

ABSTRACT

This research aims to understand the role of local communities and their strategies in the development of Wae Lolos Tourism Village, West Manggarai Regency, East Nusa Tenggara. Using a qualitative approach with primary and secondary data, this research involved purposive sampling to determine informants and data collection through interviews, observation, and documentation. Data analysis included reduction, presentation, and conclusion drawing. The results showed that local communities are involved in the form of tourism village development activities such as cultural tourism activities, environmental cleanliness, handicraft activities and participate in improving road access to tourist attractions. The strategy used by local communities in the development of Wae Lolos Tourism Village is to utilize the potential of the village by developing products and promoting village tourism by displaying local products, participating in activities to improve access to several tourist attractions and participating in hospitality training and assistance with the aim of providing comfort for visitors.

Keywords: strategy, development, community, tourism village

ABSTRAK

Penelitian ini bertujuan untuk memahami bentuk peran masyarakat lokal serta strategi masyarakat lokal dalam pengembangan Desa Wisata Wae Lolos, Kabupaten Manggarai Barat, Nusa Tenggara Timur. Menggunakan pendekatan kualitatif dengan data primer dan sekunder, penelitian ini melibatkan *purposive sampling* untuk menentukan informan dan pengumpulan data melalui wawancara, observasi, serta dokumentasi. Analisis data meliputi reduksi, penyajian, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa Masyarakat lokal terlibat dalam bentuk kegiatan pengembangan desa wisata seperti kegiatan wisata budaya, kebersihan lingkungan, kegiatan kerajinan tangan dan turut serta dalam peningkatan akses jalan menuju objek wisata. Strategi yang digunakan masyarakat lokal dalam pengembangan desa wisata wae lolos adalah memanfaatkan potensi desa dengan mengembangkan produk dan promosi wisata desa dengan menampilkan produk lokal, turut serta dalam kegiatan peningkatan akses menuju beberapa objek wisata serta mengikuti pelatihan dan pendampingan *hospitality* dengan tujuan memberikan kenyamanan bagi pengunjung.

Katakunci: strategi, pengembangan, masyarakat, desa wisata