STRATEGI PEMBERDAYAAN MASYARAKAT (Studi Kasus Peran Pemerintah Kota Batu Dalam Pemberdayaan Masyarakat di Sekitar Obyek Wisata Museum Satwa)

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Dibuat: 2010-12-13 , dengan 6 file(s).

Keywords:
Kata Kunci : strategi, pemberdayaan, masyarakat sekitar obyek wisata

ABSTRACT

Target to exploit the income of Batu Town government from the large tourism industry results is expected can increase the societal life standard. For that reason, there was build several Batu tourism objects included the fauna museum in Oro-Oro Ombo village. Many citizens around the tourism object were selling the farm land for the sake of the tourism object construction. Given the function change or shift then a part of them, who notabene had no other skills except till or work the soil and had no sufficient capital to make business, could do nothing to change their livelihood. Batu Town, indeed, largely of its community worked as farmers and farm laborers. If the more narrow the field for rice cultivation or field to till or work the soil then automatically they were also losing their livelihood.

This research had the purpose to identify the strategy of Batu Town government in empowering the community around the fauna museum tourism object. Points identified were among other: (1) program and policy of community development both in the present and in the future performed by the Batu Town Government in the community development around the tour object, (2) supporting and inhibitor factors of programs and policies of the societal empowering around the tour object.

Method in this research used the qualitative research method by giving the representation both from the written data and by means interview could expose the efforts of societal empowering. The observation objects in this research were the programs and the policies of the Office of Batu Town Government Societal Empowering, Community of Oro-Oro Ombo Village and the fauna museum administrator.

The results if this research indicated that Batu Town Government took the labor absorption priority strategy for the surrounding community did not take place effectively in increase the life standard of the surrounding community. The land function shift had the implication of the decrease of work fields for the surrounding community, thus, exactly caused the unemployment problem. The farmer based human resources with the low educational level became the profession transformation inhibitor for the surrounding community.

From the observation and data analysis it could be concluded several points namely (1) primary priority for the community have not been implemented properly in the goal of the welfare development of community around the fauna museum tour object (2) the preexisting empowering program have could not touched specifically in the effort of combating the unemployment and improvement the community welfare around the fauna museum tour object in particular.