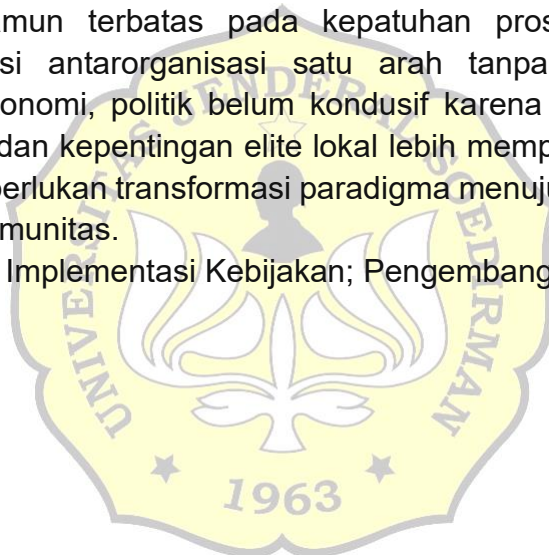


RINGKASAN

Artikel ini bertujuan untuk menganalisis evaluasi implementasi kebijakan pengembangan pariwisata, khususnya di bidang wisata budaya yang diterapkan di Museum Wayang Banyumas. Metode penelitian yang digunakan adalah deskriptif kualitatif, di mana proses pengumpulan data dilakukan melalui tiga tahap yaitu observasi, wawancara, serta dokumentasi. Teori pelaksanaan kebijakan yang dikembangkan oleh Donald Van Metter dan Carl Van Horn digunakan sebagai dasar dalam melakukan analisis. Hasil penelitian menunjukkan bahwa implementasi kebijakan pengembangan wisata budaya Museum Wayang Banyumas secara keseluruhan belum optimal pada seluruh dimensi analisis. Relasi antaraktor bersifat hierarkis dengan dominasi aktor formal, membatasi partisipasi non-pemerintah. Ukuran dan tujuan kebijakan *top-down* menimbulkan kesenjangan pemahaman pelaksana. Sumber daya terbatas pada SDM, anggaran, fasilitas, dan teknologi akibat prioritas politik rendah. Karakteristik agen pelaksana menunjukkan lemahnya integrasi kapital sosial-kultural aktor informal dalam kerangka kebijakan formal. Sikap pelaksana positif, namun terbatas pada kepatuhan prosedural tanpa inovasi. Sementara komunikasi antarorganisasi satu arah tanpa umpan balik efektif. Lingkungan sosial, ekonomi, politik belum kondusif karena persepsi sakral lokasi, absennya rantai nilai, dan kepentingan elite lokal lebih memprioritaskan wisata alam dan wisata buatan. Diperlukan transformasi paradigma menuju *governance* pariwisata partisipatif berbasis komunitas.

Kata Kunci: Evaluasi; Implementasi Kebijakan; Pengembangan; Wisata Budaya



SUMMARY

This article aims to analyze the evaluation of the implementation of tourism development policies, specifically in the field of cultural tourism, as implemented at the Banyumas Wayang Museum. The research method used is descriptive qualitative, with data collection conducted through three stages: observation, interviews, and documentation. The theory of policy implementation developed by Donald Van Metter and Carl Van Horn serves as the basis for the analysis. The results indicate that the overall implementation of the Banyumas Wayang Museum cultural tourism development policy is suboptimal across all dimensions of the analysis. Relationships between actors are hierarchical, dominated by formal actors, limiting non-governmental participation. The dimensions and objectives of top-down policies create gaps in the understanding of implementers. Resources are limited in terms of human resources, budget, facilities, and technology due to low political priorities. The characteristics of implementing agents indicate weak integration of informal actors' socio-cultural capital into the formal policy framework. Implementers' attitudes are positive, but limited to procedural compliance without innovation. Meanwhile, communication between organizations is one-way without effective feedback. The social, economic, and political environment is not yet conducive due to the perception of sacred locations, the absence of a value chain, and the interests of local elites prioritizing natural and artificial tourism. A paradigm shift towards community-based participatory tourism governance is needed.

Keywords: *Evaluation; Policy Implementation; Development; Cultural Tourism*

