

**IDENTIFIKASI PARTISIPASI MASYARAKAT DALAM  
PENGEMBANGAN OBJEK WISATA DI DESA SAMBANGAN,  
KECAMATAN SUKASADA, KABUPATEN BULELENG**

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**ABSTRAK**

Penelitian ini bertujuan untuk mendeskripsikan potensi wisata dan partisipasi masyarakat Desa Sambangan dalam pengembangan objek wisata, baik objek wisata alam maupun buatan. Partisipasi tersebut meliputi partisipasi dalam hal perencanaan pengembangan objek wisata, partisipasi dalam hal pelaksanaan pengembangan objek wisata dan partisipasi dalam hal pengawasan pengembangan objek wisata.

Teknik pemilihan informan dengan menggunakan *snowball* sampling dengan mengelompokkan masyarakat dalam 3 kategori menurut teori Pitirim A. Sorokin, yaitu *upper class*, *middle class* dan *lower class*. Teknik pengumpulan data dengan metode (1) observasi (2) wawancara dan (3) dokumentasi. Sedangkan instrumen penelitian yang digunakan yaitu (1) lembar observasi dan (2) pedoman wawancara. Analisis data menggunakan teknik deskriptif kualitatif.

Hasil penelitian ini menunjukkan bahwa di Desa Sambangan terdapat berbagai potensi wisata yang apabila dikembangkan dapat menjadi objek wisata andalan. Potensi alam berupa air terjun dan hutan desa, potensi wisata buatan berupa palowan hidroponik dan kolam renang serta partisipasi masyarakat dalam hal perencanaan pengembangan objek wisata termasuk dalam kategori interaktif, dalam hal pelaksanaan pengembangan objek wisata termasuk dalam kategori manipulatif dan dalam hal pengawasan pengembangan objek wisata termasuk dalam partisipasi inisiatif.

Kata-kata kunci: Identifikasi, partisipasi masyarakat, objek wisata, Desa Sambangan.

**IDENTIFICATION OF COMMUNITY PARTICIPATION IN THE  
DEVELOPMENT OF TOURIST OBJECTS IN SAMBANGAN VILLAGE,  
SUKASADA, BULELENG**

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**Abstract**

This study aimed to describe the tourism potential and the participation of Sambangan Village community in the development of tourism objects, both natural and artificial tourism objects. The participation included the participation in planning the development of the tourism objects, participation in implementing the development of the tourism objects, and participation in controlling the development of the tourism objects.

In selecting the informants, the technique used in this study was snowball sampling by grouping the people in 3 categories based on Pitrim A. Sorokin's theory, such as upper class, middle class, and lower class. The methods used in collecting the data were (1) Observation, (2) Interviews, and (3) Documentation. Meanwhile, the instruments used were (1) Observation sheets, and (2) Interview Guidelines. The data analysis used descriptive qualitative techniques.

The results of this study showed that in Sambangan Village, there are variety of tourism potentials, in which if those tourism objects were developed, they could be mainstay tourist attractions. The potential of the natural tourism objects, such as waterfalls and village forests, meanwhile the artificial tourism objects, such as hydroponic palaces and swimming pools as well as the community participation in planning the development of the tourism objects was categorized in interactive category, in terms of implementing tourism development was categorized in manipulative category and in terms of controlling the development of the tourism objects was categorized in initiative category.

**Keywords:** identification, community participation, tourism objects, Desa Sambangan