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Strategi Pengelolaan Ekowisata Hutan Tritis di Taman Nasional Gunung Merapi
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STRATEGI PENGELOLAAN EKOWISATA HUTAN TRITIS DI TAMAN NASIONAL GUNUNG MERAPI

Oleh :
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INTISARI

Hutan Tritis di Taman Nasional Gunung Merapi memiliki potensi yang besar untuk dikembangkan sebagai kawasan ekowisata berbasis konservasi. Namun demikian, pengelolaannya masih menghadapi berbagai kendala, antara lain keterbatasan fasilitas pendukung, akses internal yang belum optimal, promosi yang masih terbatas, serta status kawasan yang belum dibuka secara resmi sebagai Objek Wisata Alam (OWA). Penelitian ini bertujuan untuk menganalisis persepsi pengelola terhadap kondisi Ekowisata Hutan Tritis berdasarkan aspek *Attraction, Accessibility, Amenities,* dan *Ancillary Services* (4A), serta merumuskan strategi pengelolaan kawasan menggunakan analisis SWOT. Penelitian menggunakan metode deskriptif kualitatif dengan teknik pengumpulan data melalui observasi lapangan, wawancara mendalam, dan studi dokumentasi. Informan penelitian terdiri atas pengelola Balai Taman Nasional Gunung Merapi dan Kelompok Tani Hutan (KTH) Gumuk Ijo. Analisis data dilakukan melalui reduksi data, penyajian data, penarikan kesimpulan, dan perumusan strategi menggunakan analisis SWOT. Hasil penelitian menunjukkan bahwa Hutan Tritis memiliki daya tarik utama berupa keanekaragaman vegetasi, habitat satwa liar, panorama alam, serta jalur trekking yang berpotensi dikembangkan sebagai wisata edukasi berbasis konservasi. Akses menuju kawasan secara umum tergolong baik, namun akses internal dan beberapa fasilitas wisata masih memerlukan peningkatan. Dari aspek kelembagaan, pengelolaan kawasan telah melibatkan kolaborasi antara Balai Taman Nasional Gunung Merapi dan KTH Gumuk Ijo. Berdasarkan analisis SWOT, strategi prioritas yang direkomendasikan meliputi pengembangan paket ekowisata berbasis konservasi dan edukasi, peningkatan kualitas fasilitas dan aksesibilitas, penguatan promosi digital dan kerja sama antarpemangku kepentingan, serta penerapan sistem mitigasi bencana yang adaptif. Strategi tersebut diharapkan dapat mendukung pengelolaan Ekowisata Hutan Tritis secara berkelanjutan.

Kata Kunci: Ekowisata,Taman Nasioanal Gunung Merapi, SWOT

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THE STRATEGIES OF ECOTOURISM MANAGEMENT IN TRITIS FOREST AT MOUNT MERAPI NATIONAL PARK

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ABSTRACT

Tritis Forest in Mount Merapi National Park has considerable potential to be developed as a conservation-based ecotourism destination. However, its management is still constrained by inadequate tourism facilities, limited internal accessibility, insufficient promotion, and the site's status as an area that has not yet been officially opened as a Nature Tourism Object. This study aimed to analyze managers' perceptions of Tritis Forest Ecotourism based on the four tourism components (*Attraction, Accessibility, Amenities,* and *Ancillary Services*), and to formulate appropriate management strategies using SWOT analysis. This study employed a descriptive qualitative approach. Data were collected through field observations, in-depth interviews, and document analysis involving the management of Mount Merapi National Park and the Gumuk Ijo Forest Farmer Group. Data were analyzed through data reduction, data display, conclusion drawing, and SWOT analysis. The results indicate that Tritis Forest possesses significant ecotourism potential, including diverse vegetation, rich wildlife, scenic landscapes, and trekking trails suitable for conservation-based educational tourism. External accessibility is generally adequate; however, internal access and supporting facilities require improvement. Institutional support has been established through collaboration between Mount Merapi National Park and the Gumuk Ijo Forest Farmer Group. The SWOT analysis identified several priority management strategies, including the development of conservation- and education-based ecotourism packages, improvement of tourism facilities and accessibility, enhancement of digital promotion and stakeholder collaboration, and implementation of adaptive disaster mitigation measures. These strategies are expected to support the sustainable management of Tritis Forest Ecotourism.

Keywords: *Ecotourism, Mount Merapi National Park, SWOT*

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