

STRATEGI PENGELOLAAN EKOWISATA BERBASIS MASYARAKAT DI WISATA PINTOE LANGIT DAHROMO, RPH MANGUNAN, KPH YOGYAKARTA

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INTISARI

Salah satu pemanfaatan hutan berupa jasa lingkungan adalah ekowisata berbasis masyarakat yang bertujuan untuk meningkatkan kesejahteraan masyarakat dengan potensi sumber daya alam yang ada. Penelitian ini dilakukan di wisata Pintoe Langit Dahromo dengan tujuan penelitian yaitu: (1) mengetahui pengelolaan ekowisata berdasarkan aspek kelola kelembagaan, kawasan, dan usaha (2) menganalisis *S.W.O.T* pengelolaan wisata (3) merumuskan strategi pengembangan di masa pandemi Covid-19. Metode penelitian yang digunakan adalah wawancara mendalam, kuesioner, observasi lapangan, dan studi. Analisis data menggunakan analisis kualitatif, analisis *S.W.O.T*, dan analisis kuantitatif. Hasil penelitian menunjukkan (1) pengelolaan wisata Pintoe Langit Dahromo terdapat beberapa aspek seperti struktur organisasi, tugas dari setiap pengelola, tata kelola kawasan, pengelolaan tegakan, perawatan fasilitas wisata, penerimaan penghasilan dan jenis usaha baru atau usaha wisata. (2) Kelebihan yang dimiliki adalah penyusun vegetasi beragam. Kelemahannya yaitu wisata yang tidak beroperasi sehingga banyak anggota yang mengundurkan diri. Peluang yaitu potensi tinggi dari pasar bambu dan potensi nilai budaya Desa Muntuk. Ancaman yaitu kompetitor dan pandemi Covid-19. Strategi kekuatan-peluang salah satunya mengadakan atraksi berdasarkan nilai budaya, strategi kelemahan-peluang salah satunya menyiapkan fasilitas protokol kesehatan, strategi kekuatan-ancaman salah satunya membuat *Souvernir* berbahan dasar bambu, dan strategi kelemahan-ancaman salah satunya melakukan kerja sama dengan pihak CSR. (3) Strategi pengelolaan wisata Pintoe Langit Dahromo disaat pandemi Covid-19 berupa berkonsultasi terhadap pihak Koperasi Noto Wono terkait kesiapan operasional disaat pandemi Covid-19, merencanakan kelola usaha baru melalui kerajinan bambu dan melaksanakan sayembara desain spot foto dan *souvenir* berbahan dasar bambu.

Kata kunci : Pintoe Langit Dahromo, Ekowisata, Covid-19

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COMMUNITY-BASED ECOTOURISM MANAGEMENT STRATEGY IN PINTOE LANGIT DAHROMO, RPH MANGUNAN, KPH YOGYAKARTA

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ABSTRACT

Community-based ecotourism is one of the environmental service utilization which used natural resources for the improvement of public welfare. This research was conducted at Pintoe Langit Dahromo, which the purpose of this research is to (1) understand the ecotourism management based on institutional management, location, and business management (2) S.W.O.T analysis of the tourism management (3) formulate the development strategy during this Covid-19 pandemic. The methods used in this research is in-depth interviews, questionnaires, field observations and based on literature. Data analysis using qualitative, S.W.O.T, and quantitative analysis. The results showed (1) some aspects of the tourism management of Pintoe Langit Dahromo such as organization structures, the duties of each management, location management, management of establishments, tourism facility maintenance, tourism income receipt and perception. (2) The strategy based on S.W.O.T analysis are the advantages of Pintoe Langit Dahromo's tourism is tourist sites are composed of diverse vegetation. While the weaknesses are tours that do not operate and members who resign. The opportunities are the high potential of the bamboo market, and the potential for the cultural value of Muntuk Village. The threats are the competitor and Covid-19 pandemic. One of the Strengths-Opportunities strategies is holding an attraction based on cultural values, the Weakness-Opportunities strategies is providing health protocol facilities according to the government policies, the Strengths-Threats strategies is making some souvenirs made from bamboo, and the Weakness-Threat strategies is cooperating with the CSR. Meanwhile the tourism management strategy during the covid 19 pandemic in the form of consulting with Koperasi Noto Wono about operation readiness during Covid-19 pandemic, planning to manage new businesses through bamboo handicrafts and carrying out photo spot design competitions and bamboo-based souvenirs.

Keyword : Pintoe Langit Dahromo, Ecotourism, Covid-19.

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