

MODEL PENGEMBANGAN DESA WISATA
BERBASIS KEARIFAN LOKAL SEBAGAI STRATEGI
PENGENTASAN KEMISKINAN DI LERENG MERAPI
KABUPATEN SLEMAN DAERAH ISTIMEWA YOGYAKARTA

Hastuti¹, Suhadi Purwantara², Nurul Khotimah³
Jurusan Pendidikan Geografi, FIS UNY

Penelitian ini bertujuan untuk menemukan dan mengembangkan model pengembangan desa wisata berbasis kearifan lokal sebagai strategi pengentasan kemiskinan.

Pengembangan penelitian ini melalui analisis profil kegiatan masyarakat serta analisis akses dan kontrol terhadap potensi setempat untuk menyusun strategi kegiatan pengembangan model desa wisata berbasis kearifan lokal dalam kerangka pengentasan kemiskinan di perdesaan. Penelitian ini dilakukan di 3 (tiga) wilayah lereng Merapi Kabupaten Sleman, meliputi Desa Wisata Pentingsari, Srowolan, dan Brayut. Populasi penelitian adalah semua kepala rumah tangga yang terlibat dalam kegiatan pengembangan Desa Wisata Pentingsari, Srowolan, dan Brayut. Sampel penelitian ditentukan secara *purposive*, dengan mengambil 40 orang responden di setiap desa wisata. Jenis data penelitian meliputi data primer dan sekunder. Data dikumpulkan dengan metode studi pustaka, observasi, dan wawancara. Teknik analisis data berupa analisis deskriptif kuantitatif dan analisis deskriptif kualitatif.

Hasil penelitian menunjukkan bahwa di wilayah penelitian berdasarkan potensi wilayah, kegiatan desa wisata, dan kearifan lokalnya dapat dibuat 3 (tiga) model pengembangan desa wisata, yaitu: (1) Desa Wisata Pentingsari dijadikan alternatif model pengembangan desa wisata alam, (2) Desa Wisata Srowolan dijadikan alternatif model pengembangan desa wisata budaya, dan (3) Desa Wisata Brayut dijadikan alternatif model pengembangan desa wisata alam dan budaya.

Kata Kunci: Model Desa Wisata, Kearifan Lokal, Pengentasan Kemiskinan

**MODEL VILLAGE DEVELOPMENT BASED TOURISM AS A LOCAL
WISDOM IN POVERTY REDUCTION STRATEGY MERAPI
SLEMAN DISTRICT YOGYAKARTA**

Hastuti¹, Suhadi Purwantara², Nurul Khotimah³
Geography Education Department, Faculty of Social Sciences,
Yogyakarta State University

ABSTRACT

This study aims to discover and develop rural tourism development models based on local wisdom as a poverty alleviation strategy.

The development of this research through community activity profile analysis as well as analysis and control access to the local potential to strategize a model tourism village development activities based on local wisdom within the framework of poverty alleviation in rural areas. The research was conducted in three areas Merapi in Sleman District, covering Pentingsari Tourism Village, Srowolan, and Brayut. The study population was all heads of households involved in the development of the Tourism Village Pentingsari, Srowolan, and Brayut. The research sample chosen purposively, by taking the 40 respondents in each village tour. Types of research data include primary and secondary data. Data collected by the method of literature review, observation, and interviews. Data analysis techniques such as quantitative descriptive analysis and qualitative descriptive analysis.

The results showed that in the study area based on the potential of the area, the tourist village activities, and local wisdom can be made three rural tourism development models, namely: (1) Rural Tourism Pentingsari be an alternative model of development of rural nature, (2) Tourism Village Srowolan be an alternative model of rural development of cultural tourism, and (3) Rural Tourism Brayut be an alternative model of rural tourism development of natural and cultural.

Keywords: Model Tourism Village, Local Wisdom, Poverty Alleviation