

ABSTRAK

Danau Toba, sebagai destinasi super-prioritas Indonesia, memiliki potensi pariwisata yang luar biasa. Pengembangan pariwisata berbasis masyarakat (Community-Based Tourism) menjadi strategi kunci untuk memastikan manfaatnya dirasakan langsung oleh komunitas lokal. Namun, implementasinya di Kabupaten Toba masih menghadapi tantangan signifikan, termasuk kesenjangan ekonomi, pemberdayaan masyarakat yang belum optimal, dan isu keberlanjutan lingkungan, sehingga terdapat jurang antara harapan dan realita yang diterima masyarakat. Penelitian ini bertujuan mengkaji secara mendalam pengembangan (Community Based Tourism) di Kabupaten Toba. Fokus penelitian ada dua: pertama, mengidentifikasi program sosial dan ekonomi yang telah berjalan; kedua, menganalisis faktor-faktor utama yang menghambat efektivitas pengembangan pariwisata tersebut. Penelitian ini menggunakan pendekatan kualitatif deskriptif. Data dikumpulkan melalui wawancara mendalam dengan informan kunci dari Badan Pelaksana Otorita Danau Toba, pemerintah daerah, masyarakat, dan wisatawan, yang dipilih melalui teknik purposive dan accidental sampling. Data juga diperoleh dari observasi dan studi dokumentasi, kemudian dianalisis melalui reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa program sosial (pelatihan kerajinan, pemandu, homestay) dan ekonomi (kelompok usaha, fasilitasi modal) telah berjalan, namun jangkauan dan manfaatnya belum merata. Hambatan utama yang teridentifikasi adalah defisit modal sosial, yang ditandai oleh rendahnya kepercayaan dan kohesi antarwarga, serta lemahnya koordinasi antar pemangku kepentingan. Selain itu, keterbatasan kapasitas dan keterampilan teknis masyarakat dalam manajemen usaha pariwisata juga menjadi penghalang signifikan. Optimalisasi potensi di Danau Toba memerlukan pendekatan yang lebih terintegrasi. Diperlukan penguatan keterlibatan aktif masyarakat dalam seluruh siklus program, dari perencanaan hingga evaluasi. Peningkatan koordinasi antar pemangku kepentingan serta investasi berkelanjutan untuk membangun modal sosial dan kapasitas masyarakat adalah kunci utama agar pariwisata dapat memberdayakan dan menyejahterakan komunitas lokal secara adil dan berkelanjutan.

Kata Kunci: Pariwisata Berbasis Masyarakat, Kabupaten Toba, Modal Sosial.

ABSTRACT

Lake Toba, as one of Indonesia's super-priority destinations, possesses outstanding tourism potential. The development of Community-Based Tourism (CBT) has become a key strategy to ensure that its benefits are directly felt by local communities. However, its implementation in Toba Regency still faces significant challenges, including economic disparities, suboptimal community empowerment, and environmental sustainability issues, creating a gap between expectations and the reality experienced by the community. This research aims to conduct an in-depth study of CBT development in Toba Regency. The research focuses on two main areas: first, identifying the social and economic programs that have been implemented; and second, analyzing the primary factors that hinder the effectiveness of this tourism development. This study employs a descriptive qualitative approach. Data were collected through in-depth interviews with key informants from the Lake Toba Authority Implementing Agency (BPODT), local government, community members, and tourists, selected using purposive and accidental sampling techniques. Data were also gathered through observation and documentation studies, then analyzed through data reduction, data presentation, and conclusion drawing. The findings indicate that while social programs (such as training for crafts, guides, and homestays) and economic programs (including business groups and capital facilitation) have been initiated, their reach and benefits have not been evenly distributed. The main obstacle identified is a deficit in social capital, characterized by low levels of trust and cohesion among residents, as well as weak coordination among stakeholders. Furthermore, limitations in the community's capacity and technical skills in tourism business management also pose a significant barrier. Optimizing the potential of CBT in Lake Toba requires a more integrated approach. Strengthening the active involvement of the community in the entire program cycle—from planning to evaluation—is essential. Enhancing coordination among stakeholders and ensuring sustained investment to build social capital and community capacity are the primary keys to enabling tourism to empower and bring prosperity to local communities in a fair and sustainable manner.

Keywords: Community-Based Tourism, Toba Regency, Social Capital.