

STRATEGI PEMERINTAH DESA DALAM PENGEMBANGAN DESA WISATA GERDUREN KECAMATAN PURWOJATI KABUPATEN BANYUMAS

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui strategi Pemerintah Desa Gerduren dalam pengembangan Desa Wisata Gerduren Kecamatan Purwojati Kabupaten Banyumas yang berbasis wisata religi, budaya, dan alam. Penelitian menggunakan metode deskriptif kualitatif dengan teknik pengumpulan data melalui wawancara, observasi, dan dokumentasi. Informan penelitian terdiri dari Kepala Desa, Kasi Pemberdayaan, Pokdarwis, juru kunci, pedagang lokal, dan pengunjung wisata. Analisis data menggunakan model Miles dan Huberman yang meliputi reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa pemerintah desa telah melaksanakan berbagai strategi pengembangan desa wisata melalui pembangunan sarana wisata, promosi wisata berbasis media sosial, pelestarian budaya melalui Festival Lengger, serta pelibatan masyarakat dalam kegiatan gotong royong. Namun, implementasi strategi tersebut belum berjalan secara optimal karena masih terdapat beberapa kendala, seperti keterbatasan sumber daya manusia, pergantian kepengurusan Pokdarwis yang cukup sering, administrasi organisasi yang belum tertata dengan baik, serta promosi digital yang belum konsisten. Selain itu, evaluasi program wisata belum menggunakan indikator keberhasilan yang terukur dan belum didukung dokumen strategis yang sistematis. Oleh karena itu, diperlukan penguatan kapasitas kelembagaan, peningkatan kualitas sumber daya manusia, pengembangan promosi digital, serta penyusunan dokumen perencanaan strategis agar pengembangan Desa Wisata Gerduren dapat berjalan lebih efektif, terarah, dan berkelanjutan.

Kata kunci: Desa Wisata, Partisipasi Masyarakat, Strategi Pemerintah Desa, Wisata Alam, Wisata Budaya, Wisata Religi.

ABSTRACT

This study aims to identify the strategies of the Gerduren Village Government in developing Gerduren Tourism Village, Purwojati District, Banyumas Regency, which are based on religious, cultural, and natural tourism. The study uses a qualitative descriptive method with data collection techniques including interviews, observation, and documentation. Research informants consisted of the Village Head, the Head of the Empowerment Section (Kasi Pemberdayaan), the tourism awareness group (Pokdarwis), the site custodian (juru kunci), local vendors, and visitors. Data were analyzed using the Miles and Huberman model, which includes data reduction, data display, and drawing conclusions. The results show that the village government has implemented various strategies for developing the tourism village through the construction of tourism facilities, social media-based promotion, cultural preservation through the Lengger Festival, and community involvement in communal work (gotong royong). However, implementation of these strategies has not been fully optimal due to several constraints, such as limited human resources, fairly frequent changes in Pokdarwis leadership, organizational administration that is not yet well organized, and inconsistent digital promotion. In addition, program evaluation has not used measurable success indicators and is not supported by systematic strategic documents. Therefore, it is necessary to strengthen institutional capacity, improve human resource quality, develop digital promotion, and prepare strategic planning documents so that the development of Gerduren Tourism Village can proceed more effectively, purposefully, and sustainably.

Keywords: *Community Participation, Cultural Tourism, Religious Tourism, Rural Tourism Village, Village Government Strategy, Natural Tourism*

