

ABSTRAK

Skripsi dengan judul “Analisis Potensi Perilaku dan Ekonomi Kreatif Dalam Meningkatkan Perekonomian Masyarakat di Wisata Candi Penataran (Studi Kasus Wisata Candi Penataran Desa Penataran)” ini ditulis oleh Kahfi, NIM. 17402163047, Pembimbing Nurul Fitri Ismayati, M.E.I.

Penelitian ini dilatar belakangi permasalahan yang sering dijumpai dari perilaku masyarakat pedagang sekitar Candi Penataran serta dampak yang ditimbulkan adanya objek pariwisata, dengan meninjau segi pemasaran produk dan produksi, serta dampak sosial, ekonomi, dan budaya masyarakat pedagang. Produk yang ditawarkan masyarakat pedagang masih cenderung monoton dan minim kekreatifan. Penelitian ini juga untuk meninjau secara langsung maupun tidak langsung dampak dari adanya ekonomi kreatif yang ada di sekitar Candi Penataran dan campur tangan pemerintah Desa Penataran.

Fokus penelitian ini adalah, (1) Bagaimana peran potensi perilaku dalam meningkatkan perekonomian masyarakat, (2) Bagaimana peran ekonomi kreatif dalam meningkatkan perekonomian masyarakat. Penelitian ini bertujuan untuk mengetahui pengaruh pariwisata terhadap masyarakat sekitar, serta peran potensi perilaku dan ekonomi kreatif dalam meningkatkan pendapatan masyarakat pedagang dan mengetahui faktor penghambat perkembangan ekonomi kreatif di masyarakat. Subjek dalam penelitian ini adalah masyarakat sekitar Candi Penataran, baik mereka yang menjadi produsen maupun distributor.

Penelitian ini menggunakan pendekatan kualitatif dengan jenis penelitian lapangan. Sumber data penelitian ini menggunakan data primer dan data sekunder. Teknik pengumpulan data menggunakan teknik wawancara, dokumentasi dan observasi. Penelitian ini menggunakan metode analisis data dengan menggunakan metode deskriptif analisis.

Hasil penelitian ini adalah (1). Potensi perilaku harus dikembangkan karena perilaku para pedagang ini kurang dalam aspek kebersihan, kualitas produknya, kesadaran untuk meningkatkan daya tarik dan kurang komunikatif terhadap para pengunjung. (2). Masyarakat pedagang masih belum mau mengembangkan produksinya secara kreatif, masih tergolong monoton dalam hal kekreatifan dan ekonomi kreatif yang ada seperti kekreatifan olahan makanan dan oleh-oleh, kerajinan tangan seperti kesenian jaranan, produk kendang, dan lain-lain.

Kata Kunci : Pariwisata, potensi diri dan ekonomi kreatif.

ABSTRACT

Thesis with the title Analysis of Potential Behavior and Creative Economy in Improving Community Economy in Penataran Temple Tourism (Case Study of Penataran Temple Tourism Penataran Village) is written by Kahfi, Card. 17402163047, Advised Nurul Fitri Ismayati, M.E.I.

This research is motivated by the problems that are often encountered from the behavior of the merchant community around Penataran Temple and the impacts caused by tourism objects, by reviewing the terms of product marketing and production, as well as the social, economic, and cultural impacts of the merchant community. The products offered by the merchant community still tend to be monotonous and minimal creative. This research is also to directly and indirectly review the impact of the creative economy around Penataran Temple and the intervention of the Penataran Village government.

The focus of this research are, (1) How is the potential role of behavior in improving the community's economy, (2) How is the role of the Economy Creative in improving people's economy. This study aims to determine the effect of tourism on the surrounding community, as well as the potential role of creative behavior and economics in increasing the income of the merchant community and to determine the inhibiting factors of the development of the creative economy in the community. The subjects in this study were the people around Penataran Temple, both those who became producers and distributors.

This study uses a qualitative approach to the type of field research. The data source of this study uses primary data and secondary data. Data collection techniques using interview, documentation and observation. This research uses data analysis method by using descriptive analysis method.

The results of this study are (1). Potential behavior must be developed because the behavior of these traders is lacking in aspects of cleanliness, product quality, awareness to increase attractiveness and less communicative towards visitors. (2). The merchant community still does not want to develop its production creatively, is still classified as monotonous in terms of creativity and the existing creative economy such as the creativity of processed foods and souvenirs, handicrafts such as jaranan art, kendang products, and others.

Keywords: Tourism, self potential and creative economy.