

## **ABSTRACT**

### **ANALYSIS OF THE IMPLEMENTATION OF *COMMUNITY BASED TOURISM***

**(Study On Lereng Pangonan Tourism Object In Fajaresuk Village  
Pringsewu Regency)**

**By**

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Community based tourism that involves local communities in its application so that the surrounding community can receive benefits from the existence of attractions. This study aims to describe and analyze the implementation of community based tourism in Fajaresuk Village can provide benefits to the surrounding community such as reducing unemployment and increasing the income of the village and surrounding communities in Fajaresuk Village. The research method used is a type of descriptive research with a qualitative approach. Data collection techniques used were interviews, observation and documentation. The results showed that the implementation of community based tourism in Lereng Pangonan tourism object was included in the good category, unemployment in Fajaresuk Village had decreased, village income increased and the surrounding community had jobs and additional income. This is indicated by aspects Natural and cultural resources in the Lereng Pangonan attraction are well utilized, existing community organizations are in accordance with the principles of community based tourism, Fajaresuk Village community is involved in the development of tourism and Fajaresuk Village community receives benefits from the Lereng Pangonan tourism object, but the management aspects that are applied in the Lereng Pangonan attraction are not maximal and there is no education provision for tourism to the people of Fajaresuk Village.

**Keyword:** Unemployment, Fajaresuk Village, Community based tourism.

## **ABSTRAK**

### **ANALISIS IMPLEMENTASI *COMMUNITY BASED TOURISM* (Studi Pada Objek Wisata Lereng Pangonan Desa Fajaresuk Kabupaten Pringsewu)**

**Oleh**

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*Community based tourism* merupakan pariwisata berbasis masyarakat yang melibatkan masyarakat lokal dalam penerapannya agar masyarakat sekitar dapat menerima manfaat dari adanya objek wisata. Penelitian ini bertujuan untuk mendeskripsikan dan menganalisis implementasi *community based tourism* di Desa Fajaresuk dapat memberikan manfaat bagi masyarakat sekitar seperti mengurangi pengangguran dan meningkatkan pendapatan desa maupun masyarakat sekitar di Desa Fajaresuk. Metode penelitian yang digunakan adalah tipe penelitian deskriptif dengan pendekatan kualitatif. Teknik pengumpulan data yang digunakan yaitu wawancara, observasi dan dokumentasi. Hasil penelitian menunjukkan bahwa implementasi *community based tourism* di objek wisata Lereng Pangonan sudah termasuk dalam kategori baik, pengangguran yang ada di Desa Fajaresuk sudah berkurang, pendapatan desa bertambah serta masyarakat sekitar mempunyai pekerjaan serta penghasilan tambahan. Hal ini ditandai dengan aspek sumber daya alam dan budaya di objek wisata Lereng Pangonan sudah dimanfaatkan dengan baik, organisasi-organisasi masyarakat yang ada sudah sesuai dengan prinsip pariwisata berbasis masyarakat, masyarakat Desa Fajaresuk dilibatkan dalam pembangunan pariwisata serta masyarakat Desa Fajaresuk menerima manfaat dari adanya objek wisata Lereng Pangonan, tetapi aspek manajemen yang diterapkan di objek wisata Lereng Pangonan belum maksimal serta belum adanya pemberian edukasi tentang pariwisata kepada masyarakat Desa Fajaresuk.

Kata kunci: Pengangguran, Desa Fajaresuk, *Community based tourism*.