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KOLABORASI PENGEMBANGAN DESTINASI WISATA BENUA ELAI MELALUI PENDEKATAN MODEL PENTAHELIX DI DESA BATUAH
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ABSTRACT

The research was intended to find out and describe the collaboration of Benua Elai Tourism development through the pentahelix model approach in Batuah Village, as well as describe the supporting factors and inhibiting factors in the collaboration of Benua Elai tourist destination development through the pentahelix model approach. This type of research uses descriptive qualitative methods, with the focus of the research, namely, collaboration in developing Benua Elai tourist destination and supporting and inhibiting factors. In this research, the key informants are the Head of Batuah Village, staff of PT. Baromali Sukararanti, MA, Akademisi Politeknik Politeknik, Communication and Information Office of Kota Kartasura Regency, Journals of Kabupaten of Afdhal Ihsan and Dini Zulfiani. The collection techniques used were observation, interview, and documentation. The data analysis used is an interactive model developed by Miles, Huberman and Saldano. Based on qualitative analysis, it can be concluded that the Benua Elai Tourism destination development collaboration with the Pentahelix Model Approach in Batuah Village, Kota Kartasura, Sukararanti, MA, Akademisi Politeknik Regency is not successful because it does not focus too much on infrastructure development and lack of public trust. The parties have adequate facilities and provide support according to the needs in developing Benua Elai tourist destination jobs market location on the side of the National Capital. However, the collaborative process is constrained by weak coordination between parties and the lack of communication from the village government to the community as well as managing tourist attractions in Benua Elai.

Kata Kunci: Collaborative Governance, Pentahelix, Tourism Destination Development

ABSTRAK

Penelitian dimaksudkan untuk mengetahui dan mendeskripsikan kolaborasi pengembangan Wisata Benua Elai melalui pendekatan model pentahelix di Desa Batuah, serta mendeskripsikan faktor pendukung dan faktor penghambat dalam implementasi pengembangan destinasi wisata Benua Elai melalui pendekatan model pentahelix. Jenis penelitian ini menggunakan metode deskriptif kualitatif dengan fokus penelitian yaitu kolaborasi pengembangan destinasi wisata Benua Elai dan faktor pendukung dan penghambat. Dalam penelitian ini yang menjadi key informant ialah Kepala Desa Batuah, staf PT. Baromali Sukararanti, MA, Akademisi Politeknik Regency dan Afdhal Ihsan dan Dini Zulfiani. Teknik pengumpulan data yang digunakan adalah observasi, wawancara, dan dokumentasi. Analisis data yang digunakan ialah model interaktif menurut Miles, Huberman dan Saldano. Berdasarkan analisis kualitatif dapat disimpulkan bahwa kolaborasi Pengembangan Destinasi Wisata Benua Elai dengan Pendekatan Model Pentahelix di Desa Batuah Kecamatan Kota Kartasura Kabupaten Sukoharjo belum berhasil dengan baik karena tidak terlalu fokus pada pengembangan infrastruktur dan kurangnya kepercayaan masyarakat. Pihak-pihak memiliki fasilitas yang memadai serta memberikan dukungan sesuai dengan kebutuhan dalam pengembangan destinasi wisata Benua Elai di sisi National Capital. Namun, proses kolaborasi terganggu oleh koordinasi yang lemah antar pihak serta komunikasi yang kurang dari pemerintah desa kepada masyarakat dalam pengembangan objek wisata di Benua Elai.

Kata Kunci: Collaborative Governance, Pentahelix, Pengembangan Destinasi Wisata

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