

Analisis *Stakeholder* dalam Pengelolaan Objek Wisata Lembah Merkus Precet di Desa Sumbersuko, Kecamatan Wagir, Kabupaten Malang

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INTISARI

Pengelolaan objek wisata alam memerlukan keterlibatan banyak pihak agar keberlanjutan lingkungan dan manfaat sosial ekonomi dapat tercapai secara seimbang. Lembah Merkus Precet yang berada di kawasan hutan Perhutani menjadi objek wisata yang dikelola bersama CV. Tunas Adventure Organizer melalui skema Kemitraan Kehutanan Perhutani Produktif (KKPP), namun masih menghadapi tantangan kolaborasi antar *stakeholder*. Penelitian ini bertujuan untuk mengidentifikasi pengelolaan objek wisata, mengidentifikasi peran, kepentingan, pengaruh, dan hubungan antar *stakeholder* dalam pengelolaan objek wisata, serta upaya peningkatan pengelolaan objek wisata.

Penelitian ini dilaksanakan pada bulan September hingga Oktober 2024 di Objek Wisata Lembah Merkus Precet, Desa Sumbersuko, Kecamatan Wagir, Kabupaten Malang. Penelitian ini menggunakan metode kualitatif dengan pendekatan metode studi kasus dan dianalisis secara deskriptif dengan menggunakan model Miles and Huberman yang terdiri dari reduksi data, penyajian data, dan penarikan kesimpulan. Informan ditetapkan secara *purposive sampling* sebanyak 6 *stakeholder* yang meliputi CV. Tunas Adventure Organizer, Perum Perhutani, Pemerintah Desa Sumbersuko, MUSPIKA, Masyarakat Desa Sumbersuko (Dusun Precet Dan Dusun Maduharjo), dan Wisatawan.

Hasil penelitian menunjukkan bahwa pengelolaan objek wisata Lembah Merkus Precet telah mencakup fungsi perencanaan, pengorganisasian, pelaksanaan, dan pengawasan, meskipun belum berjalan secara optimal. *Stakeholder* yang terlibat dalam pengelolaan objek wisata terdiri atas 6 aktor yang terbagi dalam kategori *stakeholder* primer, kunci, dan sekunder. Perum Perhutani dan CV. Tunas Adventure Organizer berperan sebagai *stakeholder* kunci. Peran *Stakeholder* bervariasi yang diklasifikasikan dalam *policy creator*, *implementor*, *coordinator*, *fasilitator*, dan *akselerator*. Tingkat pengaruh dan kepentingan berbeda antar *stakeholder* menunjukkan perlunya sinergi, koordinasi, dan pembagian peran yang jelas untuk menciptakan tata kelola wisata yang adaptif dan berkeadilan. Upaya peningkatan pengelolaan objek wisata dilakukan melalui penyusunan dokumen rencana kerja dan SOP pengelolaan kawasan, peningkatan kapasitas kapasitas sumber daya manusia melalui pelatihan teknis, manajerial, dan digitalisasi promosi wisata, serta pembentukan forum koordinasi *stakeholder* sebagai media komunikasi dan evaluasi melalui pendekatan kolaboratif yang bertujuan untuk membentuk sistem pengelolaan wisata yang partisipatif dan berkelanjutan.

Kata Kunci: *Stakeholder*, *Ekowisata*, *Lembah Merkus Precet*

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***Stakeholder Analysis in the Management of Precet Merkus Valley Tourist
Attractions in Sumbersuko Village, Wagir District, Malang Regency***
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ABSTRACT

The management of nature-based tourism requires the involvement of multiple stakeholders to achieve a balanced approach between environmental sustainability and socio-economic benefits. Lembah Merkus Precet, located within the Perhutani forest area, is a tourism destination co-managed with CV. Tunas Adventure Organizer under the Perhutani Productive Forestry Partnership (Kemitraan Kehutanan Perhutani Produktif/KKPP) scheme. However, challenges in multi-stakeholder collaboration persist. This study aims to identify the tourism management system, map the roles, interests, influence, and relationships among stakeholders, and formulate efforts to improve tourism governance.

The research was conducted from September to October 2024 at the Lembah Merkus Precet Tourism Site in Sumbersuko Village, Wagir Sub-district, Malang Regency. A qualitative method with a case study approach was employed, and the data were analyzed descriptively using the Miles and Huberman model, which includes data reduction, data display, and conclusion drawing. A total of 6 stakeholders were selected through purposive sampling, comprising representatives from CV. Tunas Adventure Organizer, Perum Perhutani, Sumbersuko Village Government, Wagir Sub-district Authorities (MUSPIKA), Malang Regency Tourism and Culture Office, Regional Forestry Office of Malang, local community members, and tourists.

The findings show that tourism management at Lembah Merkus Precet has encompassed planning, organizing, actuating, and controlling functions, although not yet implemented optimally. The involved stakeholders include 6 actors categorized into primary, key, and secondary stakeholders. Perum Perhutani and CV. Tunas Adventure Organizer function as key stakeholders. Stakeholder roles vary and are classified as policy creators, implementers, coordinators, facilitators, and accelerators. The differences in influence and interest levels among stakeholders indicate the need for synergy, coordination, and a clear division of roles to establish adaptive and equitable tourism governance. Efforts to improve tourism management include the formulation of work plans and standard operating procedures (SOP), capacity building for human resources through technical and managerial training, as well as digital promotion strategies. Furthermore, the establishment of a stakeholder coordination forum serves as a collaborative platform for communication and evaluation, aiming to build a participatory and sustainable tourism management system.

Keywords: *Stakeholders, Ecotourism, Precet Merkus Valley*

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