

ABSTRACT

In the context of tourism development, community participation is very important to ensure that the programs run are in accordance with the needs and desires of the local community, as well as to increase the sense of ownership and responsibility for the success of the program in an effort to serve tourists at the destination while for tourists community participation at the destination related to meeting the needs of tourists helps facilitate tourism activities. The study entitled "Community Participation of Pulisan Village in the development of Pulisan Beach in Likupang, North Minahasa Regency." has a problem formulation about what are the roles of the Pulisan village community in the aspect of labor participation for the development of Pulisan beach tourism in Likupang, North Minahasa Regency". The research method used in this study is a Qualitative research method with Milles and Hubertman analysis. The informants in this study were the Pulisan Village community, the Head of the Pulisan Village Village-Owned Enterprise (BUMDES), and the business community on Pulisan Beach. The results of the study indicate that both the village community and the business community participate in the development of amenities/facilities and infrastructure on Pulisan Beach which has an impact on improving the economy and empowering human resources in Pulisan Village. The participation of business actors in the community is more in the form of individual labor participation where the business is privately owned, while the participation of village communities in terms of labor is group-based because this participation is formed in groups and gets a schedule of turns to maintain security in the Pulisan Beach area.

Keywords: *community participation, workforce participation, amenities development*

ABSTRAK

Dalam konteks pengembangan pariwisata, partisipasi masyarakat sangat penting untuk memastikan bahwa program-program yang dijalankan sesuai dengan kebutuhan dan keinginan masyarakat lokal, serta meningkatkan rasa memiliki dan tanggung jawab terhadap keberhasilan program dalam upaya melayani wisatawan di destinasi sementara bagi wisatawan partisipasi masyarakat di destinasi terkait pemenuhan kebutuhan wisatawan membantu melancarkan kegiatan berwisata. Penelitian dengan judul “Partisipasi Masyarakat Desa Pulisan dalam pengembangan Pantai Pulisan di Likupang Kabupaten Minahasa Utara. “memiliki rumusan masalah tentang apa saja peran masyarakat desa Pulisan dalam aspek partisipasi tenaga untuk pengembangan pariwisata pantai Pulisan di Likupang Kabupaten Minahasa Utara”. Metode penelitian yang digunakan dalam penelitian ini adalah metode penelitian Kualitatif dengan analisis Milles and Hubertman. Informan dalam penelitian ini adalah masyarakat Desa Pulisan, Ketua Badan Usaha Milik Desa (BUMDES) Desa Pulisan, dan masyarakat pelaku usaha di pantai pulisan. Hasil penelitian menunjukkan bahwa masyarakat desa maupun masyarakat pelaku usaha ikut berpartisipasi dalam pengembangan amenities/sarana dan prasarana di pantai Pulisan yang berdampak pada peningkatan perekonomian dan pemberdayaan sumber daya manusia Desa Pulisan. Partisipasi masyarakat pelaku usaha lebih pada partisipasi tenaga yang bersifat individu dimana usaha merupakan milik pribadi, sedangkan partisipasi masyarakat desa dalam aspek tenaga bersifat kelompok karena partisipasi tersebut dibentuk dalam kelompok dan mendapat jadwal giliran menjaga keamanan di area Pantai pulisan.

Kata Kunci: Partisipasi Masyarakat, Partisipasi tenaga, Pengembangan Amenities

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