

ABSTRAK

Penelitian ini bertujuan untuk mengkaji dampak sosial ekonomi dari implementasi Program Kampung Budaya Banjar di Desa Lubuk Cemara, Kecamatan Perbaungan, Kabupaten Serdang Bedagai. Fokus penelitian diarahkan pada analisis pengaruh program Kampung Budaya Banjar terhadap kehidupan sosial dan ekonomi masyarakat Desa Lubuk Cemara, serta identifikasi tantangan dan peluang dalam pengembangannya. Program Kampung Budaya Banjar merupakan inisiatif pemerintah daerah yang bertujuan melestarikan kebudayaan lokal suku Banjar sekaligus mendorong pemberdayaan ekonomi masyarakat melalui kegiatan berbasis budaya. Penelitian ini menggunakan teori pembangunan berkelanjutan sebagai landasan teoretis, yang menekankan keseimbangan antara aspek sosial, ekonomi, dan pelestarian budaya dalam proses pembangunan jangka panjang. Pendekatan penelitian yang digunakan adalah kualitatif dengan metode deskriptif studi kasus. Teknik pengumpulan data meliputi observasi non-partisipatif, wawancara tidak terstruktur, serta studi dokumentasi yang melibatkan Dinas Pariwisata, perangkat desa, pengelola Kampung Budaya, dan masyarakat setempat. Hasil penelitian menunjukkan bahwa Program Kampung Budaya Banjar memberikan dampak sosial yang positif, seperti penguatan identitas budaya masyarakat Banjar, peningkatan solidaritas sosial, serta terbangunnya interaksi lintas etnis yang harmonis. Dari sisi ekonomi, kegiatan Pasar Saranjana dan produksi kerajinan tangan, khususnya anyaman purun, berkontribusi terhadap peningkatan pendapatan masyarakat. Namun demikian, program ini masih menghadapi sejumlah kendala, antara lain keterbatasan pendanaan, minimnya promosi digital, serta kurangnya dukungan infrastruktur budaya. Secara keseluruhan, Program Kampung Budaya Banjar memiliki potensi sebagai model pembangunan sosial ekonomi berkelanjutan berbasis kearifan lokal, meskipun memerlukan penguatan dukungan kelembagaan dan kebijakan yang berkelanjutan.

Kata kunci: Kampung Budaya Banjar, dampak sosial ekonomi, budaya lokal, Pembangunan Berkelanjutan, Desa Lubuk Cemara, Serdang Bedagai.

ABSTRACT

This study aims to examine the socio-economic impacts of the implementation of the Banjar Cultural Village Program in Lubuk Cemara Village, Perbaungan District, Serdang Bedagai Regency. The focus of the research is directed toward analyzing how the program influences the social and economic lives of the community, as well as identifying the challenges and opportunities in its development. The Banjar Cultural Village Program is a local government initiative intended to preserve the cultural heritage of the Banjar ethnic group while simultaneously promoting community economic empowerment through culture-based activities. This study employs sustainable development theory as its theoretical framework, which emphasizes a balance between social, economic, and cultural preservation aspects in long-term development processes. The research adopts a qualitative approach using a descriptive case study method. Data were collected through non-participant observation, unstructured interviews, and documentation studies involving officials from the Tourism Office, village authorities, Cultural Village managers, and local community members. The findings indicate that the Banjar Cultural Village Program has generated positive social impacts, including the strengthening of Banjar cultural identity, increased social solidarity, and the development of harmonious interethnic interactions. From an economic perspective, activities such as the Saranjana Market and the production of handicrafts particularly purun weaving have contributed to increasing community income. Nevertheless, the program also faces several challenges, including limited funding, inadequate digital promotion, and insufficient cultural infrastructure support. Overall, the Banjar Cultural Village Program demonstrates significant potential as a model for sustainable socio-economic development based on local wisdom, although it requires stronger institutional support and sustainable policy reinforcement.

Keywords: *Banjar Cultural Village, socio-economic impact, local culture, sustainable development , Lubuk Cemara Village.*