

ABSTRAK

STRATEGI BADAN USAHA MILIK DESA BERSAMA (BUMDESMA) DALAM PENGEMBANGAN PARIWISATA DESA (Studi di BUMDesma Way Ratai Barokah, Kecamatan Way Ratai, Kabupaten Pesawaran)

Oleh

RIBKA DEWI PURWANTI

Masalah timbul dari belum terintegrasinya pengelolaan pariwisata di Kecamatan Way Ratai, setiap kelompok pengembang pariwisata berfokus terhadap desa masing-masing dan berjalan sendiri-sendiri, sehingga tidak meratanya pengembangan pariwisata di Kecamatan Way Ratai. Penelitian ini memiliki tujuan untuk mengetahui strategi Badan Usaha Milik Desa Bersama (BUMDesma) Way Ratai Barokah dalam pengembangan pariwisata desa di Kecamatan Way Ratai, Kabupaten Pesawaran.

Penelitian ini dilakukan dengan metode kualitatif dengan teknik deskriptif melalui wawancara, observasi dan dokumentasi. Penelitian ini dianalisis menggunakan teori Imran dalam Megawati (2023:9) yaitu *Tourism Development Strategy* (Strategi Pengembangan Pariwisata) dengan indikator strategi menambah daya tarik wisata, strategi kemudahan dalam transportasi, strategi menambah fasilitas, dan strategi peraturan pendukung.

Hasil penelitian menunjukkan bahwa pariwisata desa di Kecamatan Way Ratai tidak berkembang dengan baik. Berdasarkan indikator strategi menambah daya tarik wisata, terimplementasi dengan penambahan jumlah tenda dan penyelenggaraan kegiatan sepeda gunung. Berdasarkan strategi kemudahan dalam transportasi belum dapat dikatakan berhasil karena tidak ditemukan kemudahan transportasi di objek wisata. Berdasarkan strategi menambah fasilitas, tidak ditemukan adanya penambahan fasilitas objek wisata. Berdasarkan strategi peraturan pendukung, peraturan yang mengatur tentang pengembangan objek wisata di Kecamatan Way Ratai masih lemah. Hal ini juga didukung dari data jumlah kunjungan wisatawan di objek wisata Kecamatan Way Ratai yang mengalami penurunan pada tahun 2023.

Kata Kunci: BUMDesma; Strategi; Pariwisata

ABSTRACT

STRATEGY OF JOINT VILLAGE OWNED ENTERPRISES (BUMDESMA) IN DEVELOPING VILLAGE TOURISM (Study at BUMDesma Way Ratai Barokah, Way Ratai District, Pesawaran Regency)

By

RIBKA DEWI PURWANTI

The problem arises from the lack of integrated tourism management in Way Ratai District, each tourism development group focuses on their respective villages and operates independently, resulting in uneven tourism development in Way Ratai District. This research aims to determine the strategy of the Way Ratai Barokah Joint Village-Owned Enterprise (BUMDesma) in developing village tourism in Way Ratai District, Pesawaran Regency. This research was conducted using qualitative methods with descriptive techniques through interviews, observation and documentation. This research was analyzed using Imran's theory in Megawati (2023:9), namely Tourism Development Strategy with indicators of strategies to increase tourist attractions, strategies for ease of transportation, strategies to add facilities, and supporting regulatory strategies. The research results show that village tourism in Way Ratai District is not developing well. Based on the indicators, the strategy to increase tourist attraction was implemented by increasing the number of tents and organizing mountain biking activities. Based on the strategy of ease of transportation, it cannot be said to be successful because no ease of transportation was found. Based on the strategy to add facilities, no additional facilities were found at tourist attractions. Based on the supporting regulatory strategy, there are weak regulations governing the development of tourist attractions in Way Ratai District. This is also supported by data on the number of tourist visits to the Way Ratai District tourist attraction which will experience a decline in 2023.

Keywords: BUMDesma; Strategy; Tourism