

# **COMMUNITY EMPOWERMENT MODEL THROUGH VILLAGE BUMDES (BUMDES) IN THE MANAGEMENT OF GUNUNGGAJAH TOURISM VILLAGE, BAYAT DISTRICT, KLATEN DISTRICT**

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## **ABSTRACT**

The research, entitled Model of community empowerment through Village-Owned Enterprises (Bumdes) in managing the Gununggajah tourist village, is research designed over a multi-year period, where in the first year it aims to describe 1) the profile of the business entity that has the Bumdes profile in empowering the community in the tourist village Gunung Gajah, 2) The process of community empowerment through Bumdes in managing the Gunung Gajah tourist village?.

The research approach used is R & D developed by Dick and Carry, known as ADDI, which is Analysis, Design, Development or Production, Implementation or Delivery and Evaluations, data collection was carried out by interviews, observations and FGDs, with informants and chief key informants Gununggajah village, Bukit Cinta and Watu Gajah tourism managers, as well as several community leaders, data analysis was carried out by collecting data, condensing data, presenting data and drawing conclusions. Data validity is carried out by triangulation of sources and techniques.

The results of research in the first year show that 1) the profile of the Gunung Gajah tourist village at the beginning of 2019 was quite well known and even had a turnover of several billion, but in 2020, at the same time as the 19 pandemic, it was destroyed because no tourists came and suffered losses because they had to keep spending. operational costs. 2) the empowerment process that occurs in the Gununggajah tourist village includes preparation, implementation and evaluation stages.

Kata Kunci: *empowerment, community, rural tourism*