

## ABSTRAK

Nama : Zulfi Iqromul Zariroh  
Program Studi : Ilmu Pemerintahan  
Judul : Peran Dan Strategi Dinas Pariwisata Dalam Mengembangkan  
Desa Wisata Di Kabupaten Jember Masa Pandemi Covid-19

Penelitian ini bertujuan untuk mengetahui peran dan strategi Dinas Pariwisata Kabupaten Jember dalam mengembangkan desa wisata di Kabupaten Jember masa pandemi Covid-19. Kabupaten Jember memiliki potensi yang sangat besar dalam pengembangan desa wisata, seperti desa wisata yang berada di Desa Kemiri, Rowosari, Dan Sidomulyo. Peran dan strategi pemerintahan Kabupaten Jember yang berperan sebagai motivator, fasilitator dan dinamisator dalam mengembangkan desa wisata serta mensejahterakan masyarakat di sekitar desa wisata yang ada di Kabupaten Jember. Jenis penelitian yang digunakan adalah deskriptif - kualitatif dimana data yang diperoleh melalui observasi, wawancara dan dokumentasi. Hasil penelitian menunjukkan bahwa peran dan strategi Dinas Pariwisata dalam mengembangkan desa wisata dengan melakukan promosi melalui media online. Peningkatan motivasi dengan memberi pelatihan dan arahan pada masyarakat. Dinas pariwisata diharapkan agar lebih memperhatikan dalam segi pemberian fasilitas yang cukup agar desa wisata di Kabupaten Jember lebih berkembang. Dalam memainkan peran Pemerintah Desa dan Dinas Pariwisata Jember sebagai keseluruhan menjadi sumber dari hal-hal baru. Penerapan berbagai fungsi peran dilakukan meskipun hambatan dalam melaksanakan tujuan Desa Wisata semakin berat di masa Pandemi Covid 19. Dari semua desa wisata tersebut menghasilkan suatu inovasi yang sangat tinggi oleh pemerintah Desa Rowosari, Kemiri dan Sidomulyo serta berdasar arahan dari Dinas Pariwisata beserta dukungan stake holder yang mendukung. Masa pandemic Covid 19 kegiatan wisata dilakukan dengan mentaati protokol kesehatan.

Kata kunci : *Peran, Strategi Dinas Pariwisata, Pengembangan, Desa Wisata, Covid-19.*

## ***ABSTRACT***

Name : Zulfi Iqromul Zariroh  
Study Program : Government Science  
Title : The role and strategy of the tourism office in developing tourist villages in Jember regency during the Covid-19

This study aims to determine the role and strategy of the Jember Regency Tourism Office in developing tourist villages in Jember Regency during the Covid-19 pandemic. Jember Regency has enormous potential in the development of tourist villages, such as tourist villages located in Kemiri, Rowosari, and Sidomulyo villages. The role and strategy of the Jember Regency government which acts as a motivator, facilitator and dynamist in developing tourist villages and prospering the community around tourist villages in Jember Regency. The type of research used is descriptive - qualitative where the data obtained through observation, interviews and documentation. The results of the study indicate that the role and strategy of the Tourism Office in developing tourist villages by promoting through online media. Increased motivation by providing training and direction to the community. The tourism office is expected to pay more attention in terms of providing adequate facilities so that tourist villages in Jember Regency are more developed. In playing the role of the Village Government and the Jember Tourism Office as a whole, they are a source of new things. The implementation of various role fungi is carried out even though the obstacles in carrying out the objectives of the Tourism Village are getting heavier during the Covid 19 Pandemic. All of these tourist villages have produced a very high innovation by the Rowosari, Kemiri and Sidomulyo Village governments and based on directions from the Tourism Office along with the support of relevant stakeholders. support. During the Covid-19 pandemic, tourism activities are carried out in accordance with health protocols.

Keywords: *Role, Strategy of the Department of Tourism, Development, Tourism Village, Covid-19.*