

## **ABSTRAK**

**JUNAIDI. NIM 190521100018. 2025. Program Studi Sosiologi. Fakultas Ilmu Sosial dan Ilmu Budaya. Universitas Trunojoyo Madura. Skripsi ini mengangkat judul tentang Strategi Pengembangan Potensi Pariwisata Bukit *Anjhir* Melalui Pendekatan *Community Based Tourism (CBT)* di Desa Kemoning Kecamatan Tragah Kabupaten Bangkalan. Dosen Pembimbing: Dr. Merlia Indah Prastiwi, S.Sos., M.Sosio.**

Penelitian ini bertujuan untuk mengetahui bagaimana strategi pengembangan potensi wisata Bukit *Anjhir* melalui pendekatan *Community Based Tourism (CBT)*, serta sejauh mana keterlibatan masyarakat lokal dan peran Pokdarwis (Kelompok Sadar Wisata) dalam proses tersebut. Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus. Teknik pengumpulan data dilakukan melalui observasi, wawancara mendalam, dan dokumentasi. Sumber data terdiri dari data primer dan sekunder.

Hasil penelitian menunjukkan bahwa pengembangan potensi wisata Bukit *Anjhir* berbasis *CBT* dilakukan melalui beberapa strategi seperti pelatihan dan pemberdayaan masyarakat, pembangunan dan pengelolaan sarana prasarana, serta pelibatan komunitas lokal secara aktif. Pokdarwis memiliki peran sentral dalam mengorganisasi kegiatan pariwisata, menjaga keberlanjutan lingkungan, dan memastikan distribusi manfaat ekonomi yang merata. Keberhasilan pengembangan wisata ini tidak lepas dari sinergi antara masyarakat, pemerintah desa, dan lembaga pendukung lainnya.

Kata Kunci: Strategi, Pengembangan Pariwisata, Pokdarwis, *Community Based Tourism*, Bukit *Anjhir*

## **ABSTRACT**

***JUNAIDI. Student ID 190521100018. 2025. Sociology Study Program. Faculty of Social and Cultural Sciences. Trunojoyo University of Madura. This undergraduate thesis is entitled Development Strategy of Bukit Anjhir Tourism Potential Through the Community Based Tourism (CBT) Approach in Kemoning Village, Tragah Sub-district, Bangkalan Regency. Supervisor: Dr. Merlia Indah Prastiwi, S.Sos., M.Sosio.***

*This study aims to identify the development strategies of Bukit Anjhir's tourism potential through a Community Based Tourism (CBT) approach, and to examine the extent of local community involvement and the role of Pokdarwis (Tourism Awareness Group) in the process. This research adopts a qualitative approach with a case study method. Data collection techniques include observation, in-depth interviews, and documentation. The sources of data consist of both primary and secondary data.*

*The results indicate that the development of Bukit Anjhir tourism based on CBT is carried out through strategies such as community training and empowerment, infrastructure development and management, and the active involvement of local residents. Pokdarwis plays a central role in organizing tourism activities, maintaining environmental sustainability, and ensuring fair distribution of economic benefits. The success of tourism development is supported by synergy between the community, village government, and supporting institutions.*

***Keywords: Strategy, Tourism Development, Pokdarwis, Community Based Tourism, Bukit Anjhir***