

# Strategi Pemberdayaan Masyarakat Melalui Pengembangan Desa Wisata Jogoboyo Purworejo = Community Empowerment Strategy through the Development of the Jogoboyo Purworejo Tourism Village

Yohanes Putut Wibhisana, author

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## Abstrak

Dalam terbentuknya sebuah desa wisata tentu saja melewati proses perencanaan, pelaksanaan, hingga pada akhirnya dilihat bagaimana dampak program tersebut bagi masyarakat sekitarnya. Desa wisata Jogoboyo Purworejo merupakan desa wisata yang menjadi alternatif wisata yang kemudian muncul dan bersaing dengan kawasan wisata dan desa wisata lainnya. Tesis ini menggambarkan proses strategi pemberdayaan masyarakat melalui program desa wisata Jogoboyo Purworejo dengan melihat strategi perencanaan dan pengembangan kawasan wisata serta melihat dampak yang muncul dalam pengembangan kawasan wisata tersebut. Kabupaten Purworejo memiliki berbagai upaya dalam mengurangi angka kemiskinan, salah satunya adalah program pemberdayaan masyarakat melalui desa wisata. Program desa wisata ini merupakan sebuah upaya dan dalam tahap proses berjalan, maka terdapat berbagai macam hal menarik di dalamnya. Penelitian ini menggunakan pendekatan kualitatif dengan jenis penelitian deskriptif. Hasil penelitian menunjukkan proses pemberdayaan masyarakat berjalan dengan cukup baik. Selain kemudian terdapat kemajuan pola pikir ekonomi, bertambahnya mata pencaharian baru, peningkatan pendapatan dan pengelolaan keuangan serta cara dan perilaku kerja, di satu sisi diperlukan perhatian rutin agar kreativitas di bidang pariwisata di desa Jogoboyo semakin meningkat dan pengelolaan publikasi atau pemasaran agar daerah ini lebih dikenal masyarakat luas dan mendatangkan wisatawan semakin berkembang

.....In the formation of a tourism village, of course, it goes through a process of planning, implementation, until finally seeing the impact of the program on the surrounding community. The tourist village of Jogoboyo Purworejo is a tourist village that has become an alternative tourism which has emerged and competes with other tourist areas and tourist villages. This thesis describes the process of community empowerment strategies through the Jogoboyo Purworejo tourism village program by looking at the planning and development strategies of tourist areas and seeing the impacts that arise in the development of these tourist areas. Purworejo Regency has various efforts to reduce poverty, one of which is a community empowerment program through tourism villages. This tourism village program is an effort and in the ongoing process, there are various interesting things in it. This research uses a qualitative approach with descriptive research type. The results showed that the community empowerment process was running quite well. In addition to the progress of the economic mindset, the addition of new livelihoods, increased income and financial management as well as work methods and behavior, on the one hand, regular attention is needed so that creativity in the tourism sector in the village of Jogoboyo increases and management of publications or marketing so that this area is better known. the wider community and bring in tourists is growing