

ABSTRAK

Penelitian ini dilakukan di Kampung Pempek Tanggo Rajo Cindo Palembang dengan menggunakan metode penelitian kualitatif deskriptif. Penelitian ini bertujuan untuk mengidentifikasi model *Sustainability Community Based Tourism* (CBT) pada wisata kuliner serta menganalisis strategi pengembangan sustainability CBT dengan menggunakan analisis SWOT. Teknik pengumpulan data meliputi wawancara, kuesioner, dokumentasi, dan studi pustaka, dengan 100 responden yang dipilih menggunakan rumus Slovin. Analisis data menggunakan metode SWOT (*Strengths, Weakness, Opportunity and Threats*) yang mendapatkan hasil skor Matriks IFAS (*Internal Factory Analysis Summary*) sebesar 1,21 dan EFAS (*External Factory Analysis Summary*) sebesar 1,50, menempatkan strategi pada kuadran I (*growth-oriented strategy*). Hasil penelitian menunjukkan bahwa untuk mendukung ekonomi berkelanjutan, Kampung Pempek perlu memanfaatkan harga terjangkau, lokasi strategis, dan eksposur media untuk promosi, serta mengembangkan fasilitas penunjang seperti pusat informasi dan souvenir. Secara sosial-budaya, pengembangan festival, pelatihan kuliner berbasis budaya lokal, serta peningkatan partisipasi masyarakat dan fasilitas edukasi budaya sangat diperlukan. Dari aspek lingkungan, penataan sungai, pengelolaan sampah, serta perbaikan akses dan fasilitas kebersihan menjadi prioritas untuk menciptakan kawasan wisata yang nyaman dan ramah lingkungan. Hasil akhir diperoleh sebuah model *Sustainability Community Based Tourism* yang mana dari ketiga dimensi berkelanjutan saling berkaitan.

Kata Kunci : *Sustainability, Community Based Tourism, Kampung Pempek Tanggo Rajo Cindo Palembang*

ABSTRACT

This research was conducted in Kampung Pempek Tanggo Rajo Cindo, Palembang, using a descriptive qualitative research method. The study aims to identify the Sustainability Model of Community Based Tourism (CBT) in culinary tourism and to analyze the development strategies for Sustainable CBT using SWOT analysis. Data collection techniques included interviews, questionnaires, documentation, and literature review, involving 100 respondents selected through the Slovin formula. Data analysis was performed using the SWOT method (Strengths, Weaknesses, Opportunities, and Threats), which yielded an IFAS (Internal Factor Analysis Summary) score of 1.21 and an EFAS (External Factor Analysis Summary) score of 1.50, placing the strategy in quadrant I (growth-oriented strategy). The results indicate that to support sustainable economic development, Kampung Pempek should leverage affordable pricing, strategic location, and media exposure for promotion, as well as develop supporting facilities such as information centers and souvenir shops. From a socio-cultural perspective, the development of festivals, culinary training based on local culture, increased community participation, and enhanced cultural education facilities are highly needed. Regarding the environmental aspect, river management, waste management, and improvements in access and sanitation facilities are prioritized to create a comfortable and environmentally friendly tourism area. The final outcome is a Sustainability Community Based Tourism model in which the three Sustainability dimensions are interconnected.

Keyword : Sustainability, Community Based Tourism, Kampung Pempek Tanggo Rajo Cindo Palembang