TRANSFORMASI KAPABILITAS BUMDES DAN UMKM MENUJU PENGEMBANGAN *EDUTOURISM* DI KABUPATEN PACITAN

DISERTASI

Ditulis untuk diajukan pada ujian disertasi

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ABSTRAK

WIJI NURASTUTI. Transformasi Kapabilitas BUMDes dan UMKM Menuju Pengembangan *Edutourism* di Kabupaten Pacitan. Disertasi. Yogyakarta: Sekolah Pascasarjana, Universitas Negeri Yogyakarta, 2025.

Penelitian ini bertujuan untuk: (1) merancang strategi transformasi kapabilitas kelembagaan dan kewirausahaan BUMDes dan UMKM di Kabupaten Pacitan untuk mendukung pengembangan *edutourism* berbasis potensi lokal, serta (2) mengimplementasikan strategi transformasi terhadap penguatan kapabilitas BUMDes dan UMKM dalam pengembangan *edutourism* di Kabupaten Pacitan.

Desain penelitian menggunakan action research dengan pendekatan mixed methods sequential explanatory. Sampel kuantitatif mencakup 170 pengelola BUMDes dan 30 pelaku UMKM, sedangkan informan kualitatif berjumlah 11 orang dari unsur pelaku dan pemangku kepentingan terkait. Pengumpulan data dilakukan melalui tes, wawancara, observasi, dan dokumentasi. Analisis kuantitatif mencakup uji *Shapiro-Wilk, paired t-test*, dan *Wilcoxon Rank Test* menggunakan program R, sedangkan analisis kualitatif menggunakan teknik Miles and Huberman dengan bantuan *NVivo 12*. Validasi data dilakukan melalui triangulasi, *member checking*, dan *audit trail*.

Hasil penelitian menunjukkan bahwa strategi transformasi kapabilitas dilakukan melalui pelatihan, pendampingan, kurasi, dan sertifikasi yang disusun berdasarkan potensi lokal dan kebutuhan wisata edukatif. Pelatihan terbukti meningkatkan pengetahuan dasar, sementara pendampingan memiliki pengaruh lebih besar terhadap keterampilan aplikatif dan kesiapan implementasi. Berdasarkan temuan tersebut, dikembangkan Model Pelatihan *CBT-Triple Helix*, yaitu pelatihan berbasis komunitas dengan kolaborasi antara akademisi, pemerintah, dan pelaku usaha. Model ini dinilai mampu menjawab kebutuhan transformasi secara kontekstual, membangun ekosistem *edutourism* yang terarah, dan mendukung keberlanjutan pengembangan usaha lokal. Luaran strategis dari penelitian ini mencakup tiga produk utama, yaitu: (1) Buku Panduan *Edutourism* sebagai acuan praktik di lapangan, (2) Buku Pondasi Bisnis Digital untuk penguatan kewirausahaan lokal, dan (3) Model Pelatihan *CBT-Triple Helix* sebagai kerangka pelatihan yang teruji. Ketiga luaran ini telah melalui validitas isi dan konstruk melalui expert judgment sejumlah 4 rater dan dianalisis menggunakan V Aiken's.

Kata kunci: BUMDes, *edutourism*, pelatihan berbasis komunitas, transformasi kapabilitas, UMKM.

ABSTRACT

WIJI NURASTUTI. *Transformation of BUMDes and MSME Capabilities Toward Edutourism Development in Pacitan Regency.* Dissertation. Yogyakarta: Graduate School, Yogyakarta State University, 2025.

This study aims to: (1) design a strategy for transforming institutional and entrepreneurial capabilities of Village-Owned Enterprises (BUMDes) and Micro, Small, and Medium Enterprises (MSMEs) in Pacitan Regency to support the development of locally-based edutourism, and (2) implement the transformation strategy to strengthen the capabilities of BUMDes and MSMEs in developing edutourism in the region.

The research employed an action research design using a mixed-methods sequential explanatory approach. The quantitative sample consisted of 170 BUMDes managers and 30 MSME actors, while the qualitative data involved 11 informants comprising stakeholders and practitioners. Data collection techniques included tests, interviews, observations, and document analysis. Quantitative analysis involved the Shapiro-Wilk test, paired t-test, and Wilcoxon Rank Test using R software, while qualitative analysis followed the Miles and Huberman model assisted by NVivo 12. Data validation was ensured through triangulation, member checking, and audit trails.

The findings reveal that capability transformation strategies were carried out through training, mentoring, curation, and certification, all designed based on local potential and the needs of educational tourism. Training significantly enhanced foundational knowledge, while mentoring had a greater impact on applied skills and implementation readiness. Based on these findings, a *CBT-Triple Helix Training Model* was developed—a community-based training that fosters collaboration between academia, government, and business actors. This model effectively responds to contextual transformation needs, builds a structured edutourism ecosystem, and supports the sustainability of local enterprise development.

The strategic outputs of this study include three main products: (1) an *Edutourism Handbook* as a practical field guide, (2) a *Digital Business Foundation Book* to strengthen local entrepreneurship, and (3) the *CBT-Triple Helix Training Model* as a tested instructional framework. All three products have undergone content and construct validation by four expert raters and were analyzed using Aiken's V.

Keywords: BUMDes, edutourism, community-based training, capability transformation, MSMEs.

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