

ABSTRAK

Desa Mepar merupakan destinasi wisata berbasis sejarah dan budaya di Kabupaten Lingga yang terus dikembangkan melalui berbagai program pemerintah. Keberhasilan pengembangannya dipengaruhi oleh dukungan pemerintah dan partisipasi masyarakat. Penelitian ini bertujuan menganalisis pengaruh Dukungan Pemerintah dan Partisipasi Masyarakat terhadap Pengembangan Destinasi Wisata Desa Mepar, Kecamatan Lingga, Kabupaten Lingga. Penelitian menggunakan pendekatan kuantitatif dengan metode survei melalui penyebaran kuesioner kepada 97 responden masyarakat Desa Mepar. Data dianalisis menggunakan regresi linier berganda dengan bantuan IBM SPSS versi 26. Hasil penelitian menunjukkan bahwa secara parsial Dukungan Pemerintah berpengaruh positif dan signifikan terhadap Pengembangan Destinasi Wisata Desa Mepar ($t\text{-hitung} = 3,741$; $\text{sig.} = 0,000 < 0,05$). Partisipasi Masyarakat juga berpengaruh positif dan signifikan ($t\text{-hitung} = 3,722$; $\text{sig.} = 0,000 < 0,05$). Secara simultan, kedua variabel berpengaruh signifikan terhadap Pengembangan Destinasi Wisata ($F\text{-hitung} = 144,641$; $\text{sig.} = 0,000 < 0,05$). Nilai Adjusted R Square sebesar 0,750 menunjukkan bahwa kedua variabel mampu menjelaskan 75% variasi Pengembangan Destinasi Wisata, sedangkan 25% dipengaruhi faktor lain di luar penelitian. Dengan demikian, dukungan pemerintah dan partisipasi masyarakat berperan penting dalam mendukung pengembangan destinasi wisata Desa Mepar.

Kata Kunci: Dukungan Pemerintah, Partisipasi Masyarakat, Pengembangan Destinasi Wisata

ABSTRACT

Mepar Village is a historical and cultural tourism destination in Lingga Regency that continues to be developed through various government programs. Its development is influenced by government support and community participation. This study aims to analyze the influence of Government Support and Community Participation on the Development of the Mepar Village Tourism Destination in Lingga District, Lingga Regency. This research employed a quantitative approach using a survey method by distributing questionnaires to 97 residents of Mepar Village. The data were analyzed using multiple linear regression with the assistance of IBM SPSS version 26. The results showed that, partially, Government Support had a positive and significant effect on the Development of the Mepar Village Tourism Destination ($t\text{-value} = 3.741$; $\text{sig.} = 0.000 < 0.05$). Community Participation also had a positive and significant effect ($t\text{-value} = 3.722$; $\text{sig.} = 0.000 < 0.05$). Simultaneously, both variables had a significant effect on Tourism Destination Development ($F\text{-value} = 144.641$; $\text{sig.} = 0.000 < 0.05$). The Adjusted R Square value of 0.750 indicates that both independent variables explain 75% of the variation in Tourism Destination Development, while the remaining 25% is influenced by other factors outside the scope of this study. Therefore, government support and community participation play an important role in promoting the development of the Mepar Village tourism destination.

Keywords: Government Support, Community Participation, Tourism Destination Development

