

## **ABSTRAK**

### **PENERAPAN *COMMUNITY BASED TOURISM* (CBT) DALAM PENGELOLAAN WISATA EDUKASI KONSERVASI (STUDI PADA DESA LABUHAN RATU VII KABUPATEN LAMPUNG TIMUR)**

**Oleh**

**MUKHLISATUN IFAH AFIARI**

Penelitian ini dilatarbelakangi oleh potensi Desa Labuhan Ratu VII, Kabupaten Lampung Timur, sebagai desa penyangga Taman Nasional Way Kambas yang memiliki peluang besar dalam pengembangan wisata edukasi konservasi. Meskipun masyarakat telah terlibat dalam pengelolaan wisata, praktik pengelolaan masih menghadapi kendala seperti promosi yang belum optimal, keterbatasan infrastruktur, rendahnya partisipasi masyarakat di luar kelompok inti, serta pencatatan data kunjungan wisatawan yang belum teratur. Penelitian ini bertujuan untuk mendeskripsikan dan menganalisis penerapan *Community Based Tourism* (CBT) dalam pengelolaan wisata edukasi konservasi di Desa Labuhan Ratu VII. Penelitian ini menggunakan metode kualitatif desain studi kasus dengan pendekatan teori aspek pengembangan utama CBT Suansri (2003) meliputi prinsip ekonomi, sosial, budaya, lingkungan, dan politik. Hasil penelitian menunjukkan bahwa penerapan CBT dalam prinsip ekonomi terlihat dari tersedianya dana untuk pengembangan komunitas, terciptanya lapangan pekerjaan serta meningkatkan pendapatan masyarakat, meskipun manfaat ekonomi belum dirasakan merata. Prinsip sosial terlihat dari pembagian peran laki-laki dan perempuan, serta keberadaan kelompok dan koperasi sebagai wadah koordinasi meskipun dalam penguatan organisasi dan promosi wisata masih belum optimal. Prinsip budaya diaplikasikan melalui penghargaan terhadap budaya lokal, interaksi wisatawan dan masyarakat, serta pengemasan kegiatan wisata yang mempertahankan kesederhanaan desa. Prinsip lingkungan diwujudkan melalui pengendalian aktivitas wisata, pemanfaatan energi ramah lingkungan, serta edukasi konservasi. Prinsip politik tercermin dari partisipasi masyarakat dalam perencanaan dan penguatan kelembagaan, meskipun peran POKDARWIS masih perlu ditingkatkan.

**Kata kunci:** *Community Based Tourism* (CBT), Wisata Edukasi Konservasi

## **ABSTRACT**

### **IMPLEMENTATION OF COMMUNITY BASED TOURISM (CBT) IN CONSERVATION EDUCATIONAL TOURISM MANAGEMENT (A STUDY IN LABUHAN RATU VII VILLAGE, EAST LAMPUNG REGENCY)**

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*This research is motivated by the potential of Labuhan Ratu VII Village, East Lampung Regency, as a buffer village of Way Kambas National Park, which has significant potential for developing conservation educational tourism. Although the community has been involved in tourism management, management practices still face obstacles such as suboptimal promotion, limited infrastructure, low community participation outside the core group, and irregular recording of tourist visit data. This study aims to describe and analyze the implementation of Community Based Tourism (CBT) in managing conservation educational tourism in Labuhan Ratu VII Village. This study uses a qualitative case study design method with a theoretical approach to the main development aspects of CBT Suansri (2003) including economic, social, cultural, environmental, and political principles. The research results show that the application of CBT in economic principles is evident in the availability of funds for community development, job creation, and increased community income, although the economic benefits have not been felt equally. Social principles are evident in the division of roles between men and women, and the existence of groups and cooperatives as coordination forums, although organizational strengthening and tourism promotion are still not optimal. Cultural principles are applied through respect for local culture, interaction between tourists and the community, and the packaging of tourism activities that maintain the simplicity of the village. Environmental principles are realized through controlling tourism activities, utilizing environmentally friendly energy, and conservation education. Political principles are reflected in community participation in planning and institutional strengthening, although the role of POKDARWIS still needs to be improved.*

***Keywords: Community-Based Tourism (CBT), Conservation Education Tourism***