

ABSTRAK

Penelitian ini bertujuan untuk memberikan gambaran mengenai implementasi program Rumah Majapahit dan mengidentifikasi dampak dari program tersebut terhadap pengembangan pariwisata di Kecamatan Trowulan. Evaluasi program Rumah Majapahit dilihat dari indikator akses, cakupan, bias, frekuensi, ketepatan layanan, akuntabilitas, dan kesesuaian program terhadap kebutuhan dari Ripley. Sedangkan dampak pariwisata dilihat dari dampak sosial ekonomi dan sosial budaya hasil pemikiran Oka Yoeti.

Penelitian ini merupakan penelitian kualitatif dengan tipe deskriptif. Data dikumpulkan melalui wawancara mendalam, observasi, dan studi dokumentasi. Informan dalam penelitian ini ditentukan secara *purposive* dengan total 13 informan dari Dinas Pariwisata, Dinas PUPR, Pemerintah Desa dan Masyarakat.

Hasil dari penelitian ini meunjukkan bahwa pada impelementasi Program Rumah Majapahit belum dapat memenuhi indikator implementasi program yakni akses, cakupan, bias, frekuensi, ketepatan layanan, akuntabilitas, dan kesesuaian program terhadap kebutuhan. Sedangkan dalam dampak pengembangan pariwisata, program Implementasi Kebijakan sudah memenuhi indikator yang dimaksud.

Kata Kunci: *Evaluasi Program, dampak, pengembangan Pariwisata*

ABSTRACT

The aim of this study to give detailed description implementation of the Majapahit House program and identify the impact of the program on the development of tourism in the District of Trowulan. The evaluation of the Majapahit House program can be seen from the indicators of access, coverage, bias, frequency, service accuracy, accountability, and the suitability of the program to the needs of Ripley. While the impact of tourism is seen from the socio-economic and socio-cultural impacts of Oka Yoeti's thoughts.

This study is a qualitative research with descriptive type. Data collected through in-depth interviews, observation, and study documentation. The informants in this study were determined purposively with a total of 13 informants from the Tourism Office, PUPR Office, Village Government and the Community.

The results of this study indicate that the implementation of the Majapahit House Program has not been able to meet program implementation indicators namely access, coverage, bias, frequency, service accuracy, accountability, and program suitability to needs. While in the impact of tourism development, the Policy Implementation program has met the intended indicators.

Keywords: Program Evaluation, Impact, Tourism Development