

ABSTRACT

Kebonagung tourism village is one of the tourist villages in Bantul Regency known as the agricultural and cultural education. The management of tourist villages is needed by a community group to be able to manage the resources optimally. Community groups in the tourist village of Kebonagung are called Tourism Awareness Groups / *Kelompok Sadar Wisata* (Pokdarwis). However, human resource management through Pokdarwis is still not optimal. Human resource management is very important, because it will increase the development of tourism potential therefore it can bring tourists. This research was conducted to know the level of optimization of human resource management in Kebonagung Village through Pokdarwis and to know development of potential in Kebonagung Tourism Village.

This research is a descriptive study with qualitative assessors. Data collection techniques were carried out by interview, observation, documentation, and literature review. Interviews in this study were conducted with Pokdarwis administrators and Kebonagung tourist village communities.

The results of the study explained that human resource management through Pokdarwis in developing tourism potential includes two indicators namely the development and maintenance of human resources. From the development indicators there are four sub-indicators such as increasing productivity, improving the quality, attracting and good hold labor, and supporting personal growth. Meanwhile maintenance indicators are such as communication and welfare. Based on research findings in human resource development, it is explained that there were efforts done in the development such as monthly meetings, training and empowerment. However, there were shortcomings such as the involvement of the younger generation in developing tourism potential which was still low. Further findings in the maintenance of human resources explained that the communication carried out by Pokdarwis was still not optimal, especially communication with the village government. Moreover, the welfare aspect had not been felt by the community because of the small number of visitors so that it influenced the income.

Conclusion of this study indicated that human resource management in Kebonagung Village had not been done optimally. Human resource management in Kebonagung Village was not free from obstacles, namely: lack of involvement from the younger generation in the management of tourist villages and the role of the Village Government which was still very low. In addition, the results of this study have moderate potential classes. This can be explained that the existing potential has not been fully managed properly, but still needs improvement and development in managing existing potential such as the accessibility, facilities and infrastructure. The aim is to increase the number of tourists to visit the Kebonagung Bantul Tourism Village in Yogyakarta.

Keywords: *Optimization, Human Resource Management, Tourist Village*