

ABSTRAK

KINERJA DINAS PARIWISATA DALAM PENGEMBANGAN PROGRAM ONE VILLAGE ONE DESTINATION (Studi Di Desa Sungai Langka Kabupaten Pesawaran)

Oleh

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Sebagai dasar pelaksanaan pengembangan daya tarik wisata sesuai dengan SK Bupati 320/1V.04/HK/2018 Tentang Pengelolaan Kawasan Wisata Di Kabupaten Pesawaran dengan memerhatikan konsep *One Village One Destination* ternyata belum optimal perkembangannya dan sebagai wujud kepedulian atas konsep pengembangan daya tarik wisata di Sungai Langka Kabupaten Pesawaran, maka penulis mengambil judul Kinerja Dinas Pariwisata Dalam Pengembangan Program One Village One Destination di Sungai Langka Kabupaten Pesawaran Provinsi Lampung. Judul diambil guna mengetahui bagaimana proses pelaksanaan pengembangan daya tarik wisata yang ada dengan cara meneliti langsung pada Dinas Pariwisata dan Destinasi Wisata di Desa Sungai Langka. Tujuan penelitian ini mengetahui Kinerja Dinas Pariwisata Dalam Pengembangan Program One Village One Destination di Sungai Langka Kabupaten Pesawaran dengan menganalisis indikator keberhasilan One Village One Destination. Metode dalam penelitian ini menggunakan deskriptif kualitatif. Adapun teknik pengumpulan data yang digunakan adalah wawancara, observasi, dokumentasi. Sedangkan teknik analisis data yang digunakan adalah reduksi data, penyajian data serta penarikan kesimpulan. Hasil Penelitian ini adalah kinerja Dinas Pariwisata Kabupaten Pesawaran telah mewujudkan program One Village One Destination (satu desa satu destinasi) pariwisata Kabupaten Pesawaran di Sungai Langka Kecamatan Gedongtataan melalui gerakan Sadar Wisata, citra dan produk wisata, serta jalinan kerjasama dan koordinasi lintas sektoral tetapi dalam aspek produk wisata dan jalinan kerjasama dari Pemerintah dan Dunia Usaha lebih diaktifkan dalam hal sosialisasi maupun pendidikan kepada pemilik/masyarakat untuk menciptakan mutu dan produk wisata Di Desa Sungai Langka. Dinas Pariwisata Kabupaten Pesawaran sudah memumpuni fasilitas-fasilitas pendukung, antara lain ketersediaan toko-toko atau gerai-gerai penjual suvenir, fasilitas rumah makan bagi pengunjung, dan sarana pendukung lainnya.

Kata kunci: Kinerja, Dinas Pariwisata Kabupaten Pesawaran, Desa Sungai Langka, *One Village One Destination*

ABSTRACT

PERFORMANCE OF TOURISM SERVICES IN ONE VILLAGE ONE DESTINATION PROGRAM DEVELOPMENT (Study in Sungai Langka Village, Pesawaran Regency)

By

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As a basis for implementing the development of tourist attractions in accordance with the Regent's Decree 320/IV.04/HK/2018 concerning the Management of Tourism Areas in Pesawaran Regency by paying attention to the concept of One Village One Destination, it turns out that its development has not been optimal and as a form of concern for the concept of developing tourist attractions on the River. Rare in Pesawaran Regency, the author takes the title Performance of the Tourism Office in the Development of One Village One Destination Program on the Langka River, Pesawaran Regency, Lampung Province. The title was taken to find out how the process of implementing the development of existing tourist attractions by researching directly at the Department of Tourism and Tourism Destinations in Sungai Langka Village. The purpose of this study was to determine the performance of the Tourism Office in the Development of the One Village One Destination Program in Sungai Langka, Pesawaran Regency by analyzing the indicators of the success of One Village One Destination. The method in this study uses descriptive qualitative. The data collection techniques used were interviews, observation, documentation. While the data analysis technique used is data reduction, data presentation and drawing conclusions. The results of this study are the performance of the Pesawaran Regency Tourism Office has realized the One Village One Destination program (one village one destination) Pesawaran Regency tourism on the Langka River, Gedongtataan District through the Tourism Awareness movement, tourism images and products, as well as cross-sectoral collaboration and coordination but in the aspect of tourism. tourism products and cooperation from the Government and the Business World are more activated in terms of socialization and education to owners/communities to create quality and tourism products in Sungai Langka Village. The Tourism Office of Pesawaran Regency already has supporting facilities, including the availability of shops or outlets selling souvenirs, restaurant facilities for visitors, and other supporting facilities.

Keywords: Performance, Pesawaran Regency Tourism Office, Sungai Langka Village, One Village One Destination