

ABSTRAK

Dalam penelitian ini merumuskan permasalahan bagaimana karakteristik masyarakat di Desa Bere-Bere dan apa saja penerapan pelayanan *hospitality* bagi masyarakat Bere-Bere. Penelitian ini bertujuan untuk mengetahui karakter dan pelayanan *hospitality* bagi masyarakat Desa Bere-Bere. Jenis metode yang digunakan dalam penelitian adalah metode kualitatif, dengan menggunakan teknik pengumpulan data yaitu wawancara, observasi, dokumentasi, dan studi pustaka. Adapun teknik analisis data yang digunakan dalam penelitian adalah analisis SWOT. Sementara kerangka konseptual yang digunakan untuk menganalisis permasalahan dalam penelitian ini adalah konsep pelayanan *hospitality*. Hasil penelitian menunjukkan bahwa bahwa karakter masyarakat Desa Bere-Bere dipengaruhi oleh faktor budaya dan lingkungan, di mana kedua faktor tersebut mencerminkan kelemahan dan kekuatan yang menjadi peluang sekaligus ancaman dalam mengembangkan pelayanan *hospitality* di Desa Bere-Bere, sedangkan penerapan pelayanan *hospitality* dilakukan oleh masyarakat Desa Bere-Bere dapat dilihat melalui perhitungan kuesioner penerapan sikap ramah masyarakat Desa Bere-Bere, dari responden yang berkunjung di Desa Bere-Bere, dan juga penerapan sektor pelayanan *hospitality* dari kelompok sadar wisata (POKDARWIS) melalui sebuah sistem yang terpadu.

Kata Kunci: *Hospitality*, Masyarakat, Desa Bere-Bere.

ABSTRAK

This research formulates the problem of how the characteristics of the community in Bere-Bere Village and what are the applications of hospitality services for the Bere-Bere community. This study aims to determine the character and hospitality services for the people of Bere-Bere Village. The types of method used in this research is a qualitative method, using data collection techniques, namely interviews, observations, documentation, and literature studies. The data analysis technique used in this research is a SWOT analysis. Meanwhile, the conceptual framework used to analyze the problems in this research is the concept of hospitality services. The results show that the character of the Bere-Bere Village community is influenced by cultural and environmental factors, where both of these factors reflect weaknesses and strengths that are opportunities as well as threats in developing hospitality services in Bere-Bere Village, while the implementation of hospitality services is carried out by the Village community. Bere-Bere can be seen through the calculation of the questionnaire on the application of the friendly attitude of the Bere-Bere Village community, from respondents who visited Bere-Bere Village. and also the application of the hospitality service sector from the tourism awareness group (POKDARWIS) through an integrated system.

Key words: Hospitality, Community, Bere-Bere Village.