tourist Village, Banyumas, using the Social Return on Investment (SROI) method. Specifically, it seeks to answer two questions: (1) what is the condition of the tourist village development program in Pekunden, and (2) what are the evaluation results of the program when calculated through the SROI approach? The study employs a mixed-method design, combining quantitative and qualitative methods, with the primary focus on measuring economic benefits.

The results show that the Pekunden Tourist Village development program for the period 2022–2024 generated an SROI ratio of 1.39. This means that every Rp 1 invested in the program produced an economic benefit of Rp 1.39. The largest benefits came from increased turnover of micro, small, and medium enterprises (MSMEs) and tourist destination activities, followed by improved workforce skills, new job creation, higher homestay income, and additional Village Original Revenue (PAD). Sensitivity analysis confirmed that the SROI value remained stable under both optimistic and pessimistic scenarios.

The study concludes that the Pekunden Tourist Village development program is economically viable and has a positive impact on the community. These findings reinforce the importance of the community-based tourism approach in managing tourist villages and highlight the role of SROI-based evaluation as an objective and measurable tool for assessing the effectiveness of village development programs. The study also recommends that future SROI analyses be expanded to include social, cultural, and environmental dimensions, as well as a longer evaluation horizon, to capture long-term benefits more comprehensively.

Keywords: *Social Return on Investment (SROI), tourism village, sustainable development*