

PERAN PEMANGKU KEPENTINGAN DALAM PENGELOLAAN EKOWISATA DI TAMAN NASIONAL GUNUNG PALUNG PROVINSI KALIMANTAN BARAT

INTISARI

Taman Nasional Gunung Palung merupakan kawasan konservasi yang memiliki berbagai potensi ekowisata yang menarik. Pengelolaan ekowisata diharapkan dapat memberikan keuntungan kepada masyarakat. Namun pengelolaan ekowisata belum berjalan optimal karena rendahnya keterlibatan masyarakat dan *stakeholder* yang belum bersinergi dalam pengelolaan ekowisata. Tujuan penelitian ini adalah mengidentifikasi modal sosial masyarakat dalam mendukung pengelolaan ekowisata, mengidentifikasi jenis dan peran *stakeholder* dalam pengelolaan ekowisata serta merumuskan strategi pengelolaan ekowisata di TNGP.

Penelitian ini dilaksanakan dengan menggunakan pendekatan kualitatif dan kuantitatif. Responden masyarakat ditentukan berdasarkan teknik *random sampling* sederhana dengan jumlah responden 165 orang. Informan *stakeholder* ditentukan dengan teknik *purposive sampling*. Analisis deskriptif dilakukan terhadap hasil survei responden modal sosial. Analisis *stakeholder* digunakan untuk mengetahui jenis dan peran *stakeholder* dalam pengelolaan ekowisata. Analisis SWOT digunakan untuk merumuskan strategi dalam pengelolaan ekowisata.

Modal sosial masyarakat yang dapat mendukung pengelolaan ekowisata di TNGP adalah kepercayaan yang tinggi terhadap potensi alam dan peluang usaha yang diciptakan, norma sosial yang dapat memberikan rasa aman dan nyaman wisatawan, serta norma adat yang dapat menjadi daya tarik wisatawan. Terdapat 13 *stakeholder* yang berperan dalam pengelolaan ekowisata, yang memiliki kepentingan dan pengaruh yang berbeda-beda. Hubungan yang terjalin antar *stakeholder* masih terbatas pada koordinasi dan komunikasi saja, belum ada kerjasama antar *stakeholder* dalam pengelolaan ekowisata. Terdapat 12 strategi yang dihasilkan berdasarkan prinsip ekowisata yang meliputi: (1) Prinsip konservasi, meningkatkan sosialisasi status zonasi kawasan kepada masyarakat dan merekrut masyarakat sebagai mitra BTNGP dalam melakukan pengawasan terhadap kerusakan hutan; (2) Prinsip pendidikan lingkungan, meningkatkan sosialisasi dan penyuluhan terhadap nilai-nilai konservasi kepada masyarakat; (3) Prinsip partisipasi masyarakat, koordinasi dan sinkronisasi program kegiatan antar *stakeholder*, menyusun pembagian peran *stakeholder* dan masyarakat dalam skema pengelolaan kolaboratif, mengembangkan kelompok usaha masyarakat pengrajin HHBK, penguatan kapasitas sumber daya manusia melalui berbagai pelatihan kepada masyarakat; (4) Prinsip ekonomi, membangun unit-unit usaha strategis di bidang ekowisata, meningkatkan kerjasama dengan pihak swasta sebagai sumber pendanaan alternatif, mengembangkan Badan Usaha Milik Desa bidang ekowisata; (5) Prinsip daya tarik wisatawan, mengembangkan paket-paket wisata yang melibatkan seluruh *stakeholder* dan mengadakan event pariwisata dan budaya tahunan.

Kata Kunci: Taman Nasional Gunung Palung, ekowisata, modal sosial, analisis *stakeholder*, analisis SWOT.

*THE ROLE OF STAKEHOLDERS IN ECOTOURISM MANAGEMENT
IN GUNUNG PALUNG NATIONAL PARK
WEST KALIMANTAN PROVINCE*

ABSTRACT

Gunung Palung National Park is a protected area that has a variety of interesting ecotourism potential. Ecotourism management is expected to provide benefits for community. However, ecotourism management has not run optimally yet due to the low involvement of community and stakeholders whose have not worked together in ecotourism management. The aim of this research is to identify social capital within supporting of ecotourism management, to identify the types and roles of stakeholders within ecotourism management and to formulate ecotourism management strategies in GPNP.

This research was carried out using qualitative and quantitative approaches. Community respondents were determined based on simple random sampling technique with 165 respondents. Stakeholder informants were determined by purposive sampling technique. Descriptive analysis was carried out on the results of the survey of social capital respondents. Stakeholder analysis was used to determine the type and role of stakeholders in the management of ecotourism. SWOT analysis was used to formulate strategies in ecotourism management.

Community social capital that can support ecotourism management in GPNP is a high trust in the natural potential and business opportunities which created, social norms that can provide a sense of security and comfort for tourists, as well as customary norms that can attract tourists. There are 13 stakeholders whose play a role within ecotourism management, which have different interests and influences. The relationship among stakeholders is still limited to coordination and commitment, there is no collaboration between stakeholders within managing ecotourism. There are 12 strategies that are produced based on the principles of ecotourism which include: (1) the principle of conservation, increasing the socialization of the status of zoning areas to the community and recruiting communities as BTNGP partners in monitoring forest destruction; (2) The principles of environmental education in order to increasing socialization and counseling on conservation values to the community; (3) The principle of community participation, coordination and synchronization of program activities among stakeholders, formulating the role of stakeholders and the community in collaborative management schemes, developing non forest product craftsmen community business groups, strengthening human resource capacity through various trainings for the community; (4) Economic principles, building strategic business units in the field of ecotourism, increasing cooperation with the private sector as an alternative funding source, developing village-owned enterprises for ecotourism; (5) The principle of tourist attraction, developing tour packages that involve all stakeholders and holding annual tourism and cultural events.

Keywords: Gunung Palung National Park, ecotourism, social capital, stakeholder analysis, SWOT analysis.