

ABSTRAK

EFEKTIVITAS PROGRAM DESA WISATA BERBASIS SEDEKAH DALAM MENINGKATKAN PRODUKTIVITAS MASYARAKAT (Studi Kasus Desa Guwoterus Kecamatan Montong Kabupaten Tuban)

Pariwisata menjadi salah satu sektor prioritas pemerintah dalam menangani masalah perekonomian di Indonesia. Salah satu produk menarik pariwisata di Indonesia adalah desa wisata. Desa wisata di Desa Guwoterus memiliki konsep berbeda yakni desa wisata berbasis sedekah. Penelitian ini dilakukan untuk mendeskripsikan bagaimana hasil dari analisis indikator produktivitas masyarakat dan pendekatan pengukuran keefektifitasan program desa wisata berbasis sedekah dalam meningkatkan produktivitas masyarakat.

Penelitian ini merupakan jenis penelitian kualitatif dengan pendekatan deskriptif. Sumber data primer dalam penelitian ini adalah pengelola desa wisata berbasis sedekah dan masyarakat di Desa Guwoterus. Sumber data sekunder dalam penelitian ini adalah referensi, jurnal, web, dokumentasi foto, dan dokumen-dokumen tentang desa wisata berbasis sedekah di Desa Guwoterus. Sedangkan data diperoleh melalui wawancara dan dokumentasi. Analisis data penelitian ini adalah reduksi data, penyajian data, dan kesimpulan.

Hasil penelitian ini adalah program desa wisata berbasis sedekah efektif dilaksanakan di Desa Guwoterus Kecamatan Montong Kabupaten Tuban. Hal ini dilihat dari pencapaian beberapa tujuan program desa wisata berbasis sedekah ini. Program desa wisata berbasis sedekah efektif dalam meningkatkan produktivitas masyarakat Guwoterus. Hasil dari analisis peningkatan produktivitas masyarakat dapat dijelaskan melalui beberapa program desa wisata berbasis sedekah yang hingga kini masih berjalan seperti *rivetubing*, ternak burung dara, kerajinan bambu miniori, radio siaga, dan taman baca siaga.

Kata Kunci: Efektivitas, Desa Wisata berbasis Sedekah, Produktivitas Masyarakat.

ABSTRACT

EFFECTIVENESS OF ALMS-BASED TOURISM VILLAGE PROGRAM IN IMPROVING COMMUNITY PRODUCTIVITY (Case Study of Guwoterus Village, Montong Subdistrict, Tuban Regency)

Tourism is one of the government's priority sectors to handle economic problems in Indonesia. One interesting product of tourism in Indonesia is a tourist village. It is in Guwoterus Village, where is in this village has different concept. It is the alms-based tourist village. The aim of this research is to describe how the results of the analysis of community productivity indicator and approach of measuring the effectiveness of alms-based village tourism programs in increasing community productivity.

This research is a type of qualitative research with a descriptive approach. The primary data source in this study was the management of alms-based tourist villages and communities in Guwoterus Village. Secondary of sources data in this study are references, journals, web, photo documentation, and documents about alms-based tourism villages in Guwoterus Village. While data is obtained through interviews and documentation. Data analysis of this research is data reduction, data display, and conclusions.

The results of this study are the alms-based tourist village effectively implemented in Guwoterus Village, Montong Subdistrict, Tuban Regency. This is seen from the achievement of several objectives of the charity-based tourism village program. Alms-based village tourism programs effectively to increase the productivity of the Guwoterus community. The results of the analysis of increasing community productivity can be explained through a number of charity-based village tourism programs that are still running today such as riveting, pigeon livestock, miniori bamboo handicrafts, standby radio, and standby reading parks.

Keyword : Effectiveness, Alms-based Tourism Village, Community Productivity.