

ABSTRAK

STRATEGI PENGEMBANGAN *COMMUNITY CAPACITY* DALAM PEMBANGUNAN DESA WISATA (STUDI PADA WISATA ALAM 21, KAMPUNG AJI MESIR, KECAMATAN GEDUNG AJI, KABUPATEN TULANG BAWANG)

Oleh
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Wisata Alam 21 merupakan usaha ekonomi produktif desa Kampung Aji Mesir, terdapat masyarakat lokal yang tergabung dalam komunitas desa wisata. Permasalahan saat ini yaitu kreativitas dan inovasi komunitas dalam pengembangan Wisata Alam 21, tujuan dari penelitian ini untuk meningkatkan kapasitas komunitas dari beberapa strategi yang dipilih dalam pembangunan Wisata Alam 21, serta mengidentifikasi faktor pendukung dan faktor penghambat komunitas desa wisata dalam pengembangan Wisata Alam 21. Penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif. Hasil penelitian menunjukkan, pengembangan kapasitas komunitas Wisata Alam 21 telah berjalan optimal hal tersebut berdasarkan hasil penelitian yang dikaji dengan teori strategi pengembangan *community capacity* oleh Chaskin *et al.*, 2001. Seperti strategi *leadership development*, *community organizing*, dan *interorganizational development*, namun pada *organizational development* belum berjalan optimal karena belum ada strategi yang terprogram dan terencana untuk membangun kualitas dan kuantitas serta belum pernah mengikuti pelatihan atau studi banding desa wisata untuk meningkatkan kapasitas, ketrampilan dan inovasi komunitas Wisata Alam 21. Sementara faktor pendukung Wisata Alam 21 yaitu modal sosial, alokasi dana untuk sarana dan prasarana, adanya akun media sosial. Faktor penghambat yaitu kurangnya kreativitas SDM dalam promosi maupun peningkatkan kapasitas komunitas, kurangnya kerjasama dengan eksternal, kurangnya ide dalam pengembangan potensi Wisata Alam 21, dan belum di perbaiki akses jalan menuju desa wisata.

Kata Kunci: strategi, desa wisata, komunitas, *leadership development*, *organizational development*, *community organizing*, *interorganizational development*

ABSTRACT

STRATEGY OF COMMUNITY CAPACITY DEVELOPMENT IN ESTABLISHED OF TOURISM VILLAGE (STUDY AT WISATA ALAM 21, AJI MESIR VILLAGE, GEDUNG AJI DISTRICT, TULANG BAWANG REGENCY)

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Wisata Alam 21 is a productive economic enterprise in the village of Kampung Aji Mesir, there are local people who are members of the tourism village community. The current problem is community creativity and innovation in the development of Wisata Alam 21, the purpose of this research is to increase the capacity of the community from several selected strategies in the development of Wisata Alam 21, as well as identify the supporting factors and inhibiting factors of the tourism village community in the development of Wisata Alam 21. This study uses a qualitative method with a descriptive approach. The results of the research show that the capacity development of the Wisata Alam 21 community has been running optimally, this is based on the results of research that is studied with the theory of development strategies community capacity and Chaskin et al.,2001. Like strategy leadership development, community organizing, and interorganizational development, but on organizational development has not run optimally because there is no programmed and planned strategy to build quality and quantity and such as participating in training or comparative tourism village studies to improve the skills and innovation of the Wisata Alam 21 community. Meanwhile the supporting factors for Wisata Alam 21 are social capital, allocation of funds for facilities and infrastructure, social media accounts. The inhibiting factors are the lack of human resource creativity in promoting and increasing community capacity, lack of cooperation with external parties, lack of ideas in developing the potential of Wisata Alam 21, and the road access to the tourist village has not been repaired.

Keywords: strategy, tourism village, community, leadership development, organizational development, community organizing, interorganizational development