

ABSTRAK

Skripsi "Strategi Pengembangan Desa Wisata Agro Khayangan dalam Meningkatkan Ekonomi Masyarakat Desa Mulyosari Kecamatan Pagerwojo Kabupaten Tulungagung" ini ditulis oleh Muhammad Zamrudhi Aula, NIM, 17402163639, dan dibimbing oleh Jusuf Bachtiar S.S.,M.Pd.

Penelitian ini dilatarbelakangi oleh wilayah Kabupaten Tulungagung yang strategis berada di lereng gunung wilis dan jalur lintas selatan memiliki banyak potensi wisata terutama di desa. Desa yang memiliki potensi wisata atau disebut desa wisata mempunyai dampak yang baik bagi masyarakat desa sendiri. Desa Mulyosari merupakan desa yang keberadaannya di lereng gunung wilis mampu mengembangkan potensi wisatanya meliputi daya tarik, akses menuju wisata, fasilitas dan kelembagaan dengan baik sehingga mendapatkan penghargaan juara 2 pengelolaan desa terbaik sejawat timur pada 2018. Di sisi lain keberadaan Desa Wisata Agro Khayangan di Desa Mulyosari yang dikelola oleh lembaga desa dan masyarakat berdampak positif bagi perekonomian masyarakat dan desa.

Fokus penelitian ini adalah (1) Bagaimana strategi pengembangan Desa Wisata Agro Khayangan Mulyosari Kabupaten Tulungagung, (2) Apa kendala yang dihadapi dalam mengembangkan Desa Wisata Agro Khayangan dan solusi yang dilakukan dan (3) Bagaimana dampak pengembangan Desa Wisata Agro Khayangan terhadap ekonomi masyarakat Desa Mulyosari. Penelitian ini bertujuan untuk menganalisa strategi pengembangan Desa Wisata Agro Khayangan, memahami kendala yang di alami dalam pengembangan dan solusi yang dilakukan serta dampak pengembangan pengembangan Wisata Agro Khayangan. Metode penelitian ini menggunakan penelitian kualitatif deskriptif. Teknik pengumpulan data yaitu wawancara, observasi dan dokumentasi. Sedangkan teknik analisis menggunakan reduksi data, paparan data dan kesimpulan. Sumber data pada penelitian ini adalah data primer dan data sekunder. Informan dalam penelitian ini yaitu pemerintah Desa Mulyosari, pengelola wisata Agro Khayangan dan masyarakat Desa Mulyosari.

Hasil penelitian ini adalah (1) Strategi pengembangan Desa Wisata Agro Khayangan yang dilakukan dalam meningkatkan ekonomi masyarakat: (a) pengembangan daya tarik, pengembangan daya tarik lebih ke edukasi utamanya di wisata agro anggrek, daya tarik wisata Agro Khayangan diantaranya wisata agro anggrek, *lokahayangan hall dan coffe shop*, *loka tirta kids swimming pool*, *hidro garden*, serta *outbond* dan *camping ground*; (b) aksesibilitas; (c) fasilitas penunjang pariwisata; (d) lembaga pendukung pariwisata; (2) Kendala yang dialami dalam pengembangan wisata: (a) kesadaran warga; (b) SDM yang rendah kualitas dan (c) kurangnya modal. Solusi yang dilakukan yaitu melakukan sosialisasi secara rutin ke warga, melakukan pelatihan serta melakukan subsidi silang antar unit usaha desa. (3) Dampak pengembangan Desa Wisata Agro Khayangan terhadap ekonomi masyarakat: (a) Pendapatan masyarakat; (b) lapangan pekerjaan; (c) pembangunan daerah.

Kata Kunci : Strategi Pengembangan, Desa Wisata, Ekonomi Masyarakat

ABSTRACT

This Thesis "The Development Strategy for the Khayangan Agro Tourism Village in Improving the Economy of the Mulyosari Village Community, Pagerwojo District, Tulungagung Regency" was written by Muhammad Zamrudhi Aula, NIM, 17402163639, and supervised by Jusuf Bachtiar SS, M.Pd.

This research motivated by the area of Tulungagung Regency which is strategically located on the slopes of Mount Wilis and the southern route has a lot of tourism potential, especially in the village. Villages that have tourism potential or are called tourism villages have a good impact on the village community itself. Mulyosari Village is a village whose existence on the slopes of Mount Wilis is able to develop its tourism potential including attractiveness, access to tourism, facilities and institutions properly so that it gets the 2nd place award for best village management in East Java in 2018. On the other hand, the existence of the Khayangan Agro Tourism Village in Mulyosari Village managed by village and community institutions have positive impact on the economy of the community and village.

The focusses of this research are (1) How is the development strategy of the Khayangan Mulyosari Agro Tourism Village in Tulungagung Regency, (2) What are the obstacles face in developing the Khayangan Agro Tourism Village and the solutions taken and (3) What are the impact of the development of the Khayangan Agro Tourism Village on the economy of the Village community Mulyosari. This study aims to analyze the development strategy of the Khayangan Agro Tourism Village, understand the obstacles experience in the development and solutions carry out and the impact of developing the Khayangan Agro Tourism development. This research method uses descriptive qualitative research. Data collection techniques are interviews, observation and documentation. While the analysis technique uses data reduction, data exposure and conclusions. Sources of data in this study are primary data and secondary data. The informants in this study were the government of Mulyosari Village, the manager of Agro Khayangan tourism and the people of Mulyosari Village.

The results of this thesis are (1) the development strategy of the Khayangan Agro Tourism Village, which conduct in improving the community's economy: (a) development of attractiveness, development of more attraction to education, especially in orchid agro tourism, Khayangan Agro tourism attractions, including orchid agro tourism, *local tourism. hall and coffee shop, loka tirta kids swimming pool, hydro garden*, such as *outbound and camping ground*, (b) accessibility; (c) tourism supporting facilities; (d) tourism support institutions. (2) Obstacles experience in tourism development: (a) citizen awareness, (b) low quality human resources and (c) lack of capital. The right solution is to conduct regular outreach to residents, conduct training and cross-subsidize between village business units. (3) The impact of the development of the Khayangan Agro Tourism Village on the community's economy: (a) Community income; (b) employment; (c) regional development.

Keywords: Development Strategy, Tourist Village, Community Economy