

STRATEGI PENGEMBANGAN DESA WISATA SEBAGAI UPAYA UNTUK MENINGKATKAN PENDAPATAN ASLI DESA (PADes)

(Studi Kasus desa wisata Galengdowo Wonosalam)

ABSTRAK

Oleh:

Siti Miftakhul Choiratul Ummah

Dosen Pembimbing :

Lina Nasihatun Nafidah, SE, M.Aks

Penelitian ini bertujuan untuk mengetahui Pendapatan Asli Desa (PADes) Galengdowo, kecamatan Wonosalam, kabupaten Jombang setelah adanya pengembangan desa wisata dan untuk dampak pada Pendapatan Asli Desa (PADes) dilakukannya strategi pengembangan desa wisata Galengdowo, kecamatan Wonosalam, kabupaten Jombang. Penelitian menggunakan deskriptif kualitatif yang dilaksanakan melalui pengumpulan data dengan data primer dan sekunder, melalui Studi Pustaka, Studi Lapangan. analisa data dengan menggunakan metode kualitatif dengan reduksi data, penyajian data dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa Strategi pengembangan di desa wisata Galengdowo, kecamatan Wonosalam, kabupaten Jombang melalui promosi media sosial dan elektronik. Sektor pariwisata telah memberikan kontribusi terhadap pendapatan asli daerah (PAD) Desa Galengdowo, walaupun pendapatan yang bersumber dari sektor pariwisata tidak selalu meningkat jumlahnya dan dampak pada Pendapatan Asli Desa (PADes) dilakukannya strategi pengembangan desa wisata, pendapatan desa Galengdowo tahun 2016 sebelum diterapkan strategi pengembangan desa mengalami peningkatan di tahun 2017 dan 2018

Kata Kunci: Strategi, Pengembangan, Desa Wisata, Pendapatan Asli Desa

**TOURISM VILLAGE DEVELOPMENT STRATEGY AS AN EFFORT TO
INCREASE THE VILLAGE'S ORIGINAL INCOME (PADes)**

(Case Study of Galengdowo Wonosalam tourism village)

ABSTRACT

By:

Siti Miftakhul Choiratul Ummah

Consellor :

Lina Nasihatun Nafidah, SE, M.Aks

This study aims to find out the Original Income of Galengdowo Village (PADes), Wonosalam district, Jombang district after the development of tourism villages and for the impact on Village Native Income (PADes) carried out a strategy of development of galengdowo tourism village, Wonosalam district, Jombang district. Research using qualitative descriptive conducted through data collection with primary and secondary data, through Library Studies, Field Studies. data analysis using qualitative method with data reduction, data presentation and conclusion drawing. The results showed that the development strategy in galengdowo tourism village, Wonosalam district, Jombang district through social media and electronic promotion. The tourism sector has contributed to the local indigenous income (PAD) of Galengdowo Village, although revenues derived from the tourism sector have not always increased in number and the impact on Village Native Income (PADes) carried out tourism village development strategies, Galengdowo village income in 2016 before implementing village development strategies increased in 2017 and 2018

Keywords: Strategy, Development, Tourism Village, Village Native Income

