

ABSTRAK

Pemerintah telah memberikan kebijakan otonomi daerah berdasarkan Undang-undang Nomor 23 Tahun 2014 tentang Pemerintah Daerah menjelaskan secara formal melimpahkan wewenang kekuasaan dari pemerintah pusat terhadap pemerintah kabupaten/kota sebagai unit otonomi untuk mengelola daerahnya sendiri termasuk di dalamnya sektor pariwisata. Pemerintah daerah dalam mengembangkan pariwisata perlu memperhatikan hingga unit terkecil seperti desa yang memiliki ciri khas tersendiri. Salah satunya kawasan dataran tinggi Desa Kopeng yang terletak di lereng Gunung Merbabu memiliki potensi alam yang menonjol. Desa Kopeng merupakan salah satu Desa Wisata yang berada di Kabupaten Semarang. Atraksi wisata yang ada di Desa Kopeng antara lain seperti Taman Wisata Kopeng, Air Terjun Umbul Songo, Agrowisata, Kegiatan *Live In* dan Pendakian Gunung Merbabu. Banyaknya atraksi wisata dapat menimbulkan adanya fasilitas pendukung wisata seperti penginapan, ritel, area berbelanja komoditas pertanian, dan tempat karaoke. Hal ini telah dilihat pada penelitian ini yang memiliki tujuan untuk mengetahui pengaruh aktivitas desa wisata terhadap ekonomi masyarakat di Desa Kopeng, Kecamatan Getasan, Kabupaten Semarang. Penelitian dilaksanakan dengan metode penelitian Kuantitatif Rasionalistik melalui pendekatan teknik analisis korelasi Spearman's dan Kendall's tau. Nilai korelasi aktivitas wisata yang memiliki pengaruh terbesar adalah interaksi transaksi pembelian di area wisata dengan nilai korelasi 0,777 artinya memiliki nilai yang kuat dalam pengaruh ekonomi masyarakat Desa Kopeng. Transaksi pembelian terbesar adalah komoditas sayuran, buah-buahan dan tanaman hias yang paling banyak dibeli wisatawan dan pengendara yang melewati Desa Kopeng. Komoditas yang dijual masyarakat Desa Kopeng sebagian besar hasil pertanian milik sendiri yang kemudian dijual di area wisata seperti di Pasar buah, Pasar Taman Wisata Kopeng, dan Pedagang di Jalan Utama Desa Kopeng.

Kata Kunci: Wisata, Ekonomi, Potensi, Transaksi

ABSTRACT

The government has provided regional autonomy policy based on Law Number 23 of 2014 concerning Regional Government, which formally delegates the authority of the central government to the district /city government as an autonomous unit to manage its own region, including the tourism sector. Local governments in developing tourism need to pay attention to the smallest units such as villages that have their own characteristics. One of them is the plateau area of Kopeng Village located on the slopes of Mount Merbabu which has a prominent natural potential. Kopeng Village is one of the Tourism Villages in Semarang Regency. Tourist attractions in Kopeng Village include Taman Wisata Kopeng, Air Terjun Umbul Songo, Agrowisata, Live In Activities and Mount Merbabu Climbing. The number of tourist attractions can lead to tourist support facilities such as lodging, retail, shopping areas for agricultural commodities, and karaoke. This has been seen in this study which has the aim to determine the effect of tourism village activities on the economy of the community in Kopeng Village, Getasan District, Semarang Regency. The study was conducted using the Rationalistic Quantitative research method through the Spearman's and Kendall's correlation analysis techniques approach. The correlation value of tourism activities that has the greatest influence is the interaction of purchase transactions in the tourist area with a correlation value of 0.777 which means it has a strong value in the economic influence of the Kopeng Village community. The biggest purchase transactions are vegetables, fruits and ornamental plants that are mostly bought by tourists and motorists who pass through Kopeng Village. The commodities sold by the Kopeng Village community are mostly their own agricultural products which are then sold in tourist areas such as the fruit market, Taman Wisata Kopeng Market, and Traders on the Main Street of Kopeng Village.

Keywords: Tourism, Economy, Potential, Transactions