

ABSTRAK

STRATEGI PEMBERDAYAAN MASYARAKAT DALAM PENGEMBANGAN PARIWISATA PESISIR DESA WISATA KELAWI (STUDI KONSERVASI PANTAI MINANG RUA KABUPATEN LAMPUNG SELATAN)

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Penelitian ini dilatarbelakangi oleh fenomena Desa Wisata Kelawi yang meraih juara dua dengan status Desa Wisata Maju dari Kementerian Pariwisata (Kemenpar) pada Anugerah Desa Wisata Indonesia (ADWI) tahun 2023 melalui potensi wisata Pantai Minang Rua. Namun, Desa Kelawi tidak menunjukkan peningkatan status menjadi desa wisata mandiri pada ADWI 2024. Permasalahan utama meliputi resistensi masyarakat terhadap pengelolaan wisata di luar komunitas Pokdarwis Minang Rua Bahari, konflik kepentingan, tidak ada peraturan desa (perdes) pengelolaan Pantai Minang Rua dan minimnya regulasi pemerintah terkait Pokdarwis sebagai *leading sector* Desa Wisata Kelawi. Penelitian ini bertujuan mengkaji strategi pemberdayaan masyarakat dalam meningkatkan partisipasi lokal di pengembangan Desa Wisata Kelawi, khususnya destinasi Pantai Minang Rua, serta mengidentifikasi tantangan internal, eksternal dan kebutuhan pengembangan kapasitas masyarakat. Penelitian ini menggunakan metode kualitatif deskriptif dengan pendekatan teori 7D pemberdayaan masyarakat Dhamotharan (2009) meliputi *developing relation, discovering capacities, dreaming of community future, directions of community actions, designing community actions, delivering planned activities, documenting outputs, outcomes, and learning*. Hasil penelitian menunjukkan pengembangan Desa Wisata Kelawi berhasil meningkatkan partisipasi masyarakat melalui pengembangan Pantai Minang Rua dan pembuatan diversifikasi atraksi wisata baru di Dusun Kayu Tabu seperti pelatihan sulam tapis, agrowisata alpukat sipit Kelawi, wisata meditasi dan paragliding yang melibatkan peran aktif masyarakat dan aktor Penta Helix.

Kata Kunci: Desa Wisata Kelawi, Pemberdayaan Masyarakat, Wisata Konservasi Bahari, Penta Helix.

ABSTRACT

COMMUNITY EMPOWERMENT STRATEGY IN COASTAL TOURISM DEVELOPMENT OF KELAWI TOURISM VILLAGE (MINANG RUA BEACH CONSERVATION STUDY, SOUTH LAMPUNG REGENCY)

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This research is motivated by the phenomenon of Kelawi Tourism Village, which achieved second place with the status of Advanced Tourism Village from the Ministry of Tourism (Kemenpar) at the Indonesian Tourism Village Award (ADWI) in 2023 through the tourism potential of Minang Rua Beach. However, Kelawi Village didn't demonstrate an improvement in status to become an independent tourism village at ADWI 2024. The primary challenges include community resistance toward tourism management outside the Minang Rua Bahari Community Group (Pokdarwis), conflicts of interest, the absence of a village regulation governing the management of Minang Rua Beach and insufficient government regulations regarding Pokdarwis as the leading sector of Kelawi Tourism Village. This research aims to examine community empowerment strategies to enhance local participation in developing Kelawi Tourism Villages, particularly the Minang Rua Beach destination, as well as to identify internal and external challenges and community capacities development needs. The research employs a descriptive qualitative method using Dhamotharan's (2009) 7D community empowerment theory approach, which encompasses developing relation, discovering capacities, dreaming of community future, directions of community actions, designing community actions, delivering planned activities, documenting Outputs, Outcomes, and Learning. The research findings indicate that the development of Kelawi Tourism Village has successfully increased community participation through the development of Minang Rua Beach and manufacture diversification of new tourism attractions in Kayu Tabu Hamlet, such as tapis embroidery training, Kelawi sipit avocado agrotourism, meditation tourism, and paragliding, which involve the active participation of the community and Penta Helix actors.

Keywords: *Kelawi Tourism Village, Community Empowerment, Coastal Conservation Tourism, Penta Helix.*