

**KOORDINASI *STAKEHOLDER* PADA PELAKSANAAN PROGRAM
DESA WISATA KAMPUNG TAPIS PEKON LUGUSARI
KECAMATAN PAGELARAN KABUPATEN PRINGSEWU**

ABSTRAK

Pelaksanaan Program Desa Wisata Kampung Tapis Pekon Lugusari secara umum melibatkan *stakeholder*. Penelitian ini bertujuan untuk melihat koordinasi *stakeholder* dalam pelaksanaan Program Desa Wisata Kampung Tapis Pekon Lugusari. Metode yang digunakan adalah tipe kualitatif dengan pendekatan deskriptif. Analisa data dilakukan melalui tahapan-tahapan menurut Hadyaningrat (1991). Penelitian menunjukkan bahwa *stakeholder* yang terlibat mereka meliputi: Pemerintah Pekon Lugusari, Kelompok Sadar Wisata (Pokdarwis), Dinas Pemuda Olahraga dan Pariwisata Kabupaten Pringsewu, Akademisi Politeknik Negeri Lampung, Organisasi Radio Amatir Indonesia Cabang Pringsewu, Bank Lampung dan Bank Rakyat Indonesia (BRI). Sedangkan, hasil penelitian ini menunjukkan bahwa pelaksanaan koordinasi telah berjalan dan berdampak positif dapat dilihat hasil positif berupa masuknya destinasi ini dalam 300 besar dalam Anugrah Desa Wisata Indonesia (ADWI) Tahun 2023.

Kata Kunci: Koordinasi, *Stakeholder*, Desa Wisata

**STAKEHOLDER COORDINATION IN THE IMPLEMENTATION
OF THE TOURISM VILLAGE PROGRAM TAPIS PEKON
LUGUSARI PAGELARAN DISTRICT PRINGSEWU DISTRICT**

ABSTRACT

The implementation of the Tapis Pekon Lugusari Village Tourism Village Program generally involves stakeholders. This research aims to look at stakeholder coordination in the implementation of the Tapis Pekon Lugusari Village Tourism Village Program. The method used is a qualitative type with a descriptive approach. Data analysis was carried out through stages according to Hadyaningrat (1991). Research shows that the stakeholders involved include: Pekon Lugusari Government, Tourism Awareness Group (Pokdarwis), Pringsewu Regency Youth Sports and Tourism Service, Lampung State Polytechnic Academics, Pringsewu Branch of the Indonesian Amateur Radio Organization, Bank Lampung and Bank Rakyat Indonesia (BRI). Meanwhile, the results of this research show that the implementation of coordination has been running and has had a positive impact. Positive results can be seen in the form of this destination being included in the top 300 in the 2023 Indonesian Tourism Village Award (ADWI).

Keywords: Coordination, Stakeholders, Tourism Village