

INTISARI

Desa Aeng Tongtong merupakan desa yang ditetapkan sebagai desa wisata keris dengan jumlah empu terbanyak dan pernah mendapat penghargaan dari UNESCO. Meskipun demikian, pengembangan desa ini masih kurang optimal dan tidak sepenuhnya mencerminkan tempat wisata. Penelitian ini bertujuan untuk mengeksplorasi pengembangan desa wisata keris dalam perspektif modal sosial di Desa Aeng Tongtong Kecamatan Saronggi. Metode yang digunakan adalah deskriptif kualitatif dengan teknik pengumpulan data observasi dan wawancara. Berfokus pada tiga unsur modal sosial yang ada di desa Aeng Tongtong yang menunjukkan bahwa: 1) Norma yang ada memastikan semua aktivitas wisata berbasis budaya dengan penghormatan dan dipertahankan keasliannya seperti melakukan puasa penyucian diri dan penjamasan keris pada bulan Muharram. 2) Jaringan yang kuat antara kepala desa, ketua desa wisata, BUMDes, empu dan pihak eksternal sangat penting untuk meningkatkan kunjungan serta mengadakan perkumpulan rutin untuk mengembangkan desa wisata. 3) Kepercayaan Antusiasme dan dukungan aktif masyarakat terhadap pengembangan desa wisata terlibat langsung pada acara penjamasan keris dan kegiatan desa wisata, kepercayaan masyarakat terhadap nilai historis dan budaya keris menjadi pondasi utama yang memperkuat keberhasilan dan keberlanjutan pengembangan desa wisata. Modal sosial memainkan peran penting dalam pengembangan desa wisata yang menjadi kunci utama dalam pembangunan dan kemajuan desa wisata keris yang ada desa Aeng Tongtong kecamatan Saronggi.

Kata kunci: Pengembangan, desa wisata keris, modal sosial.

ABSTRACT

Aeng Tongtong Village is a village that has been designated as a keris tourism village with the highest number of masters and has received an award from UNESCO. Aeng Tongtong Village is a village that has been designated as a keris tourism village with the highest number of masters and has received an award from UNESCO. However, the development of this village is still not optimal and does not fully reflect tourist attractions. However, the development of this village is still not optimal and does not fully reflect tourist attractions. This study aims to explore the development of keris tourism villages in the perspective of social capital in Aeng Tongtong Village, Saronggi District. The method used is qualitative descriptive with observation and interview data collection techniques. Focusing on the three elements of social capital in Aeng Tongtong village which shows that: 1) Existing norms ensure that all cultural-based tourism activities are respected and maintained authenticity such as performing self-purification and keris jamming in the month of Muharram. 2) A strong network between village heads, tourism village officials, BUMDes, masters and external parties is very important to increase visits and hold regular meetings to develop tourism villages. 3) Trust The enthusiasm and active support of the community for the development of tourist villages are directly involved in the keris jamming event and tourism village activities, the community's trust in the historical and cultural value of the keris is the main foundation that strengthens the success and sustainability of the development of the tourism village. Social capital plays an important role in the development of tourism villages which is the main key in the development and progress of the existing keris tourism village in Aeng Tongtong village, Saronggi district.

Keywords: Development, keris tourism village, social capita.