

STRATEGI PENGUATAN PERAN MASYARAKAT DALAM PENGEMBANGAN EKOWISATA DI KEBUN RAYA GUNUNG TIDAR KOTA MAGELANG

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INTISARI

Kebun Raya Gunung Tidar (KRGT) merupakan kawasan konservasi berpotensi wisata alam, sejarah, budaya, dan religi yang keberhasilan pengembangan ekowisatanya turut memerlukan peran masyarakat sekitar sebagai pihak pendukung UPT selaku pengelola. Penelitian ini bertujuan (1) mengidentifikasi bentuk peran masyarakat, (2) mengidentifikasi faktor internal dan eksternal yang memengaruhi penguatan peran tersebut, dan (3) merumuskan strategi penguatannya berdasarkan analisis SWOT. Penelitian menggunakan pendekatan deskriptif kualitatif, dengan data dikumpulkan melalui wawancara mendalam, observasi, dan studi dokumentasi, dianalisis melalui proses coding untuk menyusun faktor SWOT, dan diuji keabsahannya melalui triangulasi sumber dan teknik. Hasil penelitian menunjukkan masyarakat berperan sebagai pihak pendukung melalui tiga bentuk, yaitu pelaku usaha di shelter, pendukung kebersihan dan keamanan kawasan, serta pemberi masukan dalam musyawarah UPT. Faktor internal meliputi kekuatan berupa hubungan baik UPT-masyarakat dan kemitraan dengan Yayasan Abdi Gunung Tidar, serta kelemahan berupa keterlibatan yang masih terbatas, komunikasi belum rutin, dan penataan shelter belum optimal. Faktor eksternal meliputi peluang berupa dukungan DLHK dan potensi wisata sejarah-budaya-religi, serta ancaman berupa gangguan satwa liar dan persaingan destinasi wisata lain. Berdasarkan analisis SWOT, dirumuskan sepuluh strategi berurutan prioritas, dimulai dari pembentukan forum komunikasi dan peningkatan kapasitas masyarakat, penanganan gangguan satwa liar dan penataan shelter, optimalisasi ekonomi dan daya saing, hingga koordinasi menyeluruh untuk keberlanjutan pengelolaan kawasan.

Kata kunci: Penguatan Peran Masyarakat, Ekowisata, Kebun Raya Gunung Tidar

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STRATEGIES FOR STRENGTHENING COMMUNITY PARTICIPATION DEVELOPMENT IN ECOTOURISM AT GUNUNG TIDAR BOTANICAL GARDEN, MAGELANG CITY

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ABSTRACT

Gunung Tidar Botanical Garden (KRG T) is a conservation area with potential for nature, history, culture, and religious tourism, whose ecotourism development also requires the surrounding community as a supporting party to the UPT as manager. This study aims to (1) identify the forms of community role, (2) identify the internal and external factors influencing the strengthening of that role, and (3) formulate strengthening strategies based on a SWOT analysis. The research used a descriptive qualitative approach, with data collected through in-depth interviews, observation, and documentation, analyzed through a coding process to construct SWOT factors, and validated through source and methodological triangulation. Findings show the community acts as a supporting party through three roles: traders in the shelter area, supporters of cleanliness and security, and contributors during UPT deliberation forums. Internal factors include strengths such as the good UPT-community relationship and partnership with the Abdi Gunung Tidar Foundation, and weaknesses such as limited involvement, non-routine communication, and suboptimal shelter arrangement. External factors include opportunities such as DLHK support and history-culture-religious tourism potential, and threats such as wildlife disturbance and competition with other destinations. Based on the SWOT analysis, ten prioritized strategies were formulated, beginning with establishing a communication forum and community capacity building, handling wildlife disturbance and shelter arrangement, economic optimization and competitiveness, and concluding with comprehensive coordination for sustainable area management.

Keywords: Empowering the Community, Ecotourism, Gunung Tidar Botanical Garden

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