

# ANALISIS KEBERLANJUTAN DESA WISATA JAGARAGA DI KECAMATAN SAWAN, KABUPATEN BULELENG

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## ABSTRAK

Penelitian ini bertujuan untuk: (1) Menganalisis sejauh mana Desa Jagaraga telah memenuhi syarat sebagai desa wisata, (2) Mendeskripsikan peran *stakeholder* pariwisata dalam mendukung keberlanjutan Desa Wisata Jagaraga, dan (3) Menganalisis keberlanjutan Desa Wisata Jagaraga secara menyeluruh. Penelitian dilaksanakan di Desa Jagaraga, Kecamatan Sawan, Kabupaten Buleleng. Penelitian ini merupakan penelitian deskriptif kualitatif dengan pendekatan studi lapangan. Subjek penelitian dipilih secara *purposive* yang meliputi perangkat desa, anggota Pokdarwis, masyarakat lokal, tokoh adat, dan perwakilan Dinas Pariwisata. Pengumpulan data dilakukan melalui wawancara, observasi, dan dokumentasi yang selanjutnya dianalisis menggunakan teknik Miles dan Huberman serta diperkuat dengan analisis *MICMAC* untuk memetakan variabel kunci keberlanjutan. Hasil penelitian menunjukkan: (1) Desa Jagaraga telah memenuhi sebagian besar indikator desa wisata terutama pada aspek potensi daya tarik wisata sejarah dan budaya, namun masih terdapat kelemahan pada kelembagaan, promosi, dan kesiapan fasilitas pendukung, (2) Peran *stakeholder* berbasis model *hexahelix* belum berjalan optimal karena keterlibatan akademisi, pelaku usaha, dan media masih terbatas, dan (3) Analisis *MICMAC* menempatkan faktor kelembagaan, partisipasi masyarakat, dan strategi pengelolaan sebagai variabel kunci yang menentukan keberlanjutan desa wisata. Secara keseluruhan, Desa Wisata Jagaraga memiliki peluang berkembang secara berkelanjutan apabila dilakukan revitalisasi peran Pokdarwis, penguatan kolaborasi antar *stakeholder*, serta perencanaan strategis jangka panjang yang terintegrasi.

Kata Kunci : Desa Wisata, Keberlanjutan, *Stakeholder*, *MICMAC*, *Hexahelix*

**SUSTAINABILITY ANALYSIS OF JAGARAGA TOURISM VILLAGE  
IN SAWAN DISTRICT, BULELENG REGENCY**

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***ABSTRACT***

This study aims to: (1) analyze the extent to which Jagaraga Village meets the requirements as a tourism village, (2) describe the role of tourism stakeholders in supporting the sustainability of Jagaraga Tourism Village, and (3) analyze the overall sustainability of Jagaraga Tourism Village. The research was conducted in Jagaraga Village, Sawan District, Buleleng Regency. This study employed a qualitative descriptive approach with a field study method. The research subjects were selected purposively, including village officials, members of the tourism awareness group (Pokdarwis), local communities, traditional leaders, and representatives from the Tourism Office. Data were collected through interviews, observations, and documentation, which were then analyzed using the Miles and Huberman technique and strengthened by MICMAC analysis to map the key variables of sustainability. The results show that: (1) Jagaraga Village has fulfilled most of the tourism village indicators, particularly in terms of historical and cultural tourism potential; however, weaknesses remain in institutional capacity, promotion, and supporting facilities, (2) the role of stakeholders based on the hexahelix model has not yet operated optimally because the involvement of academics, business actors, and the media is still limited, and (3) MICMAC analysis identifies institutional capacity, community participation, and management strategy as key variables determining the sustainability of the tourism village. Overall, Jagaraga Tourism Village has the potential to develop sustainably if the role of Pokdarwis is revitalized, collaboration among stakeholders is strengthened, and integrated long-term strategic planning is implemented.

Keywords: Tourism Village, Sustainability, Stakeholders, MICMAC, Hexahelix.

