

**Studi Komparatif Desa Wisata Kandri Dan Desa Wisata Jatirejo Dalam Penerapan  
*Community-Based Tourism*** (Comparative Study of Kandri Tourism Village and Jatirejo  
Tourism Village in the Implementation of Community-Based Tourism).

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**ABSTRACT**

*This study evaluates and compares the effectiveness of the implementation of the Community-Based Tourism (CBT) concept in Kandri Tourism Village and Jatirejo Tourism Village, located in Semarang City. The study focused on five main aspects: economic, social, cultural, political, and environmental. The approach used was descriptive qualitative with a case study method. Data were collected through in-depth interviews, direct observation, and documentation, with informants selected purposively. The findings indicate that Kandri Village, which has been a tourist village since 2012 and is categorized as "advanced," is able to implement CBT principles more effectively. This is evident in the active involvement of the community, increased local income, and cultural preservation integrated into the tourism product. In contrast, Jatirejo Village, which has only been developing since 2019 and is still a "pioneer" village, still faces various obstacles such as weak coordination between managers, less than optimal promotion, and limited community involvement. Nevertheless, Jatirejo has great potential that can be developed through institutional and human resource strengthening. The conclusion of this study states that Kandri Village is more successful in implementing CBT than Jatirejo. However, both villages still have the potential for growth if they receive strategic support for sustainable planning and management. The results of this study are expected to serve as a reference for developing community-empowerment-based tourism villages.*

***Keywords: community-based tourism, tourist villages, comparative studies, and community participation***