

MULTISTAKEHOLDER ENGAGEMENT IN THE DEVELOPMENT OF EDUTOURISM AT SUNGAI SILUK SCHOOL, BANTUL DISTRICT

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ABSTRACT

The limited number of studies on multi-stakeholder engagement that focus on the involvement of stakeholders with insufficient capacity to influence organizations requires a more effective engagement perspective that leads to empowering actions. This research aims to understand stakeholder involvement in the development of edutourism at the Sungai Siluk School, Bantul Regency. The design used in this research is qualitative descriptive research. Data collection was carried out by direct observation at the research location. Researchers also conducted in-depth interviews with informants involved in the development of the Siluk River School. Apart from that, researchers also collected data through library searches to collect documents relevant to this research. Qualitative data analysis in this research was carried out interactively and continued until completion. The data obtained was analyzed using data analysis techniques consisting of a flow of activities including data reduction, data display, drawing conclusions and verification. The research results show that the multi-stakeholder engagement process in developing edutourism has gone well. Various identified stakeholders have been involved in developing edutourism, such as the Selopamioro District Government, PT PLN Yogyakarta Customer Service Implementation Unit, universities, as well as from several universities and communities or non-governmental organizations. PT PLN has so far contributed a lot to infrastructure development through its corporate social responsibility, the Selopamioro District Government has also always supported and synergized with activities carried out by the community. Various communities and non-governmental organizations have contributed to community activities. However, the role of government institutions, for example regional governments, is not yet visible

Kata Kunci: *Multistakeholder engagement, educational tourism, actor relations*