

## ABSTRACT

TRESNA MILANDA RUHENDI, Faculty of Social, Political and Computer Sciences, Djuanda University, 2022, Wates Jaya Village Government Strategy for Community-Based Tourism Development in Ciwaluh Tourism Village, Cigombong Sub-District, Bogor Regency, Advisor I : Denny Hernawan, Drs., MA., Advisor II : Hj. Euis Salbiah, Dra., M.Si.

Tourism development in Ciwaluh Tourism Village is well developed by pokdarwis, managers, and the community, and the tourism object is known to be in quadrant IA, i.e. rapid development.

Using SWOT analysis, this research aims to examine the strategy of the Wates Jaya village government, as well as the factors preventing and supporting the growth of community-based tourism in the Ciwaluh Tourism Village, Cigombong Sub-District, Bogor Regency.

The research methodology adopted is qualitative and descriptive. Determining informants as data sources through the use of purposive sampling.

The results indicated that the community's administration of Ciwaluh Tourism Village may be deemed effective. According to the SWOT analysis, the strategy of the Wates Jaya Village Government is characterized by a legal foundation and regional regulations as strengths, strong licensing delays as a weakness, environment condition potential as an opportunity, and sectoral ego as a threats faced by Ciwaluh Tourism Village.

Keywords : Strategy, Public Sector Management, Community Based Tourism, SWOT Analysis.

### AFFIDAVIT

This is to certify that I have translated the foregoing from Indonesian to English that it is true and complete and that I am competent in both languages.

Jakarta, September 24, 2022



GOESILLO

Decree of Governor of DKI Jakarta No. 527/1995

## ABSTRAK

TRESNA MILANDA RUHENDI, Program Studi Administrasi Publik, Fakultas Ilmu Sosial, Ilmu Politik dan Ilmu Komputer, Universitas Djuanda, 2022, Strategi Pemerintah Desa Wates Jaya Dalam Pengembangan Pariwisata Berbasis Masyarakat di Desa Wisata Ciwaluh Kecamatan Cigombong Kabupaten Bogor, Pembimbing I : Denny Hernawan, Drs., MA., Pembimbing II : Hj. Euis Salbiah, Dra., M.Si.

Pengembangan pariwisata di Desa Wisata Ciwaluh dikembangkan secara baik oleh pokdarwis, pengelola dan masyarakat, diketahui pada objek wisata tersebut berada pada kuadran IA yaitu perkembangan cepat.

Tujuan penelitian ini untuk mengetahui strategi pemerintah desa Wates Jaya, faktor penghambat dan pendukung dalam pengembangan pariwisata berbasis masyarakat di Desa Wisata Ciwaluh Kecamatan Cigombong Kabupaten Bogor menggunakan analisis SWOT.

Metode penelitian yang digunakan adalah metode deskriptif kualitatif. Penentuan informan sebagai sumber data menggunakan *purposive sampling*.

Hasil penelitian menunjukkan bahwa pengelolaan Desa Wisata Ciwaluh oleh komunitas dapat dikatakan baik. Dilihat dari analisis SWOT diketahui bahwa strategi dari Pemerintah Desa Wates Jaya memiliki dasar hukum dan peraturan daerah sebagai kekuatan, tersendatnya perizinan yang kuat sebagai kelemahan, potensi alam yang alami sebagai peluang dan ego sektoral sebagai ancaman yang dihadapi Desa Wisata Ciwaluh.

Kata Kunci : Strategi, Manajemen Sektor Publik, *Community Based Tourism*, Analisis SWOT.