

ABSTRACT

Developments in the tourism sector require facilities and infrastructure to support tourist destinations, to help develop tourism in Likupang, the government took the initiative to establish homestays. The purpose of this study was to determine the condition of the homestay, the development strategy being carried out, and the constraints faced by homestay managers in Pulisan Tourism Village. Researcher use a qualitative research method. The participants in this study were 12 homestay managers, where data was collected through interviews and direct observation. The results showed that the ability to manage building facilities, bedrooms and bathrooms already available in each homestay was quite good. In addition, it was also found that the managers had implemented several development strategies, such as collaborating with travel service providers and promotions through social media. The final result of this research is the discovery of several obstacles, for example the distribution of funds from the government which is still stagnant and the absence of community organizations to coordinate to develop homestays in the village.

Keywords: *Homestay, Conditions, Strategy, Constraints.*

ABSTRAK

Perkembangan di sektor pariwisata memerlukan sarana dan prasarana dalam menunjang destinasi wisata, untuk membantu perkembangan pariwisata di Likupang, pemerintah berinisiatif untuk mendirikan *homestay*. Tujuan penelitian ini adalah mengetahui kondisi *homestay*, strategi pengembangan yang sedang dilakukan, dan kendala yang dihadapi oleh para pengelola *homestay* di Desa Wisata Pulisan. Peneliti menggunakan metode penelitian kualitatif. Partisipan dalam penelitian ini adalah 12 pengelola *homestay*, di mana data dikumpulkan melalui wawancara dan obeservasi langsung. Hasil penelitian menunjukkan bahwa kemampuan pengelolaan fasilitas bangunan, kamar tidur dan kamar mandi sudah tersedia di setiap *homestay* sudah cukup baik. Selain itu itu ditemukan pula bahwa para pengelola sudah menjalankan beberapa strategi pengembangan, seperti bekerjasama dengan pihak penyedia layanan travel dan promosi melalui media sosial. Hasil terakhir pada penelitian ini adalah ditemukannya beberapa kendala yang dihadapi misalnya penyaluran dana dari pemerintah yang masih tersendat serta belum adanya oranganisasi masyarakat yang berkoordinasi untuk mengembangkan *homestay* di desa tersebut.

Kata Kunci: *Homestay*, Kondisi, Stategi, Kendala.