

## **STRATEGI PENGEMBANGAN USAHA EDUWISATA PADA KELOMPOK PERHUTANAN SOSIAL USHULUDDIN DI KESATUAN PENGELOLAAN HUTAN TANAH LAUT PROVINSI KALIMANTAN SELATAN**

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### **INTISARI**

Perhutanan Sosial (PS) merupakan program pemerintah yang bertujuan untuk menjaga kelestarian hutan dan mendorong peningkatan kesejahteraan masyarakat yang tinggal di sekitar kawasan hutan. Program perhutanan sosial direalisasikan dengan pembentukan Kelompok Perhutanan Sosial (KPS) sebagai pemegang persetujuan pengelolaan Perhutanan Sosial. Penelitian ini dilakukan di KPS Ushuluddin yang terletak di Desa Sungai Jelai, Kecamatan Tambang Ulang, Kabupaten Tanah Laut, Provinsi Kalimantan Selatan. Tujuan penelitian ini yaitu untuk mengidentifikasi potensi usaha eduwisata dan merumuskan strategi pengembangan usaha eduwisata pada KPS Ushuluddin. Penelitian ini menggunakan metode deskriptif dengan pendekatan kualitatif. Pengambilan data dilakukan melalui observasi lapangan, wawancara mendalam, dan studi dokumentasi. Data yang diperoleh kemudian dianalisis secara deskriptif kualitatif dengan analisis SWOT. Hasil penelitian menunjukkan bahwa KPS Ushuluddin memiliki kekuatan berupa lanskap dan pemandangan alam indah, sistem lahan produktif, serta kepengurusan yang terstruktur; kelemahan berupa akses jalan buruk, belum tersedia fasilitas pendukung wisata, serta memiliki keterbatasan SDM akan pengetahuan dan keterampilan dalam pengelolaan usaha eduwisata; peluang berupa adanya tren wisata edukasi dan potensi kerja sama dengan pihak eksternal; serta ancaman berupa persaingan dengan destinasi wisata lain dan risiko kerusakan lingkungan jika kunjungan meningkat tanpa pengelolaan. Rumusan strategi pengembangan usaha eduwisata pada KPS Ushuluddin yaitu membuat paket wisata edukatif, meningkatkan kapasitas pengurus, mengajukan kolaborasi/kerja sama dengan pihak eksternal, menyusun skema pengelolaan wisata yang sederhana dan bertahap, membangun identitas unik sebagai wisata edukatif berbasis perhutanan sosial, mengembangkan kalender *event* tematik dan musiman, menjalin kemitraan strategis, menerapkan sistem reservasi dan kuota kunjungan terbatas, serta mengembangkan sistem manajemen pengelolaan eduwisata berkelanjutan.

**Kata Kunci:** Perhutanan Sosial, KPS Ushuluddin, Usaha Eduwisata

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**STRATEGY OF EDUCATIONAL TOURISM BUSINESS DEVELOPMENT  
IN USHULUDDIN SOCIAL FORESTRY GROUP AT TANAH LAUT  
FOREST MANAGEMENT UNIT SOUTH KALIMANTAN PROVINCE**

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**ABSTRACT**

*Social Forestry (PS) is a government program that aims to maintain forest sustainability and encourage increased welfare of communities living around forest areas. The social forestry program is realized by establishing a Social Forestry Group (KPS) as the holder of the Social Forestry management agreement. This research was conducted at the KPS Ushuluddin located in Sungai Jelai Village, Tambang Ulang District, Tanah Laut Regency, South Kalimantan Province. The purpose of this study was to identify the potential for educational tourism businesses and formulate strategies for developing educational tourism businesses at the KPS Ushuluddin. This study uses a descriptive method with a qualitative approach. Data collection was carried out through field observations, in-depth interviews, and documentation studies. The data obtained were then analyzed descriptively qualitatively with SWOT analysis. The results of the study indicate that KPS Ushuluddin has strengths in the form of beautiful landscapes and natural scenery, productive land systems, and structured management; weaknesses in the form of poor road access, unavailability of supporting tourism facilities, and limited human resources in terms of knowledge and skills in managing educational tourism businesses; opportunities in the form of educational tourism trends and potential for cooperation with external parties; and threats in the form of competition with other tourist destinations and the risk of environmental damage if visits increase without management. The formulation of educational tourism business development strategies at KPS Ushuluddin is to create educational tourism packages, increase the capacity of administrators, propose collaboration/cooperation with external parties, prepare a simple and gradual tourism management scheme, build a unique identity as educational tourism based on social forestry, develop a thematic and seasonal event calendar, establish strategic partnerships, implement a reservation system and limited visit quotas, and develop a sustainable educational tourism management system.*

**Keywords:** *Social Forestry, KPS Ushuluddin, Edutourism Business*

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