

## **ABSTRACT**

### **THE DEVELOPMENT OF THE AGROWIDITY OF SINAR HARAPAN JAYA TOURISM IN BRYSON STAKEHOLDER MATRIX PERSPECTIVE**

**BY**

**Ahmad Kharisma Nihan R**

*The population of Lampung Province was recorded in 2018 who worked in the agricultural sector reaching 30.00% of the population, the number being the majority of occupations of the population of Lampung Province. the role of government and related institutions is needed to improve the quality of agriculture through the development of agro-tourism programs. The form of the program that utilizes plantation land to become a tourist attraction is the development in the field of Agro-tourism which is carried out by stakeholders including PLN, UBL, the community and the Department of Agriculture. One of the locations that has implemented the tourism agro tourism program is Sinar Harapan Jaya Village, located in Rajabasa District, Bandar Lampung.*

*Descriptive qualitative research in environmental development programs that serve as a vehicle for education, tourism, and community welfare in agriculture is analyzed based on the focus of Bryson's stakeholder theory that sees interest and power: Subject, Players, Contest setter, Crowd. The analysis based on the focus of the research showed that the actors in the subject indicator were participatory communities due to high importance but low influence, while players were UBL and the Agriculture Service because of high importance and high influence, the actor who was freezing up on capital was PT. PLN (contest setter) because of little interest but high power and actors who occupy the crowd are less participatory because of apathy in the program. The conclusion from the research results obtained is the role of stakeholders in the development of Tourism Agrowidya in the village of Sinar Harapan Jaya in the perspective of Bryson's matrix namely subject (Sinar Harapan community pro-active), player (UBL, Department of Agriculture), contest setter (PLN), crowd (people who less pro).*

**Keywords:** *Public Organizations, Agrow Widya Wisata, Stakeholders*

## **ABSTRAK**

### **PENGEMBANGAN KAMPUNG AGROWIDYA WISATA SINAR HARAPAN JAYA DALAM PERSPEKTIF MATRIKS STAKEHOLDER BRYSON**

**Oleh**

**Ahmad Kharisma Nihan R**

Pada tahun 2018 mayoritas Penduduk Provinsi Lampung bekerja di sektor pertanian mencapai 30,00% jiwa. Bentuk program dukungan dari pemerintah yaitu memanfaatkan lahan perkebunan untuk menjadi daya tarik wisata adalah pengembangan di bidang Agrowisata yang dilaksanakan oleh para *stakeholder* diantaranya PLN, UBL, masyarakat dan Dinas Pertanian. Salah satu lokasi yang telah terlaksananya program agrowidya wisata ini adalah Kampung Sinar Harapan Jaya yang terletak di Kecamatan Rajabasa Bandar Lampung.

Penelitian kualitatif deskriptif dalam program pengembangan lingkungan yang dijadikan sebagai wahana pendidikan, pariwisata, dan kesejahteraan masyarakat di bidang pertanian dianalisis berdasarkan fokus dengan teori *stakeholder* milik Bryson yang melihat *interest* dan *power*: *Subject*, *Players*, *Contest setter*, *Crowd*. Analisis berdasarkan fokus penelitian tersebut didapatkan hasil bahwa aktor dalam indikator *subject* adalah masyarakat yang partisipatif karena kepentingan namun pengaruh rendah, sedangkan *players* adalah UBL dan Dinas Pertanian karena kepentingan tinggi dan pengaruh tinggi, aktor yang bekuasa atas modal adalah PT. PLN (*contest setter*) karena kepentingan sedikit namun kekuasaan tinggi dan aktor yang menduduki sebagai *crowd* adalah masyarakat kurang partisipatif karena apatis dalam program. Kesimpulan dari hasil penelitian yang diperoleh adalah peran *stakeholder* dalam pengembangan Agrowidya Wisata di Kampung Sinar Harapan Jaya dalam perspektif matriks Bryson yaitu *subject* (Masyarakat Sinar Harapan pro aktif), *player* (UBL, Dinas Pertanian), *contest setter* (PLN), *crowd* (Masyarakat yang kurang pro).

**Kata Kunci:** Organisasi Publik, Agrow Widya Wisata, Stakeholder