ABSTRAK

Penelitian ini bertujuan untuk menganalisis peran masyarakat lokal dalam pengelolaan dan pelestarian Danau Shuji sebagai destinasi wisata di Desa Lembak, Kabupaten Muara Enim. Pendekatan penelitian yang digunakan adalah kualitatif dengan metode studi kasus untuk memperoleh pemahaman mendalam mengenai dinamika partisipasi masyarakat. Data dikumpulkan melalui wawancara mendalam, observasi, dan dokumentasi. Hasil penelitian menunjukkan bahwa masyarakat lokal berperan aktif sebagai aktor utama dalam pengelolaan operasional, mulai dari petugas parkir, penjaga tiket, pemandu wisata, operator wahana, hingga pelaku UMKM. Keterlibatan ini menerapkan konsep *Community Based Tourism* (CBT), di mana masyarakat tidak hanya menjadi penerima manfaat, tetapi juga sebagai pengelola yang bertanggung jawab terhadap keberlangsungan wisata. Dalam aspek pelestarian, masyarakat menunjukkan komitmen nyata melalui kegiatan gotong royong rutin, program Jumat Bersih, penanaman pohon, dan pengelolaan sampah. Faktor pendorong utama partisipasi masyarakat adalah manfaat ekonomi yang dirasakan, rasa memiliki (*sense of belonging*) terhadap aset desa, serta dukungan dari pemerintah desa dan pengelola wisata. Sementara itu, faktor penghambat meliputi rendahnya kesadaran lingkungan pada sebagian pihak, keterbatasan fasilitas pendukung, serta kesibukan masyarakat. Penelitian ini menyimpulkan bahwa partisipasi aktif masyarakat merupakan kunci keberhasilan pengelolaan dan pelestarian Danau Shuji, sehingga diperlukan upaya penguatan kelembagaan dan edukasi berkelanjutan untuk memastikan keberlanjutan destinasi wisata ini agar tetap memberikan dampak positif secara sosial, ekonomi, dan ekologis bagi masyarakat Desa Lembak di masa depan.

Kata kunci: Partisipasi masyarakat, pengelolaan wisata, pelestarian lingkungan, Danau Shuji, dan *Community Based Tourism*

ABSTRACT

This study aims to analyze the role of the local community in the management and conservation of Shuji Lake as a tourist destination in Lembak Village, Muara Enim Regency. A qualitative approach with a case study method was employed to gain an in-depth understanding of the dynamics of community participation. Data were collected through in-depth interviews, observations, and documentation. The results indicate that the local community plays an active role as the primary actor in operational management, acting as parking attendants, ticket officers, tour guides, ride operators, and MSME players. This involvement implements the Community Based Tourism (CBT) concept, where the community is not merely a beneficiary but also a manager responsible for the sustainability of tourism. In terms of conservation, the community demonstrates concrete commitment through routine community service activities (gotong royong), "Clean Friday" programs, tree planting, and waste management. The main factors driving community participation are the felt economic benefits, a sense of belonging to the village assets, and support from the village government and tourism management. Meanwhile, inhibiting factors include low environmental awareness among some parties, limited supporting facilities, and the community's busy daily schedules. This study concludes that active community participation is the key to the successful management and conservation of Shuji Lake. Therefore, efforts to strengthen institutions and provide continuous education are necessary to ensure the sustainability of this tourist destination, allowing it to continue providing positive social, economic, and ecological impacts for the people of Lembak Village in the future.

Keywords: *Community participation, tourism management, environmental conservation, Shuji Lake, and Community Based Tourism.*