

## ABSTRAK

Penelitian ini bertujuan untuk menganalisis peran Dinas Pariwisata, Pemuda, dan Olahraga Kabupaten Aceh Tengah dalam pengelolaan potensi wisata di Gampong Mendale serta mengidentifikasi viiasyar pendukung dan penghambat dalam pelaksanaannya. Gampong Mendale memiliki potensi wisata alam, viiasyara, budaya, serta kuliner dan rekreasi yang didukung oleh keberadaan Danau Lut Tawar dan Situs Loyang Mendale. Penelitian ini menggunakan pendekatan kualitatif deskriptif. Data dikumpulkan melalui observasi, wawancara, dan dokumentasi, kemudian dianalisis melalui reduksi data, penyajian data, serta penarikan viiasyarakat dan verifikasi. Hasil penelitian menunjukkan bahwa Dinas Pariwisata, Pemuda, dan Olahraga Kabupaten Aceh Tengah telah menjalankan perannya sebagai regulator, fasilitator, motivator, dan dinamisator. Peran tersebut diwujudkan melalui pemberian arahan dan pengaturan kegiatan wisata, pendampingan dan fasilitasi, pembinaan dan pelatihan viiasyarakat, promosi pariwisata, serta koordinasi dengan pemerintah Gampong, Pokdarwis, BUMK, pelaku usaha, dan viiasyarakat. Berdasarkan teori peran Biddle dan Thomas, pelaksanaan peran Dinas Pariwisata, Pemuda, dan Olahraga telah sesuai dengan kedudukan dan harapan yang melekat pada institusi tersebut, tetapi belum sepenuhnya optimal. Faktor pendukung meliputi potensi alam dan viiasyara, dukungan pemerintah daerah, serta partisipasi viiasyarakat. Adapun viiasyar penghambat meliputi keterbatasan anggaran, sarana dan prasarana, sumber daya manusia, persoalan legalitas lahan, dampak pascabanjir, serta koordinasi antar pemangku kepentingan yang belum optimal. Oleh karena itu, diperlukan penguatan koordinasi, peningkatan sarana dan prasarana, serta pemberdayaan viiasyarakat secara berkelanjutan untuk mengoptimalkan pengelolaan potensi wisata Gampong Mendale.

Kata kunci: Peran, Dinas Pariwisata, Pemuda, dan Olahraga , Pengelolaan Pariwisata, Potensi Wisata, Gampong Mendale.

## **ABSTRACT**

*This study aims to analyze the role of the Tourism, Youth, and Sports Office of Central Aceh Regency in managing tourism potential in Gampong Mendale and to identify the supporting and inhibiting factors in its implementation. Gampong Mendale has natural, historical, cultural, culinary, and recreational tourism potential, supported by the existence of Lake Lut Tawar and the Loyang Mendale Site. This study uses a descriptive qualitative approach. Data were collected through observation, interviews, and documentation, and then analyzed through data reduction, data presentation, and conclusion drawing and verification. The results show that the Tourism, Youth, and Sports Office of Central Aceh Regency has carried out its roles as a regulator, facilitator, motivator, and dynamizer. These roles are realized through providing directions and regulating tourism activities, assistance and facilitation, community development and training, tourism promotion, as well as coordination with the Gampong government, Pokdarwis, BUMK, business actors, and the community. Based on the role theory of Biddle and Thomas, the implementation of the role of the Tourism, Youth, and Sports Office is in accordance with the position and expectations attached to the institution, but has not yet been fully optimal. Supporting factors include natural and historical potential, local government support, and community participation. Meanwhile, inhibiting factors include limited budget, facilities and infrastructure, human resources, land legality issues, post-flood impacts, and suboptimal coordination among stakeholders. Therefore, strengthening coordination, improving facilities and infrastructure, and sustainably empowering the community are needed to optimize the management of tourism potential in Gampong Mendale.*

*Keywords: Role, Tourism, Youth, and Sports Office, Tourism Management, Tourism Potential, Gampong Mendale.*