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Peran Stakeholder dalam Tata Kelola Pariwisata di Kalitalang, Taman Nasional Gunung Merapi
Bintang Almira Marsichoputri, Prof. Dr. Muhammad Baiquni, M.A ; Yulia Arisnani Widyaningsih, M.B.A., Ph.D.
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INTISARI

Penelitian ini bertujuan untuk menganalisis tata kelola pariwisata di Kalitalang, Taman Nasional Gunung Merapi, dengan fokus pada identifikasi *stakeholder*, peran, fungsi, serta kontribusi yang dijalankan secara empiris dalam praktik pengelolaan pariwisata. Data di analisis menggunakan pendekatan kualitatif dengan paradigma interpretif (interpretivisme) untuk memahami realitas sosial berdasarkan pengalaman, interaksi, dan pemaknaan para *stakeholder*. Pengumpulan data dilakukan melalui wawancara mendalam terhadap *stakeholder* yang terlibat langsung dalam tata kelola pariwisata di Kalitalang. Hasil penelitian menunjukkan bahwa tata kelola pariwisata di Kalitalang menerapkan pola kolaboratif multipihak yang melibatkan *stakeholder* dengan peran formal, nonformal, dan informal. *Stakeholder* formal berperan dalam regulasi, pengawasan, pengembangan destinasi, dan mitigasi bencana; *stakeholder* nonformal berfungsi sebagai pelaksana operasional sekaligus penghubung antara kebijakan dan praktik lapangan; sedangkan *stakeholder* informal berkontribusi melalui partisipasi sosial dan aktivitas ekonomi wisata. Penelitian ini juga menemukan bahwa peran *stakeholder* tidak hanya dibentuk oleh mandat formal kelembagaan, tetapi berkembang secara dinamis melalui interaksi sosial, kebutuhan lapangan, dan proses adaptasi terhadap dinamika kawasan wisata berbasis konservasi dan rawan bencana. Penelitian ini menyimpulkan bahwa keberlanjutan tata kelola pariwisata di Kalitalang bergantung pada sinergi antar *stakeholder*, kapasitas kelembagaan, partisipasi masyarakat, serta kemampuan adaptasi terhadap risiko bencana dan perubahan lingkungan. Temuan ini menegaskan bahwa tata kelola pariwisata di kawasan konservasi dan rawan bencana memerlukan pendekatan adaptif, kolaboratif, dan berbasis praktik sosial yang berkembang secara empiris di lapangan.

Kata Kunci: Tata kelola pariwisata, Peran *Stakeholder, Collaborative Governance*, Kalitalang

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ABSTRACT

This study aims to analyze tourism governance in Kalitalang, Mount Merapi National Park, with a focus on identifying stakeholders, their roles, functions, and contributions they empirically practiced in tourism management. The study employs a qualitative approach with an interpretive paradigm (interpretivism) to understand social reality based on the experiences, interactions, and interpretations of stakeholders. Data collection was conducted through in-depth interviews with stakeholders who directly involved in tourism governance in Kalitalang. The research findings that tourism governance in Kalitalang employs a multi-stakeholder collaborative model involving formal, non-formal, and informal roles of stakeholders. Formal stakeholders play a role in regulation, oversight, destination development, and disaster mitigation; non-formal stakeholders function as operational implementers and as a mediator between policy and field practices; while informal stakeholders contribute through social participation and tourism-related economic activities. This study also found that the roles of stakeholders are not solely shaped by formal institutional mandates but evolve dinamically through social interactions, destination-needs, and adaptation processes in response to the dynamics of a conservation-based and disaster-tourism area. This study concludes that the sustainability of tourism governance in Kalitalang depends on synergy among stakeholders, institutional capacity, community participation, and the ability to adapt to disaster risks and environmental changes. These findings emphasize that tourism governance in conservation areas and disaster-prone areas requires an adaptive, collaborative approach grounded in social practices that have evolved empirically in the destination.

Keywords: *Tourism Governance, Stakeholder Roles, Collaborative Governance, Kalitalang*