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Kajian Daya Dukung Wisata dalam Upaya Pengelolaan Pesisir Berkelanjutan di Pantai Baron, Kabupaten Gunungkidul, Yogyakarta
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Universitas Gadjah Mada, 2025 | Diunduh dari http://etd.repository.ugm.ac.id/

ABSTRAK

Pada tahun 2024 Dinas Pariwisata Kabupaten Gunungkidul mencatat, bahwa kunjungan wisata pasca libur Idhul Fitri mencapai 176.631 wisatawan. Hal ini melampaui yang ditargetkan yaitu sebesar 136.205 wisatawan. Selanjutnya pada libur Natal dan Tahun Baru 2025 mencapai 134.182 wisatawan. Pada tiga tahun terakhir, kunjungan wisata yang melalui Pos Baron menuju Pantai Baron terus mengalami peningkatan. Tingginya tingkat kunjungan wisata di Pantai Baron berpotensi mengalami ketidakmampuan kawasan dalam mendukung berjalannya kegiatan wisata pantai dan keberlanjutan pengelolaan pesisir. Guna menanggulangi hal tersebut, maka dilakukan kajian daya dukung wisata dalam upaya pengelolaan pesisir berkelanjutan di Pantai Baron. Beberapa tujuan penelitian ini yaitu (1) menganalisis preferensi dan persepsi wisatawan Pantai Baron, (2) menganalisis daya dukung wisata Pantai Baron, dan (3) merumuskan strategi dalam upaya pengelolaan Kepesisiran Baron berbasis ekowisata. Pengukuran daya dukung pertama kali digunakan untuk menentukan tingkat tebar yang optimal di bidang pertanian. Pengukuran kapasitas daya dukung didasari bahwa lingkungan memiliki kapasitas maksimumnya guna mendukung pertumbuhan makhluk hidup. Melalui berbagai metode ilmiah, daya dukung pariwisata menjadi suatu pedoman dalam memberikan batasan ideal terhadap jumlah wisatawan yang mampu diterima oleh objek wisata.

Lokasi penelitian dilakukan di Pantai Baron, Kabupaten Gunungkidul, Daerah Istimewa Yogyakarta (DIY). Jenis penelitian ini yaitu *mixed methods research design* dengan desain penelitian *explanatory sequential*. Penelitian ini menggunakan dua sampling yaitu wisatawan sebanyak 80 orang dengan sampling aksidental, dan pengelola wisata dan masyarakat lokal sebanyak 15 orang, dengan sampling jenuh. Selanjutnya, analisis preferensi dan persepsi wisatawan dilakukan, serta analisis daya dukung fisik, daya dukung nyata, daya dukung efektif, dan daya dukung psikologis. Data yang digunakan terdiri dari data primer dan data sekunder. Data primer dari hasil observasi, wawancara, kuisioner, dan hasil laboratorium sampel air laut. Kemudian data sekunder dari Dinas Pariwisata Kabupaten Gunungkidul, Pokdarwis, dan studi pustaka.

Beberapa temuan penelitiannya yaitu preferensi yang menjadikan wisatawan memilih Pantai Baron meliputi keindahan alam berupa pantai teluk dan keunikan Sungai Bawah Tanah, aktivitas wisata yaitu menikmati kuliner hasil laut dan pasar oleh-oleh, fasilitas dan aksesbilitas wisata memadai. Persepsi wisatawan terhadap Pantai Baron meliputi kualitas layanan, kebersihan kawasan, keamanan, harga, kesesuaian ekspektasi secara keseluruhan cukup baik dan perlu dilakukan peningkatan. Hasil perhitungan daya dukung wisata Pantai Baron yang diperoleh bervariatif yaitu daya dukung fisik besar, daya dukung riil terlampaui batas, daya dukung efektif terlampaui batas. Strategi dan rekomendasi pengelolaan Kepesisiran Baron berbasis ekowisata, dianalisis menggunakan SWOT dan dipilih strategi S-O dinilai paling efektif dalam upaya peningkatan promosi wisata berbasis edukasi lingkungan, pengembangan paket wisata konservasi, serta pelibatan masyarakat lokal dalam pengelolaan ekowisata berbasis kearifan lokal.

Kata Kunci : Daya dukung wisata, pengelolaan pesisir berkelanjutan, wisata pantai, Pantai Baron, Kabupaten Gunungkidul.

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ABSTRACT

In 2024, the Gunungkidul Regency Tourism Office recorded that tourist visits after the Eid al-Fitr holiday reached 176,631 tourists. This exceeded the target of 136,205 tourists. Furthermore, during the Christmas and New Year holidays in 2025, there were 134,182 tourists. Over the past three years, tourist visits through Baron Post to Baron Beach have continued to increase. The high level of tourist visits to Baron Beach has the potential to overwhelm the area's capacity to support beach tourism activities and sustainable coastal management. To overcome this, a study of tourism carrying capacity was conducted in an effort to achieve sustainable coastal management at Baron Beach. The objectives of this study are (1) to analyse the preferences and perceptions of tourists at Baron Beach, (2) to analyse the tourism carrying capacity of Baron Beach, and (3) to formulate strategies for the management of the Baron coast based on ecotourism. Carrying capacity measurements were first used to determine the optimal level of distribution in agriculture. Carrying capacity measurements are based on the fact that the environment has a maximum capacity to support the growth of living things. Through various scientific methods, tourism carrying capacity has become a guideline in providing ideal limits on the number of tourists that a tourist attraction can accommodate.

The research was conducted at Baron Beach, Gunungkidul Regency, Special Region of Yogyakarta (DIY). This research used a mixed methods research design with an explanatory sequential research design. This study used two types of sampling, namely 80 tourists using accidental sampling and 15 tourism managers and local communities using saturated sampling. Furthermore, an analysis of tourist preferences and perceptions was conducted, as well as an analysis of physical carrying capacity, actual carrying capacity, effective carrying capacity, and psychological carrying capacity. The data used consisted of primary and secondary data. Primary data was obtained from observations, interviews, questionnaires, and laboratory results of seawater samples. Secondary data was obtained from the Gunungkidul Regency Tourism Office, Pokdarwis, and literature studies.

Some of the research findings were that the preferences that made tourists choose Baron Beach included the natural beauty of the bay and the uniqueness of the Underground River, tourist activities such as enjoying seafood cuisine and souvenir markets, and adequate tourist facilities and accessibility. Tourists' perceptions of Baron Beach include service quality, cleanliness of the area, safety, prices, and overall suitability of expectations, which are quite good and need improvement. The results of the calculation of the carrying capacity of Baron Beach tourism vary, namely large physical carrying capacity, real carrying capacity exceeded the limit, and effective carrying capacity exceeded the limit. Strategies and recommendations for the management of Baron Beach based on ecotourism were analysed using SWOT, and the S-O strategy was selected as the most effective in efforts to increase tourism promotion based on environmental education, develop conservation tourism packages, and involve local communities in the management of ecotourism based on local wisdom.

Keywords: *Tourism carrying capacity, sustainable coastal management, beach tourism, Baron Beach, Gunungkidul Regency.*