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HUBUNGAN PENGETAHUAN DENGAN TINDAKAN KONSERVASI PENGUNJUNG DI OBJEK WISATA ALAM SUNGAI MUDAL

Ajeng Kumalasari[1], Kaharuddin[2]

INTISARI

Objek Wisata Alam (OWA) Sungai Mudal merupakan kawasan wisata alam yang terletak di hutan lindung Pegunungan Menoreh, Kabupaten Kulonprogo, Daerah Istimewa Yogyakarta, yang mengalami peningkatan kunjungan signifikan dari 27.462 orang pada tahun 2021 menjadi 160.163 orang pada tahun 2023. Lonjakan tersebut berpotensi menimbulkan tekanan terhadap daya dukung kawasan yang berada pada daerah A Plan dengan kelas lereng agak curam (15-25%), sehingga pengetahuan dan tindakan konservasi pengunjung menjadi faktor penentu keberlanjutan ekologis kawasan. Penelitian ini bertujuan untuk mengidentifikasi karakteristik pengunjung, menganalisis pengetahuan dan tindakan konservasi, menganalisis keterkaitan karakteristik dengan pengetahuan dan tindakan konservasi, serta menganalisis hubungan pengetahuan dan tindakan konservasi pengunjung di OWA Sungai Mudal.

Penelitian ini dilakukan pada bulan Maret-April 2026 dengan melibatkan 100 responden yang dipilih menggunakan rumus Krejcie and Morgan. Data dikumpulkan melalui kuesioner berskala Likert dan dianalisis menggunakan statistik deskriptif, rentang skala, tabulasi silang, serja uji korelasi Spearman Rank.

Pengunjung OWA Sungai Mudal didominasi oleh usia remaja akhir, perempuan, berpendidikan SMA/SMK/Sederajat, dan berstatus pelajar/mahasiswa. Pengetahuan konservasi tergolong tinggi, terutama pada aspek nilai dan fungsi sumber daya alam, meskipun pemahaman regulasi kawasan masih rendah, sementara tindakan konservasi tergolong baik. Proporsi pengetahuan dan tindakan konservasi meningkat seiring bertambahnya usia dan jenjang pendidikan. Pengetahuan dan tindakan konservasi menunjukkan hubungan yang sangat kuat, positif, dan signifikan (rs = 0,809; Sig. = 0,000), meskipun kekuatan hubungan pada tingkat aspek bervariasi, menunjukkan bahwa tindakan konservasi terbentuk dari akumulasi berbagai aspek pengetahuan yang saling melengkapi.

Kata Kunci: Objek Wisata Alam, Pengunjung, Pengetahuan Konservasi, Tindakan Konservasi, Uji Spearman Rank

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CONSERVATION KNOWLEDGE AND CONSERVATION BEHAVIOR AMONG VISITORS TO THE SUNGAI MUDAL NATURE TOURISM ATTRACTION

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ABSTRACT

The Sungai Mudal Nature Tourism Attraction is a nature-based tourism destination located within the protected forests of the Menoreh Hills in Kulon Progo Regency, Special Region of Yogyakarta. Visitor numbers increased substantially from 27.462 in 2021 to 160.163 in 2023. This sharp increase has the potential to place greater pressure on the area's environmental carrying capacity, particularly because the site is located within the A Plan zone, which is characterized by moderately steep slopes (15–25%). Consequently, visitors' conservation knowledge and conservation behavior play a crucial role in maintaining the ecological sustainability of the area. This study aims to identify visitors' characteristics, analyze their conservation knowledge and conservation behavior, examine the association between visitor characteristics and conservation knowledge and behavior, and investigate the correlation between conservation knowledge and conservation behavior among visitors to the Sungai Mudal Nature Tourism Attraction.

The study was conducted from March to April 2026 and involved 100 respondents selected using the Krejcie and Morgan sampling formula. Data were collected through a Likert-scale questionnaire and analyzed using descriptive statistics, scale range analysis, cross-tabulation, and Spearman's Rank Correlation test.

Visitors to the Sungai Mudal Nature Tourism Attraction were predominantly late adolescents, female, senior high school or vocational high school graduates, and students. Overall, visitors demonstrated a high level of conservation knowledge, particularly regarding the values and functions of natural resources, although their understanding of site regulations remained relatively limited. Conservation behavior was generally positive, with most visitors exhibiting good conservation practices. The proportions of respondents with high conservation knowledge and positive conservation behavior tended to increase with age and educational attainment. Conservation knowledge and conservation behavior were found to have a very strong, positive, and statistically significant correlation (r_s = 0,809; $p < 0,001$). However, the strength of the correlation varied across individual knowledge dimensions, suggesting that conservation behavior is shaped by the cumulative influence of multiple complementary aspects of conservation knowledge.

Keywords: *Nature-Based Tourism, Visitors, Conservation Knowledge, Conservation Behavior, Spearman's Rank Correlation Test*

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