

KAJIAN POTENSI WANAFARMA UNTUK PENGEMBANGAN WISATA
ALAM DI TAMAN NASIONAL MERU BETIRI, JAWA TIMUR

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INTISARI

Masyarakat Taman Nasional Meru Betiri memanfaatkan tumbuhan berkasiat obat menjadi obat tradisional secara turun temurun, yang dikenal dengan wanafarma. Selain bahan sumberdaya genetik, keberadaan wanafarma potensial dikembangkan menjadi obyek wisata alam. Untuk itu dilakukanlah penilaian potensi wanafarma untuk pengembangan wisata alam agar diketahui seberapa besar potensinya, karakteristik wisatawan dan sejauh mana keterlibatan pihak-pihak terkait untuk dihasilkan pengembangan jenis wisata, jenis atraksi, jalur wisata, segmentasi wisatawan dan arahan kelembagaan.

Data jenis, sebaran, pengolahan dan kasiat tumbuhan obat diperoleh melalui identifikasi di jalur wanafarma menggunakan metode *etno-directed sampling*. Penilaian potensi fenomena alam menggunakan kriteria *Bureau Land of Management*. Pengumpulan data karakteristik wisatawan diperoleh melalui wawancara dengan bantuan alat kuesioner untuk ditentukan segmentasi berdasarkan Swarbrooke (1995). Data peranan pihak-pihak terkait diperoleh melalui wawancara mendalam (*in-dept interview*) dengan *teknik snowball*. Data-data tersebut dianalisis secara deskriptif.

Berdasarkan hasil penelitian obyek wanafarma Taman Nasional Meru Betiri memiliki potensi tinggi untuk dikembangkan sebagai obyek wisata alam, karena teridentifikasi 38 jenis tumbuhan obat, skor fenomena alam jalur Pakeman 24,001 dan Pringtali 21,337. Segmentasi utama obyek wanafarma diperuntukkan bagi kelompok pelajar/mahasiswa yang mempunyai jiwa petualang, penelitian maupun rekreasi. Peranan pihak-pihak terkait ialah

- a. Petani tumbuhan obat sebagai pengumpul dan pembudidaya, pengusaha tumbuhan obat berperan menerima hasil dari petani.
- b. Kelompok TOGA "Sumber Waras" sebagai media komunikasi dan penampungan aspirasi.
- c. Balai TN. Meru Betiri selaku pembuat kebijakan pemanfaatan dan fasilitasi.
- d. Pihak akademisi yang berperan melakukan pendampingan dan eksplorasi/penelitian.

Teridentifikasi dua jalur yang tepat dikembangkan untuk obyek wisata alam wanafarma, yaitu : jalur Pringtali dan Pakeman. Model kelembagaan kemitraan wanafarma ialah pengelolaan berbasis masyarakat lokal (*Community Based Management*) dengan pembagian tanggung jawab/wewenang (*Cooperative Management*) antar *stakeholder*.

Kata kunci Wanafarma, Tumbuhan Obat, Wisatawan, Wisata alam, *Stakeholder*.

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THE STUDY OF WANAFARMA POTENTIAL FOR NATURE TOURISM
DEVELOPMENT IN MERU BETIRI NATIONAL PARK, EAST JAVA

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ABSTRACT

The community of Meru Betiri National Park has been utilizing medicinal plants to become traditional medicine, from generation to generation, known as *wanafarma*. Besides as genetics resources, *wanafarma* is potential to be developed as the object of nature tourism. Therefore, assessment of *wanafarma* potential was conducted for nature tourism development to get the information on its potential, tourists' characteristic and the involvement of key stakeholders to produce types of tourism development, types of attraction, tourism stripes, tourists' segmentation and institutional direction.

Data of species, distribution, processing, and medicinal plants virtue were obtained from identification in *wanafarma* stripes using Ethno-directed Sampling Method. Assessment on nature phenomenon potential was using Bureau Land of Management Criteria. Collection of tourists' characteristic data was obtained through interview using questionnaire to determine segmentation according to Swarbrooke (1995). Data of key stakeholders was obtained through in-depth interview using Snowball Technique. Those data were then analyzed descriptively.

Based on research result, *wanafarma* in Meru Betiri National Park has high potential to be developed as nature tourism object. We identified 38 species of medicinal plants, nature phenomenon Pakeman stripe gives score of 24,001 and Pringtali stripe gives score of 21,337. Main segmentation of *wanafarma* object is for students group, which has adventurous soul, research and recreation. The roles of key stakeholders are:

- Farmers of medicinal plants as collector and cultivator, medicinal plants businesspersons, serve as the receiver of plants from the farmers.
- TOGA Group of "Sumber Waras" serves as communication media and aspiration platform.
- Meru Betiri National Park serves as authorized policy maker for utilization and facilitation policy.
- Academics serve as facilitator and exploratory persons/researcher.

Two potential stripes were identified for *wanafarma* tourism object development: Pringtali Stripe and Pakeman Stripe. Model of *wanafarma* partnership institution is Community Based Management with responsibility/authority sharing (Cooperative Management) among stakeholders.

Keywords: *Wanafarma*, Medicinal Plants, Tourists, Nature Tourism, and Stakeholders.

Note: *wanafarma* literally means forest pharmacy

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