

**POTENSI KEANEKAAN DAN DAYA TARIK BURUNG  
UNTUK PENGEMBANGAN EKOWISATA *BIRDWATCHING*  
DI DESA WISATA JATIMULYO, KABUPATEN KULON PROGO**

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**INTISARI**

Desa Wisata Jatimulyo dengan luas 1.629,06 ha mempunyai keanekaan burung yang cukup tinggi dan berpotensi untuk dikembangkan menjadi ekowisata *birdwatching*. Berdasarkan hasil penelitian menggunakan metode Daftar Jenis MacKinnon pada 5 jalur *birdwatching* tercatat sebanyak 33 jenis burung yang terbagi dalam 19 famili. Melalui penilaian daya tarik burung untuk ekowisata *birdwatching* berdasarkan indikator sebaran wilayah, wilayah jelajah, kelangkaan (terancam punah/dilindungi), ukuran tubuh (morfologi), dan pendapat pengunjung dihasilkan 11 jenis burung yang menarik untuk dijadikan atraksi/obyek ekowisata *birdwatching*. Jenis-jenis burung tersebut yaitu Pijantung Kecil (*Arachnothera longirostra*), Pijantung Besar (*Arachnothera robusta*), Burung Madu Jawa (*Aethopyga mystacalis*), Pelatuk Besi (*Dinopium javanense*), Elangular Bido (*Spilornis cheela*), Perenjak Gunung (*Prinia superciliaris*), Kadalan Birah (*Phaenicophaeus curvirostris*), Ciung-air Jawa (*Mixornis flavicollis*), Cekakak Jawa (*Halcyon cyanoventris*), Walik Kembang (*Ptilinopus melanospilus*), dan Srigunting Kelabu (*Dicrurus leucophaeus*).

Hasil dari kuesioner memperlihatkan sebanyak 94,77% responden bersedia menjadi pengunjung ekowisata *birdwatching*. Hal ini menunjukkan bahwa minat responden terhadap kegiatan ekowisata *birdwatching* cukup tinggi. Aspek amenities dan aksesibilitas yang tersedia di lokasi masih cukup minim dan perlu ditingkatkan agar dapat memenuhi kebutuhan pengunjung. Fasilitas yang belum tersedia namun sangat dibutuhkan oleh pengunjung yaitu buku panduan identifikasi burung, petunjuk jalur pengamatan burung, peta jalur, persewaan binokuler, dan lain-lain. Berdasarkan analisis SWOT terdapat beberapa alternatif strategi yang direkomendasikan untuk pengembangan ekowisata *birdwatching* di Desa Wisata Jatimulyo. Dengan pengembangan ekowisata *birdwatching* diharapkan memberikan manfaat bagi masyarakat sekitar maupun pengunjung.

Kata kunci: Desa Wisata Jatimulyo, *birdwatching*, potensi daya tarik, minat pengunjung, analisis SWOT

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**BIRD DIVERSITY AND ATTRACTION POTENTIALS  
FOR BIRDWATCHING ECOTOURISM DEVELOPMENT  
IN JATIMULYO TOURISM VILLAGE, KULON PROGO REGENCY**

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**ABSTRACT**

Jatimulyo Tourism Village with 1.629,06 ha area has a quite high bird diversity and potentially to be developed as birdwatching ecotourism. Based on the research findings using MacKinnon's Lists Technique in 5 birdwatching tracks, there are 33 types of birds listed, which were classified into 19 familia. Through the bird's attraction assessment for birdwatching ecotourism which based on area distribution indicator, home range, rarity (endangered/protected), body size (morphology), and visitors' opinions, was found that there are 11 interesting types of birds to be used as the attraction/object of birdwatching ecotourism. The types of the birds are Pijantung Kecil (*Arachnothera longirostra*), Pijantung Besar (*Arachnothera robusta*), Burung Madu Jawa (*Aethopyga mystacalis*), Pelatuk Besi (*Dinopium javanense*), Elangular Bido (*Spilornis cheela*), Perenjaj Gunung (*Prinia superciliaris*), Kadalan Birah (*Phaenicophaeus curvirostris*), Ciung-air Jawa (*Mixornis flavicollis*), Cekakak Jawa (*Halcyon cyanoventris*), Walik Kembang (*Ptilinopus melanospilus*), and Srigunting Kelabu (*Dicrurus leucophaeus*).

The result of the questioner showed that 94,77% respondents are willing to be visitors of birdwatching ecotourism. It shows that respondents' interest on birdwatching ecotourism activity is quite high. The amenity and accessibility aspects which was shown on the site are still quite minimal and need to be improved in order to fulfill the needs of the visitors. Some facilities which have not available yet but are urgently needed by visitors are birds identification guidebooks, track maps, binocular rentals, and others. Based on SWOT analysis, there are several alternative strategies which are recommended for the development of birdwatching ecotourism in Jatimulyo Tourism Village. Using the development of birdwatching ecotourism, it is expected to provide some benefits for the surrounding communities and visitors.

**Keywords:** Jatimulyo Tourism Village, birdwatching, attraction potentials, visitors' interest, SWOT analysis

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