

IDENTIFIKASI POTENSI PENGEMBANGAN EKOWISATA GEOFOREST WATU PAYUNG

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INTISARI

Hutan memiliki potensi ekowisata yang tinggi. Salah obyek ekowisata di Gunungkidul yaitu *Geoforest* Watu Payung. Obyek wisata ini tergolong baru. Penelitian bertujuan untuk mengidentifikasi potensi ekowisata berdasarkan persepsi wisatawan dan masyarakat lokal serta alternatif pengembangan ekowisata. Penelitian dilaksanakan di wisata alam *Geoforest* Watu Payung, Desa Girisuko, Kecamatan Panggang Gunungkidul pada bulan Juni hingga bulan November 2019. Metode pengambilan data dilakukan dengan wawancara atau kuisisioner dan observasi langsung. Analisis data dilakukan dengan analisis deskriptif dan analisis SWOT. Hasil penelitian yaitu potensi ekowisata berdasarkan wisatawan adalah daya tarik wisata menarik, infrastruktur wisata mendukung, fasilitas wisata mendukung, wisatawan merasa nyaman dan puas dalam melakukan aktivitas. Potensi ekowisata berdasarkan masyarakat lokal dapat meningkatkan partisipasi masyarakat, menyediakan usaha ekonomi masyarakat, manfaat masyarakat sekitar. Alternatif pengembangan ekowisata yaitu strategi SO melakukan promosi obyek wisata, sosialisasi kepada masyarakat, menambah dan memperbaiki infrastruktur, kerja sama dengan pihak luar. Strategi WO diadakan pelatihan kepada masyarakat, menambah tenaga kerja, meningkatkan minat wisatawan, penambahan spot foto, menambah sumber pendanaan. Strategi ST memiliki modal sendiri, pendirian koperasi. Strategi WT meningkatkan partisipasi masyarakat, pembuatan taman di sekitar obyek Wisata Watu Payung.

Kata kunci: ekowisata, wisata alam, potensi, strategi

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THE IDENTIFICATION OF POTENTIAL ECOTOURISM DEVELOPMENT *GEOFOREST* WATU PAYUNG

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ABSTRACT

The forest has a high potential ecotourism. On of ecotourism in Gunungkidul is Geoforest Watu Payung. This ecotourism is relatively new. The research objective in Geoforest was to identify the potential of ecotourism and alternative development of ecotourism. This Geoforest Watu Payung located in Girisuko village, Panggang district, Gunungkidul regency. This research was conducted July to November 2019. The data was collected using quisioner by interview. Observation of the site location was done to describe the Geoforest Watu Payung condition. The analysis data was done using SWOT. The result of the research shows that based on tourist perception attraction of Geoforest Watu Payung ecotourism, infrastructure and facility is supported, the tourist is satisfied and comfortable with activities in Geoforest Watu Payung ecotourism. Based on local community perception the Geoforest ecotourism can improve the participation of the community, provide economic benefit to the community. The alternative of ecotourism development Strengt Opportunities are promotion, socialization to the community, improve the infrastructure, cooperation with other stakeholder. Weakness Opportunity are held training for the community, increase the number of labor, increase tourist interest, add photo spots, increase funding sources. Strenght Threats strategy are owning the capital, establishment the cooperative, Weakness Threats strategy are increase community participation and development gardent around the Geoforest Watu Payung ecotourism.

Keywords: ecotourism, natural tourism, potency, strategy

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