

## ABSTRAK

### **STAKEHOLDER MAPPING DALAM PENGEMBANGAN WISATA KULINER MALIOSEWU DI KABUPATEN PRINGSEWU**

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Pengelolaan kawasan wisata kuliner berbasis ruang publik menuntut tata kelola yang mampu mengakomodasi kepentingan berbagai aktor dengan tingkat pengaruh yang berbeda. Wisata Kuliner Maliosewu di Kabupaten Pringsewu berkembang sebagai pusat aktivitas ekonomi masyarakat dan UMKM, namun menghadapi dinamika relasi *stakeholder* yang kompleks. Penelitian ini bertujuan menganalisis pemetaan dan peran *stakeholder* dalam tata kelola Wisata Kuliner Maliosewu menggunakan pendekatan *Power-Interest Grid* serta merumuskan implikasi pengelolaannya. Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus. Data dikumpulkan melalui wawancara mendalam, observasi, dan dokumentasi dengan melibatkan pemerintah daerah, DPRD, pengelola, pedagang/UMKM, masyarakat sekitar, dan pengunjung. Analisis dilakukan dengan mengklasifikasikan *stakeholder* ke dalam empat kuadran *Power-Interest Grid*, yaitu *players*, *context setters*, *subjects*, dan *crowd*. Hasil penelitian menunjukkan adanya ketimpangan antara tingkat kepentingan dan kapasitas pengaruh *stakeholder*. DISPORAPAR Kabupaten Pringsewu berada pada posisi *players* dengan *high power* dan *high interest*, sedangkan DPRD berada pada posisi *context setters* dengan *high power-moderate interest*. Pengelola, pedagang/UMKM, dan masyarakat sekitar menempati posisi *subjects* dengan *low power-high interest*, sehingga menjadi aktor paling terdampak namun paling lemah dalam struktur kebijakan. Pengunjung berada pada posisi *crowd* dengan keterlibatan yang bersifat insidental. Penelitian ini menyimpulkan bahwa permasalahan utama tata kelola Maliosewu terletak pada belum seimbangannya relasi kewenangan, kepentingan, dan mekanisme partisipasi, sehingga diperlukan strategi pengelolaan yang diferensiatif dan berorientasi pada keberlanjutan kawasan. Penelitian ini merekomendasikan pelebagaan mekanisme konsultasi dalam setiap keputusan strategis terkait relokasi dan penataan kawasan, penegakan legalitas Maliosewu, serta pembentukan forum koordinasi antara pemerintah daerah dan pengelola guna menciptakan kepastian tata ruang dan meminimalkan konflik antar *stakeholder*.

**Kata Kunci:** *Stakeholder Mapping, Pengembangan Wisata Kuliner*

**ABSTRACT****STAKEHOLDER MAPPING IN THE DEVELOPMENT OF MALIOSEWU  
CULINARY TOURISM IN PRINGSEWU DISTRICT**

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*The management of a public space-based culinary tourism area requires governance that can accommodate the interests of various actors with different levels of influence. Maliosewu Culinary Tourism in Pringsewu Regency is developing as a center of economic activity for the community and MSMEs, but faces complex stakeholder relationship dynamics. This study aims to analyze the mapping and roles of stakeholders in the governance of Maliosewu Culinary Tourism using the Power-Interest Grid approach and formulate its management implications. This study uses a qualitative approach with a case study method. Data were collected through in-depth interviews, observation, and documentation involving the local government, the Regional People's Representative Council (DPRD), managers, traders/MSMEs, the surrounding community, and visitors. The analysis was conducted by classifying stakeholders into four quadrants of the Power-Interest Grid: players, context setters, subjects, and the crowd. The results of the study indicate an imbalance between the level of interest and the capacity of stakeholder influence. The Pringsewu Regency DISPORAPAR is in the position of players with high power and high interest, while the DPRD is in the position of context setters with high power-moderate interest. Managers, traders/MSMEs, and the surrounding community occupy subjects with low power and high interest, making them the most impacted but weakest actors in the policy structure. Visitors are in the crowd, with incidental involvement. This study concludes that the main problem with Maliosewu governance lies in the imbalanced relationship between authority, interests, and participation mechanisms, necessitating a differentiated management strategy oriented toward the area's sustainability. This study recommends the institutionalization of a consultation mechanism in every strategic decision related to relocation and area planning, confirmation of the legality of Maliosewu, and the establishment of a coordination forum between the local government and managers to create certainty in spatial planning and minimize conflict between stakeholders.*

**Keywords:** Stakeholder Mapping,, Culinary Tourism Development