

KETERLIBATAN MASYARAKAT DESA SAMANGKI KECAMATAN SIMBANG KABUPATEN MAROS SULAWESI SELATAN DALAM PENGELOLAAN KAWASAN WISATA BANTIMURUNG DI ERA PANDEMI COVID-19

Muhammad Syafaad¹, Kaharuddin²

INTISARI

Keterlibatan masyarakat merupakan hal yang wajib dilakukan untuk menunjang terlaksananya pengelolaan pariwisata yang mengedepankan pemberdayaan dan pelestarian budaya sebagai obyek atraksi utama wisata. Penelitian ini bertujuan untuk mengetahui dampak implikasi pandemi *covid-19* terhadap perubahan keterlibatan masyarakat dalam pengelolaan Kawasan Wisata Bantimurung sebelum dan era *new normal*.

Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Data yang dibutuhkan dalam penelitian ini adalah data primer dan data sekunder. Pengumpulan data primer dilakukan dengan observasi dan kuisioner. Penentuan responden/sampel dengan cara pengambilan sampel Sensus. Data sekunder kelurahan simbang kabupaten maros analisis data menggunakan model analisis uji beda.

Hasil penelitian menunjukkan keterlibatan pelaku usaha Wisata Kawasan Wisata Bantimurung sebelum dan era *new normal* memiliki perbedaan signifikan. Hal tersebut dipengaruhi oleh karakteristik, bentuk keterlibatan, serta implikasi pendapatan pelaku usaha wisata. Karakteristik meliputi umur, jenis kelamin, pendidikan terakhir, pekerjaan utama, pekerjaan sampingan, dan tanggungan keluarga. Dalam bentuk keterlibatan terdapat 2 aspek pelaksanaan dan pemanfaatan. Dari segi aspek pelaksanaan ada keterlibatan tenaga, harta, dan keterampilan, dan aspek pemanfaatan terdapat bentuk keberhasilan. Implikasi pendapatan mengetahui besaran pendapatan bulanan dan tahunan yang nantinya akan dibandingkan sebelum dan era *new normal* serta membandingkan dengan ump setempat. perbedaan keterlibatan terjadi sebelum dan era *new normal*, mulai dari pembersihan kawasan, sarana prasana, konsumsi, atraksi khas hingga keberhasilan kegiatan. keterlibatan aktif masyarakat dalam proses pembangunan dari pelaksanaan, dan pemanfaatan sebagai komponen utama dalam pembangunan pariwisata berbasis masyarakat. Di era pandemi covid-19 baik sebelum dan sesudah pelaku usaha wisata menjalankan kewajiban dan hak dalam membantu pengembangan pengelolaan Kawasan Wisata Bantimurung.

Kata Kunci : Keterlibatan, Pengelolaan Kawasan Wisata Bantimurung,
Karakteristik, Implikasi Pendapatan, Pandemi

1 Mahasiswa Departemen Konservasi Sumberdaya Hutan, Fakultas Kehutanan, Universitas Gadjah Mada.

2 Dosen Departemen Konservasi Sumberdaya Hutan, Fakultas Kehutanan, Universitas Gadjah Mada.

THE INVOLVEMENT OF THE PEOPLE OF SAMANGKI VILLAGE, SIMBANG DISTRICT, MAROS REGENCY, SOUTH SULAWESI IN THE MANAGEMENT OF THE BANTIMURUNG TOURIST AREA IN THE ERA OF THE COVID-19 PANDEMIC

Muhammad Syafaad¹, Kaharuddin²

ABSTRACT

Community involvement is something that must be done to support the implementation of tourism management that prioritizes empowerment and cultural preservation as the main tourist attraction. This study aims to determine the impact of the covid-19 pandemic on changes in community involvement in the management of the bantimurung tourism area before and during the pandemic.

This study uses a quantitative approach with the survey method. The data needed in this study are primary data and secondary data. Primary data collection is done by observation and questionnaires. Determination of respondents/samples by means of Census. The secondary data of the sbalanced district of maros regency. The data analysis used the differential test analysis model.

The results showed that the involvement of tourism businesses in the bantimurung tourism area before and during the pandemic had a significant difference. This is influenced by the characteristics, forms of involvement, and the income implications of tourism business actors. the characteristics include age, gender, last education, main job, side job, and family dependents. In the form of involvement, there are 2 aspects of implementation and utilization. From the implementation aspect, there is the involvement of personnel, assets, and skills. and the utilization aspect has a form of success. The income implication is knowing the amount of monthly and annual income which will be compared before and during the pandemic and comparing it with the local district minimum wage. Differences in involvement occurred before and during the pandemic, ranging from area cleaning, infrastructure, consumption, special attractions to the success of activities. Active community involvement in the development process from implementation, and utilization as a main component in community-based tourism development. in the era of the covid-19 pandemic, both before and after tourism business actors carry out their obligations and rights in assisting the development of the management of the bantimurung tourist area.

Keywords: farmers motivation, community forest management, wood crafts, pandemic

¹ Student of Forest Conservation of Forest Resources Departement, Faculty of Forestry, Gadjah Mada University.

² Lecturer of Conservation of Forest Resources Departement, Faculty of Forestry, Gadjah Mada University