

ABSTRAK

INDAH ROSMAWATI. *Festival Berbasis Masyarakat Lokal Sebagai Pemberdayaan Sumber Daya Manusia di Desa Wisata Meat*. Dibimbing oleh Prof. Dr. M. Yuwana Marjuka dan Nukeu Novia Andriani S.S, M.M.Par

Desa Meat merupakan salah satu desa wisata yang berada di kecamatan Tampahan Kabupaten Toba yang memiliki potensi ragam kebudayaan etnik batak Toba dan menjadi salah satu sumber daya tarik wisata yang dapat disajikan dalam bentuk atraksi dan event budaya. Potensi kekayaan budaya tersebut tidak diikuti dengan kesiapan dan keterampilan masyarakat dalam pengembangan desa wisata. Oleh karena itu, perlu adanya program pemberdayaan masyarakat melalui kegiatan bertajuk festival yang berbasis masyarakat, yang dikemas sebagai strategi promosi kebudayaan lokal masyarakat dan memberikan dampak terhadap masyarakat dengan tujuan meningkatkan kapasitas masyarakat sesuai dengan pilar dalam pembangunan pariwisata berkelanjutan. Penelitian ini menggunakan metode kualitatif dengan pendekatan Grounded Theory. Pengumpulan data dilakukan melalui teknik observasi atau survey lapangan, wawancara, dokumentasi. Adapun hasil penelitian yang didapatkan yaitu desa Meat memiliki daya tarik wisata, dibagi menjadi 3 yaitu daya tarik wisata alam, budaya, dan minat khusus seperti event pariwisata. Proses pemberdayaan masyarakat di desa wisata Meat dilakukan melalui tiga tahap yaitu, tahap penyadaran, tahap pengkapasitasan, tahap pendayaan. Pada proses pemberdayaan masyarakat melalui festival, masyarakat dilibatkan dalam perencanaan, diskusi rapat pembentukan panitia dan sampai pada penyelenggaraan festival. Pemberdayaan masyarakat melalui festival berbasis masyarakat menghasilkan perubahan terhadap masyarakat seperti terbentuk sanggar, masyarakat sudah mulai dapat mengelola festival secara mandiri dan dapat menyelenggarakan festival semodel dengan mengangkat nilai kearifan lokal dikemas dengan tajuk "Meat Arts Festival". Sehingga perlu adanya pembuatan hak paten akan penelitian yang diusulkan tentang pemberdayaan masyarakat melalui festival berbasis masyarakat di desa wisata Meat.

Kata Kunci: Pemberdayaan Masyarakat, festival, berbasis, desa Meat

ABSTRACT

INDAH ROSMAWATI. Local community based festival as an empowerment of human resources in the tourist village of Meat. Supervised by Prof. Dr. M. Yuwana Marjuka and Nukeu Novia Andriani S.S, M.M.Par

Meat Village is one of the tourist villages in Tampahan sub-district, Toba Regency, which has the potential for a variety of Toba Batak ethnic culture and is a source of tourist attraction that can be presented in the form of cultural attractions and events. The potential for cultural wealth is not followed by the readiness and skills of the community in developing tourist villages. Therefore, it is necessary to have a community empowerment program through activities titled community-based festivals, which are packaged as a strategy for promoting local community culture and having an impact on the community with the aim of increasing community capacity in accordance with the pillars of sustainable tourism development. This study uses a qualitative method with a Grounded Theory approach. Data collection is done through observation techniques or field surveys, interviews, documentation. The results of the research obtained are that Meat village has a tourist attraction, divided into 3, namely natural, cultural, and special interests such as tourism events. The community empowerment process in the tourist village of Meat is carried out through three stages, namely, the awareness stage, the capacity stage, and the empowerment stage. In the process of community empowerment through festivals, the community is involved in planning, discussing committee formation meetings and arriving at the organization of the festival. Community empowerment through community-based festivals has resulted in changes to the community such as the formation of a studio, the community has started to be able to manage festivals independently and can organize festivals of a model by elevating the value of local wisdom packaged with the title "Meat Arts Festival". So it is necessary to make a patent for the proposed research on community empowerment through a community-based festival in the tourist village of Meat.

Keywords: Community empowerment, festival, based, village Meat