

KONTRIBUSI WISATA ALAM *THE LAWU PARK* TERHADAP PENDAPATAN MASYARAKAT PELAKU WISATA

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INTISARI

The Lawu Park merupakan salah satu wisata alam yang terletak di Desa Gondosuli, Tawangmangu, Karanganyar. *The Lawu Park* dikembangkan di kawasan hutan lindung milik Perum Perhutani KPH Surakarta melalui perjanjian kerja sama antara PT Palawi Risorsis dengan PT Wisata Lawu Tawangmangu. Wisata alam ini memiliki potensi lapangan pekerjaan yang beragam. Penelitian ini bertujuan untuk: 1) mengetahui jenis pekerjaan masyarakat pelaku wisata dan 2) mengetahui besar kontribusi wisata alam terhadap pendapatan pelaku wisata. Penelitian ini menggunakan metode survei terhadap 54 responden secara *proporsional sampling* berdasarkan jenis pekerjaan dan dipilih secara *simple random sampling*. Metode pengambilan data pada penelitian ini dilakukan dengan observasi lapangan, survei dengan angket atau kuesioner, dan studi pustaka. Pengolahan data dilakukan dengan teknik *editing* dan teknik tabulasi data dengan penyajian dalam bentuk grafik dan tabel, kemudian dianalisis secara deskriptif-kualitatif dan deskriptif-kuantitatif. Hasil penelitian menunjukkan bahwa terdapat 10 (sepuluh) jenis pekerjaan di *The Lawu Park*, yaitu petugas parkir, pedagang, petugas kebersihan, petugas tiket, petugas wahana, pemandu wisata, jasa fotografer, pegawai resort, pegawai resto, dan sopir jeep. Setiap jenis pekerjaan tersebut, memiliki rata-rata pendapatan dan kontribusi yang berbeda-beda pada musim sepi dan musim ramai. Pada musim sepi dan musim ramai, sektor wisata berkontribusi penuh pada jenis pekerjaan petugas parkir, pegawai resort, dan pegawai resto karena tidak adanya pekerjaan pelaku wisata di luar sektor wisata. Rata-rata kontribusi wisata alam *The Lawu Park* terhadap pendapatan masyarakat pelaku wisata sebesar 69% atau Rp 2.136.622/bulan pada musim sepi dan 80 % atau Rp 4.184.395/bulan pada musim ramai.

Kata kunci: Perhutani, kontribusi wisata, hutan lindung, lapangan pekerjaan

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THE CONTRIBUTION OF LAWU PARK NATURAL TOURISM TO THE TOURISM OPERATOR INCOME

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ABSTRACT

The Lawu Park is a natural tourism attraction located in Gondosuli Village, Tawangmangu, Karanganyar. The Lawu Park was developed in a Perum Perhutani KPH Surakarta protected forest area through a cooperation between PT Palawi Risorsis and PT Wisata Lawu Tawangmangu. This natural tourism has the potential job opportunities. This research objective to: 1) find out the types of job opportunities of the tourism operator and 2) find out the contribution of natural tourism to the tourism operator income. This research used a survey method of 54 tourism respondents using proportional sampling taking into account the type of work and selected using simple random sampling. Data collection methods in this research were carried out using field observations, surveys using questionnaires, and literature studies. Data processing was carried out using editing techniques and data tabulation techniques. The data analyzed was descriptively-qualitative and descriptive-quantitative. The results of the research show that there are 10 (ten) types of jobs opportunities on The Lawu Park, namely parking attendants, traders, cleaners, ticket attendants, ride attendants, tour guides, photographer services, resort employees, restaurant employees, and jeep drivers. Each type of job has a different average income and contribution, including in the low season and high season. In the low season and high season, the tourism sector fully contributes to the job of parking attendants, resort employees, and restaurant employees because there are no tourism operator jobs outside the tourism sector. The average contribution of The Lawu Park natural tourism to the tourism operator income is 69% or Rp 2.136.266/month in the low season and 80% or Rp 4.184.395/month in the high season.

Keywords: *Perhutani, tourism contribution, protected forest, job opportunities*

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