

PROSPEK KEBERLANJUTAN WISATA ENERGI TERBARUKAN DI PANTAI BARU, KABUPATEN BANTUL

INTISARI

Kondisi wisata energi terbarukan pada kawasan wisata pantai baru sampai sejauh ini belum maksimal menarik wisatawan serta kawasannya belum mendukung kegiatan wisata. Hal ini dapat dilihat dari ketidakseimbangannya kenaikan wisatawan pantai dengan energi terbarukan, yang seharusnya mendapat perhatian karena merupakan tolak ukur dari adanya ketidaksesuaian antara permintaan dengan penawaran atau ketersediaan lapangan yang ada.

Studi ini bertujuan untuk mengetahui penanganan kawasan wisata energi terbarukan yang sesuai dengan keinginan wisatawan, dengan sasaran kajian kepariwisataan, *supply-demand*, serta penarikan kesimpulan dan rekomendasi penanganan kepariwisataan. Pendekatannya menggunakan metode *Quantitative – Two Steps Questionnaire*, dengan instrumen penelitian berupa kuesioner melalui dua tahap. Hasilnya terdapat ketidak-sesuaian antara *supply* dan *demand* pada sarana prasarana. Maka perlu ditingkatkan agar kawasan wisata berlanjut.

Terdapat *demand* 6 amenities (gerbang, parkir, toilet, penginapan, rumah makan, toko souvenir) dan pengembangan informasi promosi oleh pengelola didalam kawasan pantai hingga melalui media sosial. Penilaian terhadap *supply-demand* yaitu sedang-penting (atraksi, aksesibilitas, informasi promosi), sedang-sangat penting untuk amenities. Nilai rata-rata tersebut yaitu kondisi *supply* yang sedang, artinya perlu perbaikan karena *demand* mengatakan ketersediaan lapangan ialah penting untuk melanjutkan potensi energi terbarukan sebagai obyek wisata. Aspek lingkungan yang sangat berpengaruh dalam keberlanjutan, jika lingkungan baik maka sosial budaya membaik dan ekonomi meningkat.

Kata Kunci : *supply-demand*, prospek keberlanjutan

SUSTAINABILITY PROSPECT OF RENEWABLE ENERGY TOURISM IN PANTAI BARU, BANTUL

ABSTRACT

Tourism conditions for renewable energy in the new coastal tourism area so far have not maximally attracted tourists and the region has not supported tourism activities. This can be seen from the imbalance in the increase of coastal tourists with renewable energy, which should get attention because it is a benchmark of the mismatch between demand and the availability or availability of existing fields.

This study aims to determine the handling of tourism areas for renewable energy that are in accordance with the wishes of tourists, with the aim of tourism studies, supply-demand, and drawing conclusions and recommendations for handling tourism. The approach uses the Quantitative - Two Steps Questionnaire method, with the research instrument in the form of a questionnaire through two stages. The result is a discrepancy between supply and demand for infrastructure. Then it needs to be improved so that the tourist area continues.

There is a demand for 6 amenities (gates, parking lots, toilets, lodgings, restaurants, souvenir shops) and the development of promotional information by managers within the coastal area through social media. Assessment of supply-demand, namely medium-importance (attractions, accessibility, promotional information), medium-is very important for amenities. The average value is the condition of moderate supply, meaning that it needs improvement because demand says the availability of the field is important to continue the potential of renewable energy as a tourist attraction. Environmental aspects that are very influential in sustainability, if the environment is good then the socio-culture improves and the economy increases.

Keywords : *supply-demand, sustainability prospect*