

ABSTRAK

Penelitian ini dimaksudkan untuk mendeskripsikan dampak pariwisata Kantu' Binua Istana (KABANA) terhadap kondisi sosial ekonomi masyarakat di Kelurahan Tanjung Sekayam Kecamatan Kapuas Kabupaten Sanggau. Jenis penelitian yang digunakan dalam penelitian ini adalah metode penelitian kualitatif, pengumpulan data dilakukan melalui observasi, wawancara, dan dokumentasi secara langsung di objek wisata Kantu' Binua Istana (KABANA). Hasil penelitian ini menunjukkan bahwa objek wisata Kabana memiliki daya tarik dan keunikan tersendiri sehingga layak untuk dikunjungi. Sarana dan prasarana yang disediakan sudah tergolong baik, namun tetap harus dilakukan penataan, perawatan, dan perbaikan terhadap sarana dan prasarana yang sudah mulai rusak. Perlunya pembangunan fasilitas umum yang belum ada seperti Wc umum dan lahan parkir. Strategi promosi yang digunakan oleh pemerintah dan masyarakat setempat masih kurang untuk memperkenalkan objek wisata Kabana kepada khalayak luas. Keberadaan objek wisata Kabana memberikan dampak positif dan negatif terhadap kondisi sosial ekonomi masyarakat.

Kata Kunci : Objek wisata, Dampak, Kondisi Sosial Ekonomi

ABSTRACT

This study aimed to describe the impact of *Kantu' Binua Istana* (KABANA) tourism on the socio-economic conditions of the community in Tanjung Sekayam Village, Kapuas District, Sanggau Regency. This study used the qualitative research method. The techniques of data collection were observation, interview, and documentation directly the *Kantu' Binua Istana* (KABANA) tourism object. The results of this study showed that the KABANA tourism object had its own charm and uniqueness so it was worth a visit. The facilities and infrastructure provided were already classified as good, but they still had to be arranged, maintained, and repaired especially to the damaged facilities and infrastructure. The construction of public facilities that did not yet exist such as public toilets and parking lots was necessary. The promotional strategy used by the government and local communities was still lacking to introduce the KABANA tourism object to a wide audience. The existence of the KABANA tourism object had a positive and negative impact on the socio-economic conditions of the community.

Keywords: Tourism Object, Impact, Socio-economic Condition

