

## Hegemoni Pengembangan Pariwisata dan Keterlibatan Masyarakat di Desa Wisata

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Penelitian ini difokuskan pada tiga pertanyaan penelitian pengembangan pariwisata dan partisipasi masyarakat di Desa Wisata Jatiluwih di. Pertama, bagaimana pengembangan pariwisata di desa wisata, kedua, bagaimana partisipasi masyarakat dalam pengembangan pariwisata di desa wisata, ketiga, apa efek dan makna pembangunan pariwisata dan partisipasi masyarakat di desa wisata. Penelitian ini bertujuan untuk memahami dan menganalisis pengembangan pariwisata dan partisipasi masyarakat untuk produk pariwisata sebagai desa wisata. Metodologis, ini perspektif penelitian studi budaya, dengan menerapkan metode kualitatif dan teori hegemoni juga diterapkan. Pariwisata pembangunan di desa wisata disebabkan oleh diversifikasi produk wisata, menyebabkan co-modifikasi bangunan tradisional saka roras sebagai akibat dari konflik kepentingan antara masyarakat, pemerintah dan badan pariwisata. Partisipasi masyarakat dalam pengembangan pariwisata di desa wisata melalui lima tahap, yaitu tahap persiapan, tahap perencanaan, tahap operasional, tahap pengembangan dan tahap pengawasan. Pariwisata pembangunan dan partisipasi masyarakat di desa wisata memiliki efek untuk manajemen panorama desa wisata, yang diambil oleh wisatawan, pekerjaan pekerja dari masyarakat setempat, kekerasan trihita karena (parhyangan, pawongan dan palemahan). Pariwisata pembangunan dan partisipasi masyarakat yang berarti penyebab kesejahteraan, pelestarian arti dan makna penegakan hukum. Berdasarkan penjelasan di atas, pengembangan pariwisata bersinergi kebutuhan desa wisata antara pemegang saham dan setiap program dalam pembangunan ini terus orientasi kepada masyarakat lokal untuk menjamin keberlanjutan sosial-budaya, sosial-ekonomi dan lingkungan.

### Hegemony of Tourism Development and People's Involvement at a Tourist Village

This study is focused on three problems related to the development of tourism and the people's participation at *Jatiluwih* as a Tourist Destination. The first problem is what the development of tourism at *Jatiluwih* as a tourist destination was like, the second problem is what the people's participation in the tourism development at *Jatiluwih* as a tourist village was like; and the third problem is what were the impact and meaning of the tourism development and the people's participation at *Jatiluwih* as a tourist destination. This study aims at understanding and analyzing the tourism development and the people's participation at *Jatiluwih* as a village used a tourist product. Methodologically, this is a cultural study, in which qualitative method and the theory of hegemony were used. The development of tourism in rural areas such as *Jatiluwih* needed diversification of products. Such a diversification led to the co-modification of the 12-pillared traditional building and conflicts of interests among the people, the government, and the tourism boards. The people's participation in developing tourism at *Jatiluwih* as a tourist village was done through five stages; preparation, planning, implementation, development and supervision. The local people, as the workers, should manage the views enjoyed by tourists. In addition, they should also maintain *Trihitakarana* (the relation between God and humans; the relation among humans; and the relation between humans and their environment). The development of tourism and the people's participation could improve welfare and could mean legal empowerment. Based on what was described above, the stakeholders should be synergized in the development of tourism; every program should be oriented towards the local people to sustain socio-culture, socio-economy and environment.

Keywords: hegemony, society participation, tourism village, *trihita karana*