

ABSTRAK

Penelitian ini menjelaskan secara deskriptif tentang pengembangan wisata *Gubug* Sawah di Desa Sumberjo Wetan. Metode penelitian yang digunakan, berupa metode penelitian etnografi. Penelitian ini dilakukan selama 4 bulan yang dimulai dari bulan Oktober 2018 hingga bulan Januari 2019. Pengumpulan data penelitian melalui observasi partisipasi, wawancara dan dokumentasi. Pemilihan informan sesuai 5 kriteria yang dikemukakan oleh Spradley. Data lapangan yang diperoleh dianalisis dengan menggunakan teori *Community Based Development* dari Hetifah SJ. Sumarto. Hasil penelitian menunjukkan pengembangan Desa Sumberjo Wetan menjadi tempat wisata yang bernama *Gubug* Sawah dilakukan melalui partisipasi masyarakat dalam perencanaan program kegiatan, pelaksanaan program kegiatan, pengembangan program kegiatan, pengevaluasian program kegiatan, bekerjasama dengan pihak swasta dan pemerintah. Manfaat yang diperoleh masyarakat dalam pengembangan wisata *Gubug* Sawah, yaitu terciptanya lapangan pekerjaan, berupa usaha warung makan dan jasa penitipan kendaraan.

Kata kunci: Partisipasi masyarakat, pengembangan wisata *Gubug* Sawah, perilaku masyarakat dengan usaha warung makan, jasa penitipan kendaraan.

ABSTRACT

This research describes descriptively about the development of Sawah Governor's Tourism in Sumberjo Wetan Village. The research method used, in the form of ethnographic research methods. This research was conducted for 4 months starting from October 2018 until January 2019. The collection of research data through participant observation, interviews and documentation. The selection of informants according to the 5 criteria stated by Spradley. Field data obtained were analyzed using Community Based Development theory from Hetifah S.J. Sumarto. The results showed that the development of Sumberjo Wetan Village as a tourist spot called Gubug Sawah was carried out through community participation in planning program activities, implementing program activities, developing program activities, evaluating program activities, in collaboration with the private sector and government. The benefits for the community in the development of the Paddy Governor's tourism, namely the creation of jobs, in the form of food stalls and vehicle care services.

Key words: *Community participation, tourism development of the Governor's Rice Field, community behavior with food stall business, vehicle care services.*