

ABSTRAK

Ikbal Mutaqin: Dampak Objek Wisata Kuliner Bulak Sawah Terhadap Kesejahteraan Ekonomi Masyarakat (Studi Deskriptif di Desa Rejasari Kecamatan Langensari Kota Banjar).

Pada awalnya ada peluang mengembangkan Objek Wisata Kuliner Bulak Sawah di Desa Rejasari. Pemerintah Desa, Masyarakat dan Dinas Pariwisata Kota Banjar menjalin kerjasama dalam mengembangkan kuliner bulak sawah menjadi kawasan pariwisata. Tujuan pariwisata ini agar dapat membantu mengembangkan pertumbuhan ekonomi, peningkatan kesejahteraan, mengurangi pengangguran dan pemberdayaan terhadap masyarakat.

Tujuan dari penelitian ini ialah menganalisis tentang proses pemberdayaan masyarakat, monitoring dan evaluasi pemberdayaan masyarakat yang dilakukan oleh pemerintah Desa Rejasari serta dampak positif dan negatif adanya objek wisata Kuliner Bulak Sawah terhadap kesejahteraan ekonomi masyarakat.

Landasan teoritis menggunakan teori pemberdayaan menurut Kartasasmita (1996) masyarakat saling berkaitan untuk kegiatan pembangunan sosial-ekonomi, sehingga mampu menjelaskan beberapa nilai masyarakat untuk membangun suatu paradigma pembaharuan pembangunan yang memiliki sifat *empowerment, participatory, people centered, sustainable*. Serta teori kesejahteraan sosial ekonomi masyarakat menurut Edi Suharto (2005) yaitu suatu kondisi segala bentuk aspek kebutuhan hidupnya, yang memiliki sifat dasar berupa pakaian, rumah, makanan, kesehatan, serta pendidikan. Dengan terpenuhinya kebutuhan hidup masyarakat dapat diartikan tercapainya kesejahteraan.

Penelitian ini menggunakan metode deskriptif, agar dapat digunakan untuk menggambarkan atau menganalisis kondisi ekonomi masyarakat. observasi dilakukan terhadap objek wisata kuliner Bulak Sawah di Desa Rejasari Kecamatan Langensari Kota Banjar. Wawancara dilakukan dengan pihak pemerintah desa, pengelola, masyarakat dan pelaku usaha disertai dengan dokumentasi.

Hasil penelitian menjelaskan bahwa proses pemberdayaan yang dilakukan oleh pemerintah Desa Rejasari di objek wisata kuliner Bulak Sawah melalui tahap tindakan penyadaran serta peningkatan kapasitas. Monitoring dan Evaluasi oleh pemerintah Desa Rejasari di objek wisata kuliner Bulak Sawah dilakukan dengan melihat indikator *input, output, outcome, dan impact*. Dampak positifnya terciptanya peluang kesempatan kerja, meningkatnya pendapatan ekonomi masyarakat, terbangunnya infrastruktur. Sedangkan dampak negatifnya timbulnya polusi udara dan ketidakteraturan dalam menggunakan trotoar sesuai dengan fungsinya.

Kata kunci: Bulak Sawah, Desa Rejasari, Kesejahteraan Ekonomi Masyarakat

ABSTRACT

Ikbal Mutaqin: *The Impact of Bulak Sawah Culinary Tourism Objects on Community Economic Welfare (Descriptive Study in Rejasari Village, Langensari District, Banjar City).*

At first there was an opportunity to develop the Bulak Sawah Culinary Tourism Object in Rejasari Village. The Village Government, the Community and the Banjar City Tourism Office collaborated in developing the culinary of bulak rice fields into a tourism area. The purpose of this tourism is to help develop economic growth, increase welfare, reduce unemployment and empower the community.

The purpose of this study is to analyze the process of community empowerment, monitoring and evaluation of community empowerment carried out by the Rejasari Village government as well as the positive and negative impacts of the Bulak Sawah Culinary tourism object on the economic welfare of the community.

The theoretical basis for using empowerment theory according to Kartasmita (1996) is that the community is interrelated for socio-economic development activities, so that it is able to explain some community values to build a development reform paradigm that has the characteristics of empowerment, participatory, people centered, sustainable. As well as the theory of socio-economic welfare of the community according to Edi Suharto (2005) which is a condition of all aspects of the necessities of life, which have basic characteristics in the form of clothing, housing, food, health, and education. By fulfilling the needs of people's lives, it can be interpreted as the achievement of welfare.

This study uses a descriptive method, so that it can be used to describe or analyze the economic conditions of the community. Observations were made on the Bulak Sawah culinary tourism object in Rejasari Village, Langensari District, Banjar City. Interviews were conducted with the village government, managers, communities and business actors accompanied by documentation.

The results of the study explain that the empowerment process carried out by the Rejasari Village government at the Bulak Sawah culinary tourism object is through the stages of awareness-raising and capacity building. Monitoring and Evaluation by the Rejasari Village government at the Bulak Sawah culinary tourism object is carried out by looking at the input, output, outcome, and impact indicators. The positive impact is the creation of job opportunities, increasing community economic income, building infrastructure. While the negative impact is the emergence of air pollution and irregularities in using the sidewalk according to its function.

Keywords: *Bulak Sawah, Rejasari Village, Community Economic Welfare*