

ABSTRAK

Ati Mustika, 2025. INTERVENSI SOSIAL DALAM PENGEMBANGAN AGROWISATA MASYARAKAT KECAMATAN SIOMPU KABUPATEN BUTON SELATAN. Dibimbing oleh Kaharuddin dan Jamaluddin Arifin.

Penelitian ini bertujuan untuk mendeskripsikan bentuk dan arah intervensi sosial dalam mendorong pengembangan pariwisata di Kecamatan Siompu, Kabupaten Buton Selatan, serta mengidentifikasi kendala yang dihadapi dalam proses tersebut. Pengembangan pariwisata di wilayah ini dianggap potensial karena kekayaan alam dan budaya yang dimiliki, namun belum sepenuhnya dimanfaatkan secara optimal. Melalui pendekatan kualitatif dengan metode deskriptif, penelitian ini mengungkap bagaimana strategi intervensi sosial, yang mencakup pemberdayaan masyarakat lokal, penguatan hubungan sosial, dan peran pemerintah, menjadi faktor penting dalam mendukung pembangunan pariwisata. Hasil penelitian menunjukkan bahwa intervensi sosial dilakukan melalui pengorganisasian masyarakat, kolaborasi lintas sektor, dan penguatan kesadaran kolektif untuk menjaga serta memanfaatkan potensi wisata yang ada. Namun demikian, sejumlah kendala ditemukan, seperti kurangnya dukungan infrastruktur, keterbatasan sumber daya manusia, serta belum optimalnya partisipasi masyarakat. Penelitian ini merekomendasikan perlunya strategi terpadu dan berkelanjutan yang melibatkan semua pemangku kepentingan untuk meningkatkan kualitas pengembangan pariwisata yang berbasis sosial. Dengan demikian, diharapkan pariwisata dapat menjadi motor penggerak pembangunan ekonomi sekaligus memperkuat keberfungsian sosial masyarakat setempat.

Kata Kunci: *intervensi sosial, pengembangan pariwisata, masyarakat lokal, Kecamatan Siompu, pembangunan sosial*

ABSTRACT

Ati Mustika, 2025. Social Intervention in The Development of Community-Based Agrotourism In Siompu District, South Buton Regency. Supervised by Kaharuddin and Jamaluddin Arifin.

This study aimed to describe the forms and direction of social intervention in promoting tourism development in Siompu District, South Buton Regency, as well as to identify the obstacles encountered in the process. The development of tourism in this area was considered to have great potential due to its rich natural and cultural resources, yet these had not been fully utilized. Using a qualitative approach with descriptive methods, this study revealed how social intervention strategies—which included community empowerment, strengthening of social relations, and the role of government—serve as key factors in supporting tourism development. The findings indicated that social interventions are carried out through community organization, cross-sector collaboration, and the reinforcement of collective awareness to preserve and utilize existing tourism potential. However, several challenges were identified, such as inadequate infrastructure support, limited human resources, and suboptimal community participation. This study recommends the need for an integrated and sustainable strategy that involves all stakeholders to improve the quality of socially based tourism development. Thus, tourism is expected to become a driving force for economic growth while also strengthening the social functioning of the local community.

Keywords: *Social Intervention, Tourism Development, Local Community, Siompu District, social development*

