

Komitmen Organisasi Pada Anggota Kelompok Sadar Wisata Di Pantai Perawan Desa Sidoasri

Barraq Mathla'il Fajar¹, Hesty Yuliasari²

RINGKASAN

Latar Belakang Masalah: Komitmen organisasi merupakan aspek penting dalam menjaga keberlangsungan dan efektivitas kelompok sadar wisata (Pokdarwis) sebagai penggerak utama pariwisata berbasis masyarakat. Tanoa komitmen yang kuat, partisipasi dan keberlanjutan kegiatan Pokdarwis dapat menurun.

Tujuan penelitian: Penelitian ini bertujuan untuk mengidentifikasi dan mendeskripsikan bentuk komitmen organisasi pada anggota Pokdarwis di Pantai Perawan, Desa Sidoasri, serta faktor-faktor yang memengaruhinya.

Metode: Penelitian menggunakan pendekatan kualitatif dengan desain studi kasus. Partisipan dipilih menggunakan teknik *purposive sampling*, terdiri dari lima anggota aktif Pokdarwis dan lima *significant others* partisipan pasif. Data analisis menggunakan teknik *open coding* dan triangulasi sumber.

Hasil: Terdapat tiga bentuk komitmen organisasi yang muncul pada anggota Pokdarwis, yaitu komitmen afektif berupa keterikatan emosional, komitmen *continuance* berupa kesadaran atas manfaat dan konsekuensi dan komitmen normatif berupa rasa tanggung jawab organisasi. Keunikan temuan terletak pada dimensi *continuance*, di mana partisipan memilih bertahan bukan karena keuntungan materi, tetapi karena kepedulian terhadap organisasi serta nilai-nilai non materi seperti kebersamaan dan makna sosial. Faktor-faktor penghambat komitmen mencakup ketidakjelasan insentif, lemahnya koordinasi dan minimnya apresiasi.

Kesimpulan: komitmen organisasi yang kuat perlu dibangun dan dipelihara melalui komunikasi yang terbuka, pembinaan berkelanjutan, dan sistem penghargaan yang adil, agar Pokdarwis dapat terus berkontribusi dalam pengembangan pariwisata berbasis masyarakat secara berkelanjutan.

Kata kunci: Komitmen Organisasi, Pokdarwis, Komitmen *Continuance*, Sidoasri

¹ Mahasiswa Program Studi (S1) Psikologi Universitas Jenderal Achmad Yani Yogyakarta

² Dosen Program Studi (S1) Psikologi Universitas Jenderal Achmad Yani Yogyakarta

Organizational Commitment to Tourism Awareness Group Members at Virgin Beach Sidoasri Village

Barraq Mathla'il Fajar³, Hesty Yuliasari⁴

ABSTRACT

Background: organizational commitment is a crucial aspect in maintaining the sustainability and effectiveness of *Kelompok Sadar Wisata (Pokdarwis)*, or Tourism Awareness Groups, as key drivers of community-based tourism. Without strong commitment, the participation and continuity of Pokdarwis activities may decline.

Research Objective: This study aims to identify and describe the forms of organizational commitment among Pokdarwis members at Pantai Perawan, Sidoasri Village, as well as the factors that influence it.

Method: This research employs a qualitative approach with a case study design. Participants were selected using purposive sampling, consisting of five active Pokdarwis members and five passive significant others. Data were analyzed using open coding techniques and source triangulation.

Result: Three forms of organizational commitment were identified among Pokdarwis members: affective commitment (emotional attachment), continuance commitment (awareness of benefits and consequences), and normative commitment (sense of responsibility to the organization). A unique finding emerged in the continuance dimension, where participants chose to remain not because of material gain, but due to concern for the organization and non-material values such as togetherness and social meaning. Inhibiting factors included unclear incentives, weak coordination, and lack of appreciation for members' contributions.

Conclusion: Strong organizational commitment must be built and maintained through open communication, continuous development, and a fair reward system, so that Pokdarwis can consistently contribute to the sustainable development of community-based tourism.

Keywords: Organizational Commitment, Pokdarwis, Continuance Commitment, Sidoasri

³ Undergraduate Student, Psychology Study Program, Universitas Jenderal Achmad Yani Yogyakarta

⁴ Lecturer, Psychology Study Program, Universitas Jenderal Achmad Yani Yogyakarta