

STRATEGI ADAPTASI PENGELOLAAN DESA WISATA AMBENGAN PADA MASA *NEW NORMAL*

Oleh

Nurul Khomariyah / NIM 1714031026

ABSTRAK

Penelitian ini dilaksanakan di Kecamatan Sukasada yang lebih tepatnya pada Desa Ambengan. Penelitian bertujuan untuk, 1) mendeskripsikan kondisi internal Desa Wisata Ambengan pada masa *new normal*, 2) mendeskripsikan kondisi eksternal Desa Wisata Ambengan pada masa *new normal*, 3) merumuskan strategi adaptasi pengelolaan Desa Wisata Ambengan pada masa *new normal*. Penelitian ini dirancang sebagai penelitian deskriptif. Data dikumpulkan dengan metode wawancara dan dokumentasi dari informan kunci yang dipilih secara purposive. Data dalam penelitian ini dianalisis dengan menggunakan metode kualitatif. Dari penelitian menunjukkan bahwa; 1) Desa Wisata Ambengan memiliki potensi berupa hutan desa, kesenian adat dan pengelolaan wisata di bawah tanggung jawab BUMDes (Badan Usaha Milik Desa), adapun kendala yang dimiliki berupa eksploitasi hutan desa, pengelolaan lahan cengkeh kurang maksimal, dan pandemi Covid-19, 2) Desa Wisata Ambengan memiliki peluang ialah Bali merupakan tujuan wisata internasional, pembangunan *shortcut* Mengwitani-Singaraja, dan revolusi industri 4.0. Adapun ancaman yang dimiliki yakni kesamaan potensi yang dimiliki dengan desa wisata lain, perubahan budaya, penyusutan fasilitas, 3) Strategi adaptasi pengelolaan Desa Wisata Ambengan ialah mempromosikan dan menyebarluaskan potensi pariwisata Desa Wisata Ambengan, pengrajin anyaman bekerja sama dengan pengepul anyaman dari luar daerah, menjaga meningkatkan standar kualitas hasil perkebunan cengkeh, membuka investasi untuk investor dari luar daerah, kegiatan wisata secara daring, serta pembuatan awig-awig desa terkait kesenian adat dan budaya.

Kata Kunci: Strategi Adaptasi, Pengelolaan, Desa Wisata.

AMBENGAN TOURISM VILLAGE ADAPTATION STRATEGY IN THE NEW NORMAL TIME

By

Nurul Khomariyah / NIM 1714031026

ABSTRACT

This research was conducted in Sukasada District, which is more precisely in Ambengan Village. The research aims to, 1) describe the internal conditions of the Ambengan Tourism Village during the new normal period, 2) describe the external conditions of the Ambengan Tourism Village during the new normal period, 3) formulate an adaptation strategy for the management of the Ambengan Tourism Village during the new normal period. This study was designed as a descriptive study. The data were collected using interviews and documentation from key informants who were selected purposively. The data in this study were analyzed using qualitative methods. The research shows that; 1) Ambengan Tourism Village has the potential in the form of village forests, traditional arts and tourism management under the responsibility of BUMDes (Village Owned Enterprises), while the constraints are in the form of village forest exploitation, less than optimal clove land management, and the Covid-19 pandemic, 2) Ambengan Tourism Village has the opportunity, namely Bali is an international tourist destination, the construction of the Mengwitani-Singaraja shortcut, and the 4.0 industrial revolution. The threats they have are the similarity of potentials with other tourist villages, cultural changes, shrinkage of facilities, 3) The adaptation strategy for the management of the Ambengan Tourism Village is to promote and disseminate the tourism potential of the Ambengan Tourism Village, woven craftsmen work together with woven collectors from outside the region, maintain improve quality standards of clove plantation products, open investment for investors from outside the region, online tourism activities, and manufacture village awig-awig related to traditional arts and culture.

Keywords: Adaptation Strategy, Management, Tourism Village