

Social Capital of Communities Around Forest Areas in Bukit Mojo Nature Tourism Development, RPH Mangunan, D.I. Yogyakarta

ABSTRACT

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Nature tourism at RPH Mangunan under the auspices of the Noto Wono Cooperative is a successful example of managing natural tourism in protected forests, but not all natural tourism operators can be said to be successful. RPH Mangunan has 7 natural tourism operators, but in fact there is 1 operator whose average number of visitors per year is far below the average number of visitors for the other six operators. The condition is currently unable to operate again after the closure of natural tourism due to the COVID-19 pandemic. The operator of this natural tourism is Mojo Hill. Based on the description above, it is suspected that there is a problem of community participation and that the community's social capital has not been utilized to support the management of Bukit Mojo's natural tourism.

This study aims to look at the social conditions and income of the community around the Mojo hill forest area and to formulate a strategy for developing natural tourism in the Mojo hill forest area based on the conditions of social capital and community income around the Mojo hill forest. This research uses mixed research (quantitative and qualitative). Data was collected by means of interviews using questionnaires, in-depth interviews, field observations, and literacy studies. Data were analyzed using tabulation analysis, income analysis, SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats) and QSPM (Quantitative Strategic Planning Matrix).

The results showed that the Kediwung hamlet community located around the Bukit Mojo Natural tourist area had high social capital based on the dimensions of trust and solidarity; collective action and cooperation; information and communication; social cohesion and inclusion. Meanwhile, the dimensions of groups and networks as well as empowerment and political action are in the medium category. The income of the community both before and after the pandemic was dominated by non-agricultural products, where the contribution of income from trade contributed the highest percentage. Then based on the SWOT analysis, the management strategy of Bukit Mojo Nature Tourism can use a supportive and aggressive strategy by taking advantage of the strength and opportunity factors. Meanwhile, based on the QSPM analysis, there are 10 strategic priority sequences that can be applied by managers.

Keywords: Social Capital, Nature Tourism, Development Strategy

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Modal Sosial Masyarakat Sekitar Kawasan Hutan Dalam Pengembangan Wisata Alam Bukit Mojo, RPH Mangunan, D.I. Yogyakarta

INTISARI

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Wisata Alam di RPH Mangunan dibawah naungan Koperasi Noto Wono merupakan contoh sukses pengelolaan wisata alam di hutan lindung, tetapi tidak semua operator wisata alamnya bisa dikatakan sukses. RPH Mangunan memiliki 7 operator wisata alam, tetapi pada kenyataannya ada 1 operator yang memiliki jumlah pengunjung rata-rata per tahun jauh di bawah rata-rata pengunjung keenam operator lainnya. Kondisinya saat ini belum bisa beroperasi kembali setelah penutupan wisata alam karena pandemi covid-19. Operator wisata alam ini adalah Bukit Mojo. Berdasarkan uraian diatas, diduga ada persoalan partisipasi masyarakat dan belum termanfaatkannya modal sosial masyarakat untuk mendukung pengelolaan wisata alam Bukit Mojo.

Penelitian ini bertujuan untuk melihat kondisi modal sosial serta pendapatan masyarakat disekitar kawasan hutan bukit Mojo serta merumuskan strategi pengembangan wisata alam kawasan hutan bukit Mojo berdasarkan kondisi modal sosial dan pendapatan masyarakat yang ada di sekitar hutan bukit Mojo. Penelitian ini menggunakan penelitian campuran (kuantitatif dan kualitatif). Pengumpulan data dilakukan dengan wawancara menggunakan kuesioner, wawancara mendalam, observasi lapangan, dan studi literasi. Data dianalisis dengan menggunakan analisis tabulasi, analisis pendapatan, analisis SWOT (Strengths, Weaknesses, Opportunities, and Threats) dan QSPM (Quantitative Strategic Planning Matrix).

Hasil penelitian menunjukkan bahwa masyarakat pedukuhan Kediwung yang berada disekitar Kawasan wisata Alam Bukit Mojo memiliki modal sosial yang tinggi dilihat berdasarkan dimensi kepercayaan dan solidaritas; aksi kolektif dan kerjasama; informasi dan komunikasi; kohesi dan inklusi sosial. Sementara untuk dimensi kelompok dan jaringan serta pemberdayaan dan aksi politik berada pada kategori sedang. Untuk pendapatan masyarakat baik sebelum maupun setelah pandemi didominasi oleh hasil non pertanian, dimana kontribusi pendapatan dari perdagangan menyumbang presentase paling tinggi. Kemudian Berdasarkan analisis SWOT strategi pengelolaan Wisata Alam Bukit Mojo dapat menggunakan strategi mendukung dan agresif dengan memanfaatkan faktor kekuatan dan peluang. Adapun berdasarkan analisis QSPM terdapat 10 urutan prioritas strategi yang bisa di terapkan oleh pengelola.

Kata kunci: Modal Sosial, Wisata Alam, Strategi Pengembangan

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