

ABSTRAK

RIRI ASSHARY (4315153791). Analisis Daya Tarik Wisata Budaya Dalam Upaya Penerapan *Community Based Tourism* (CBT) Kasus Di Desa Bali Sadhar Kecamatan Banjit Kabupaten Way Kanan, Lampung. Skripsi, Jakarta: Program Studi Pendidikan Geografi, Fakultas Ilmu Sosial, Universitas Negeri Jakarta. 2020.

Penelitian ini bertujuan untuk mengetahui daya tarik wisata budaya untuk penerapan *community based tourism* (CBT) di Desa Bali Sadhar. Jenis penelitian yang digunakan dalam penelitian ini adalah metode gabungan (*Mixed Method*). Sampel penelitian adalah masyarakat Hindu-Bali di Desa Bali Sadhar, penentuan sampel dilakukan dengan teknik *simple random sampling* dengan jumlah sampel 92 responden dari jumlah kepala keluarga sebanyak 1.203 kepala keluarga dan informan penelitian adalah kepala desa dan tokoh adat Desa Bali Sadhar. Teknik pengumpulan data menggunakan observasi, kuesioner, wawancara, dan dokumentasi. Analisis yang digunakan adalah deskriptif persentase dengan teknik strategi triangulasi konkuren yaitu peneliti mengumpulkan data secara konkuren (dalam satu waktu). Penelitian ini dilaksanakan dari bulan Agustus sampai bulan Desember 2019. Berdasarkan penelitian ini, daya tarik wisata budaya berdasarkan parameter unsur kebudayaan yaitu (1) bahasa (2) kebiasaan masyarakat (3) kesenian (4) cara kerja/teknologi (5) bentuk karakteristik bangunan (6) cara berpakaian. Pada hasil penelitian dapat diketahui (1) bahasa yang digunakan masyarakat desa adalah bahasa daerah, (2) masyarakat memiliki kebiasaan masyarakat yang masih dilakukan dalam kehidupan sehari-hari, (3) masyarakat desa memiliki kesenian, (4) terdapat cara kerja/teknologi khas yang dimiliki masyarakat desa, (5) bangunan masyarakat desa memiliki bentuk karakteristik arsitektur yang khas, dan (6) masyarakat desa memiliki tata cara berpakaian adat dalam kegiatan tertentu. Penerapan CBT di Desa Bali Sadhar dalam bentuk, partisipasi buah pikiran/ide dan partisipasi tenaga, pengelolaan sudah berwawasan lingkungan, dan dapat munculnya kegiatan usaha masyarakat sebagai dampak dari pengelolaan daya tarik wisata, tetapi pengelolaan wisata belum dapat dilakukan oleh masyarakat desa.

Kata Kunci : Daya tarik wisata budaya, *community based tourism*.

ABSTRACT

RIRI ASSHARY (4315153791). Analysis of the Attraction of Cultural Tourism in Efforts to Implement Community-Based Tourism (CBT) in case Bali Sadhar Village, Banjit District, Way Kanan Regency, Lampung. Thesis, Jakarta: Geography Education Study Program, Faculty of Social Sciences, Jakarta State University. 2019.

This study aims to determine the appeal of cultural tourism for the application of community-based tourism (CBT) in the village of Bali Sadhar. This type of research used in this study is a combined method (*Mixed Method*). The research sample is Hindu-Balinese community in the village of Bali Sadhar, the determination of the sample is done by simple random sampling technique with a total sample of 92 respondents from the number of family heads as many as 1,203 family heads and the research informant is the village head and traditional leaders of Bali Sadhar Village. Data collection techniques using observation, questionnaires, interviews, and documentation. The analysis used is a descriptive percentage with a concurrent triangulation strategy technique that is the researcher collects data concurrently (in one time). This research was conducted from August to December 2019. Based on this research, the attraction of cultural tourism based on parameters of cultural elements, namely (1) language (2) community habits (3) art (4) ways of working / technology (5) forms of building characteristics (6) how to dress. Based on the research results, it can be seen (1) the language used by the village community is the local language, (2) the community has the habits of the community that are still carried out in daily life, (3) the village community has the arts, (4) there is a unique way of working / technology owned by village communities, (5) village community buildings have distinctive architectural characteristics, and (6) village communities have customary dress code in certain activities. The implementation of CBT in the Bali Sadhar Village in the form of ideas / participation and participation of staff, management is environmentally sound, and community business activities can emerge as a result of managing tourist attractions, but tourism management cannot yet be carried out by village communities.

Keywords: *Cultural Tourism Attractions, Community Based Tourism*