

ABSTRACT

The Baturraden tourist attraction is nature tourism located in Karangmangu Village, Baturraden District, Banyumas Regency. The Baturraden tourist attraction is leading nature tourism because it has won various awards in the last ten years, including first place in the Sapta Pesona application competition and second place in the Anugerah Pesona Indonesia. This is supported by exciting objects to be visited such as natural scenery from the Mount Slamet hillside, waterfalls, Pancuran *Telu*, Pancuran *Pitu*, suspension bridges, Baturraden natural theater, and swimming pools. Based on statistical data on tourist visits in the Banyumas Regency, the Baturraden tourist attraction is ranked first with the most visitors.

This research was conducted to determine the impact of the Baturraden tourist attraction on the economic, social, and cultural conditions of the people of Karangmangu Village as a tourism support village. These three impacts were examined by observation, interviews, and literature study. Identification of all these impacts is categorized based on the positive and negative impacts that occur in the community.

The results of the study show that the Baturraden tourist attraction impacts the economic conditions of the Karangmangu Village community. Its effects are seen in (1) how the attraction drives the village economy, (2) changes in people's income, (3) decreased numbers of the unemployed around the community, (4) increased concerns about formal education, (5) increases in community creativity, and (6) disease outbreaks that affect the tourism economy and society. In addition, the social impacts that occur in society are (1) increased quality of life, (2) building of new communities, and (3) the emergence of crime. Other impacts are in the form of cultural impacts such as (1) tourist visits affecting the existence of local culture, (2) the commercialization of cultural arts, and (3) open behavior of the community towards tourists. Currently, all of these impacts are being felt by the people of Karangmangu Village.

Due to the positive and negative impacts that occurred in the Karangmangu Village community, a community-based economic, social, and cultural impact management strategy was formulated. The steps taken in community-based tourism impact management are (1) determining the participation role of local communities involved, (2) mapping the impact of tourism, (3) making decisions on managing economic, social, and cultural impacts, (4) making efforts to educate the community, (5) monitoring and (6) evaluation. This management strategy is a recommendation that can be carried out by the Karangmangu Village community so that in the future it can increase the positive impacts and reduce the negative impacts of the Baturraden tourist attraction.

Keyword: Baturraden tourist attraction, Karangmangu village, Economic, Social, and Cultural impact.

INTISARI

Lokawisata Baturraden merupakan objek wisata alam yang berada di Desa Karangmangu, Kecamatan Baturraden, Kabupaten Banyumas. Lokawisata Baturraden merupakan wisata alam unggulan karena memiliki beragam penghargaan yang telah diraih dalam kurun waktu kurang lebih 10 tahun terakhir, di antaranya juara pertama lomba penerapan sapta pesona dan juara kedua Anugerah Pesona Indonesia. Hal ini didukung oleh objek-objek yang menarik untuk dinikmati yaitu pemandangan alam dari kaki Gunung Slamet, air terjun, pancuran *Telu*, pancuran *Pitu*, jembatan gantung, *teater* alam Baturraden dan kolam renang. Berdasarkan data statistik kunjungan wisata Kabupaten Banyumas, Lokawisata Baturraden menduduki peringkat pertama dengan kunjungan terbanyak.

Penelitian ini dilakukan untuk mengetahui dampak Lokawisata Baturraden terhadap kondisi ekonomi, sosial, dan budaya masyarakat Desa Karangmangu sebagai desa penyangga wisata. Ketiga dampak tersebut diteliti dengan tahapan observasi, wawancara dan studi pustaka. Identifikasi seluruh dampak tersebut dikategorikan berdasarkan dampak positif dan negatif yang terjadi di masyarakat.

Hasil dari penelitian menunjukkan terdapat dampak dari keberadaan Lokawisata Baturraden terhadap kondisi ekonomi masyarakat Desa Karangmangu yaitu (1) menggerakkan ekonomi desa, (2) perubahan pada penghasilan masyarakat, (3) sedikitnya jumlah pengangguran di sekitar masyarakat, (4) kepedulian akan pendidikan formal meningkat, (5) kreativitas masyarakat meningkat, dan (6) wabah penyakit mempengaruhi perekonomian pariwisata dan masyarakat. Selain itu, dampak sosial yang terjadi pada masyarakat yaitu (1) meningkatnya kualitas hidup, (2) membangun komunitas baru, dan (3) adanya kriminalitas. Dampak lainnya berupa dampak budaya yaitu (1) kunjungan wisatawan mempengaruhi eksistensi budaya lokal, (2) terjadi komersialisasi seni budaya, dan (3) perilaku terbuka masyarakat terhadap wisatawan. Saat ini, seluruh dampak tersebut dirasakan oleh masyarakat Desa Karangmangu.

Adanya dampak positif dan negatif yang terjadi pada masyarakat Desa Karangmangu maka dirumuskan strategi pengelolaan dampak ekonomi, sosial, dan budaya berbasis masyarakat. Langkah-langkah yang dilakukan dalam pengelolaan dampak pariwisata berbasis masyarakat yaitu (1) menentukan peran partisipasi masyarakat lokal yang terlibat, (2) pemetaan terhadap dampak pariwisata, (3) pengambilan keputusan pengelolaan dampak ekonomi, sosial, dan budaya, (4) melakukan upaya pendidikan terhadap masyarakat, (5) monitoring dan (6) evaluasi. Strategi pengelolaan ini merupakan rekomendasi yang dapat dilakukan masyarakat Desa Karangmangu agar ke depannya dapat meningkatkan dampak positif dan mengurangi dampak negatif dari keberadaan Lokawisata Baturraden.

Kata Kunci: Lokawisata Baturraden, Desa Karangmangu, Dampak Ekonomi, Sosial, dan Budaya