

ANALISIS *STAKEHOLDER* PADA PENGELOLAAN WISATA ALAM BERBASIS MASYARAKAT DI KAWASAN TAMAN NASIONAL GUNUNG CIREMAI PADA MASA PANDEMI COVID-19

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INTISARI

Community-Based Tourism (CBT) di taman nasional di Indonesia menjadi kebijakan nasional yang diunggulkan. CBT memungkinkan masyarakat untuk bergerak menjalin kerjasama dengan berbagai *stakeholder* untuk memperoleh manfaat ekonomi, sosial dan budaya secara simultan. Meskipun demikian, wisata alam sangat rentan terhadap guncangan besar termasuk pandemi COVID-19. COVID-19 telah terbukti merubah pola kunjungan wisatawan dan aktivitas masyarakat sehingga menurunkan manfaat ekonomi bagi pelaku CBT. Kerjasama dengan berbagai pihak diyakini mampu memperkuat ketahanan pelaku CBT dalam menghadapi pandemi COVID-19. Oleh karena itu, penelitian ini bertujuan untuk menganalisis *stakeholder* yang terlibat dalam pengelolaan CBT di dua desa penyangga Taman Nasional Gunung Ciremai (TNGC). Metode Snowball digunakan untuk mengidentifikasi *stakeholder* yang terlibat dalam CBT. *Face-to-face interview* dan *in-depth interview* digunakan untuk menggali informasi pengaruh (*Power*) dan kepentingan (*Interest*) *stakeholder*. Hasil analisis disajikan dalam bentuk matriks *Power*, *Interest*, dan kategori *stakeholder*. Hasil penelitian ini menunjukkan bahwa pandemi COVID-19 berpengaruh terhadap *Power*, *Interest*, dan kategori *stakeholder* dalam pengelolaan CBT di desa penyangga di TNGC. Perubahan susunan *stakeholder* ini disebabkan oleh strategi pelaku CBT dalam meningkatkan ketahanan (resiliensi) pengelolaan CBT di masa pandemi COVID-19.

Kata Kunci: Taman Nasional Gunung Ciremai (TNGC), *Community-Based Tourism* (CBT), Analisis *Power* dan *Interest*.

STAKEHOLDER ANALYSIS OF COMMUNITY-BASED NATURAL TOURISM MANAGEMENT GROUPS IN GUNUNG CIREMAI NATIONAL PARK AREA DURING THE COVID-19

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ABSTRACT

Community-Based Tourism in National Parks in Indonesia has become a superior national policy. CBT enables local communities to establish cooperation with various stakeholders to accept the advantages of economic, social, and cultural issues simultaneously. However, natural parks were very susceptible to massive disasters, including the COVID-19 pandemic. COVID-19 was proven to change the vacation pattern and local community activities that impact the economic advantages of CBT actors. Cooperation with various stakeholders believed can strengthen the sustainability of CBT actors through the COVID-19 pandemic. Therefore, this research aimed to analyze stakeholders involved in CBT management in two support villages at Gunung Ciremai National Park. The snowball method was applied to identify the stakeholders involved in CBT. An In-depth and face-to-face interview was applied to strengthen information on stakeholder power and interest. The analysis result of this research shows that the COVID-19 pandemic influenced the stakeholder power, interest, and category in CBT management in two support villages at Gunung Ciremai National Park. The changes in stakeholder arrangement caused by CBT actor's strategy to enhance the resilience in CBT management during COVID-19 pandemic.

Keyword: Gunung Ciremai National Park, Stakeholder Analysis, COVID-19 Pandemic, Community Based-Tourism (CBT), Stakeholder Collaboration.