

KONTRIBUSI PENGUSAHAAN WISATA ALAM DI TAMAN WISATA ALAM GROJOGAN SEWU TERHADAP PENDAPATAN RUMAH TANGGA MASYARAKAT KELURAHAN TAWANGMANGU, KABUPATEN KARANGANYAR

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INTISARI

Kabupaten Karanganyar merupakan salah satu kabupaten di Jawa Tengah yang cukup terkenal akan potensi daerah wisatanya terutama Kecamatan Tawangmangu. Hal ini ditunjukkan dari tingginya pasokan pendapatan ke kas daerah sebagai pendapatan asli daerah (PAD) sebesar Rp. 2,2 miliar pada tahun 2018. Namun pada kurun waktu tahun 2018-2022 terjadi penurunan kunjungan wisatawan baik mancanegara maupun nusantara hingga 49,6% akibat pandemi Covid-19. Meskipun dikenal sebagai kawasan wisata Kecamatan Tawangmangu menduduki peringkat 3 kecamatan dengan tingkat kemiskinan tertinggi di Kabupaten Karanganyar, hal ini menunjukkan bahwa masih tingginya ketidaksetaraan yang perlu diatasi melalui program-program pengembangan ekonomi dan sosial yang lebih inklusif. Penelitian ini bertujuan untuk (1) Mengidentifikasi sumber pendapatan dan jenis pekerjaan pada masyarakat Tawangmangu dan (2) Mengestimasi kontribusi dari pengusahaan wisata alam di TWA Grojogan Sewu terhadap pendapatan rumah tangga masyarakat kelurahan Tawangmangu.

Penelitian dilakukan melalui observasi, wawancara, dokumentasi, studi dokumen dan analisis data. Pengambilan data wawancara yang dilakukan terhadap 97 KK masyarakat Tawangmangu yang sudah bekerja. Penentuan sampel dilakukan dengan metode survey dengan teknik sampling yang digunakan adalah *nonprobability sampling*. Proses analisis dilakukan secara deskriptif dan data pendapatan rumah tangga masyarakat Tawangmangu diolah menggunakan *Ms.Excel*. Data yang diperoleh diolah sehingga diperoleh output berupa grafik, tabel, dan besaran angka kontribusi pendapatan rumah tangga masyarakat. Berdasarkan analisis data diketahui sumber pendapatan masyarakat dikategorikan menjadi 2, yaitu pendapatan wisata dan pendapatan non wisata. Jenis usaha ekowisata di TWA Grojogan Sewu dapat dikategorikan dalam 4 bidang yaitu wiraswasta, pegawai swasta, jasa, dan wirausaha. Pendapatan rumah tangga masyarakat Tawangmangu sebesar Rp. 8.219.520.000, - pertahun atau berkisar Rp.84.737.320 setiap KK per tahun dan kontribusi wisata yang diterima sebesar 49,71% dan termasuk dalam kriteria berkontribusi sedang.

Kata Kunci: Pengusahaan wisata alam, Kontribusi ekowisata, Pendapatan Rumah Tangga

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CONTRIBUTION OF NATURAL TOURISM MANAGEMENT AT GROJOGAN SEWU'S NATURE PARK TO HOUSEHOLD INCOME COMMUNITY OF TAWANGMANGU VILLAGE, KARANGANYAR REGENCY

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ABSTRACT

Karanganyar Regency is one of the regencies in Central Java that is well known for the potential of its regency, especially the Tawangmangu Regency. This is demonstrated by the high supply of income to the local cash as the local real income (PAD) of Rs. 2.2 billion in 2018. However, during 2018-2022, there was a decrease in domestic and non-national tourist visits to 49.6% due to the Covid-19 pandemic. Although known as the tourist regency of Tawangmangu occupies the third highest poverty rate regency in Karanganyar regency, which shows that there is still a high level of inequality that needs to be overcome through more inclusive economic and social development programmes. This research aims to (1) Identify the sources of income and types of employment in the Tawangmangu community and (2) Estimate the contribution of the nature tourism enterprise at Grojogan Sewu TWA to the income of households of the Tawangmangu community.

Research is carried out through observations, interviews, documentation, document study, and data analysis. Data collection of interviews was carried out against 97 people of the Tawangmangu community who have already worked. The sample determination is done using the survey method with the sampling technique used is nonprobability Sampling. The process of analysis is done descriptively and the household income data of the Tawangmangu community is processed using Ms.Excel. The data obtained are processed to obtain outputs in the form of graphs, tables, and the size of household contribution figures of the community. Based on the analysis of data known sources of income of the people are categorized into 2, namely tourist income and non-tourist income. The type of eco-ecological enterprise at Grojogan Sewu TWA can be categorized into four areas: private entrepreneurs, private officials, services, and entrepreneurs. The household income of the Tawangmangu community was Rp. 8,219,520,000, - per year or around Rp.84.737.320 per family in a year and the tourist contribution received was 49,71% and included in the criterion of moderate contribution.

Keywords: *Natural tourism management, ecotourism contribution, household income*

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