

## ABSTRAK

### **KESIAPAN MASYARAKAT DALAM MENGEMBANGKAN POTENSI *HOMESTAY* EKOWISATA DI DESA CILIMUS KECAMATAN TELUK PANDAN KABUPATEN PESAWARAN LAMPUNG**

Oleh

**SITI NURHALIMAH**

Homestay adalah akomodasi yang disediakan di rumah penduduk setempat dengan lama menginap mulai dari satu malam hingga beberapa hari. Saat ini, fasilitas homestay belum tersedia di Desa Cilimus; oleh karena itu, pengembangan homestay diperlukan untuk mengoptimalkan potensi wisata desa. Penilaian kesiapan homestay diperlukan, sehingga penelitian ini menjadi penting. Tujuan penelitian ini adalah untuk menganalisis potensi destinasi wisata alam, seperti tracking wisata dan air terjun, menganalisis persepsi dan kesiapan masyarakat dalam mengembangkan homestay, dan mengembangkan potensi homestay berdasarkan hasil wawancara dengan masyarakat. Penelitian ini dilakukan dari Agustus hingga November 2025 di Desa Cilimus, Kecamatan Teluk Pandan, Kabupaten Pesawaran, Provinsi Lampung, Indonesia. Metode penelitian meliputi kuesioner tertutup (*skala likert*), wawancara, dan observasi langsung. Peneliti mewawancarai 30 responden masyarakat yang rumahnya dianggap cocok untuk pengembangan homestay. Hasil penelitian menunjukkan bahwa Desa Cilimus memiliki potensi wisata alam yang beragam seperti Air Terjun Asahan, keanekaragaman hayati, dan agroforestri sirup pala. Masyarakat memiliki persepsi dan kesiapan yang baik dalam pengembangan homestay dari aspek fisik, pelayanan, dan fasilitas. Homestay di desa ini berpeluang dikembangkan secara berkelanjutan dengan peningkatan kualitas fasilitas, sanitasi, dan kapasitas SDM. Pengembangan dapat difokuskan pada rumah Pak Susmiyadi, Pak Jarkowi, dan Pak Jahari. Diperlukan dukungan pemerintah dan kelembagaan desa untuk pengelolaan yang terintegrasi. Selain itu, promosi digital melalui media sosial penting untuk meningkatkan daya tarik wisata.

**Kata kunci:** Desa Wisata, Desa Cilimus, Indonesia, Homestay, Ekowisata.

## ABSTRAK

### **COMMUNITY READINESS IN DEVELOPING THE POTENTIAL OF ECOTOURISM HOMESTAYS IN CILIMUS VILLAGE, TELUK PANDAN DISTRICT PESAWARAN REGENCY LAMPUNG**

By

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*Homestays are accommodations provided in local residents' houses, where guests can stay from one night to several days. Currently, homestay facilities are not yet available in Cilimus Village; therefore, their development is necessary to optimize the village's tourism potential. Assessing homestay readiness is essential, making this study important. The objectives of this research are to analyze the potential of natural tourism destinations, such as trekking routes and waterfalls, to examine community perceptions and readiness in developing homestays, and to explore homestay development potential based on interviews with local residents. This study was conducted from August to November 2025 in Cilimus Village, Teluk Pandan District, Pesawaran Regency, Lampung Province, Indonesia. The research methods included closed-ended questionnaires (Likert scale), interviews, and direct observation. The researcher interviewed 30 community respondents whose houses were considered suitable for homestay development. The results show that Cilimus Village has diverse natural tourism potential, including Asahan Waterfall, biodiversity, and agroforestry-based nutmeg syrup production. The community demonstrates good perception and readiness for homestay development in terms of physical aspects, services, and facilities. Homestays in this village have strong potential for sustainable development through improvements in facility quality, sanitation, and human resource capacity. Development can be focused on the houses of Mr. Susmiyadi, Mr. Jarkowi, and Mr. Jahari. Support from the government and local institutions is needed for integrated management, and digital promotion through social media is essential to enhance tourism attractiveness.*

**Keywords:** *Rural Tourism, Cilimus Village, Indonesia, Homestay, Ecotourism.*