

KAJIAN POTENSI DAN STRATEGI PENGEMBANGAN EKOWISATA DI CAGAR ALAM PULAU SEMPU KABUPATEN MALANG PROVINSI JAWA TIMUR

INTISARI

Pulau Sempu yang terletak di selatan Pulau Jawa ditetapkan sebagai Cagar Alam berdasarkan SK Gubernur Jenderal Hindia Belanda tahun 1928. Akses masuk ke kawasan ini melalui wana wisata Pantai Sendang Biru sehingga terbentuk opini Cagar Alam Pulau Sempu satu paket wisata dengan Pantai Sendang Biru.

Penelitian ini dilakukan di kawasan Cagar Alam Pulau Sempu Kabupaten Malang Provinsi Jawa Timur pada bulan April 2011 sampai dengan Maret 2012. Tujuan penelitian ini adalah untuk mengkaji kondisi Cagar Alam Pulau Sempu, mengkaji potensi wisata dan mengkaji strategi yang tepat untuk pengembangan ekowisata di kawasan Cagar Alam Pulau Sempu. Penelitian dilakukan dengan metode survey, metode pengumpulan data meliputi data primer dan sekunder. Analisis data untuk menentukan strategi pengembangan ekowisata di Kawasan Cagar Alam Pulau Sempu di gunakan analisis SWOT dan untuk menentukan keputusan dalam pilihan terbaik dengan memperhatikan kriteria aspek (ekonomi, lingkungan dan sosial) dengan pendekatan analisis hirarki proses (AHP), yaitu dengan menilai manfaat "dampak positif" dan biaya "dampak negatif" pengembangan ekowisata berdasarkan persepsi *stakeholder*.

Hasil penelitian berdasarkan kondisi di lapangan menunjukkan bahwa Cagar Alam Pulau Sempu sudah menjadi tempat wisata dengan kunjungan wisatawan \pm 200-300 wisatawan setiap minggunya dan meningkat dua kali lipat setiap musim liburan dengan tingkat pertumbuhan kunjungan wisatawan 4.97% setiap tahunnya, diperkirakan kunjungan wisatawan di tahun 2021 mencapai \pm 17.715 wisatawan. Hasil analisis SWOT dan AHP dihasilkan arahan strategi pengembangan ekowisata antara lain: mengevaluasi fungsi dan status kawasan, membangun kesamaan persepsi dan konsep pengembangan ekowisata diantara *stakeholder*, Pengembangan ekowisata di kedua kawasan yaitu Cagar Alam Pulau Sempu sebagai penyedia produk wisata berupa atraksi alam dan Pantai Sendang Biru sebagai penyedia fasilitas wisata dan aksesibilitas, pemberdayaan masyarakat dalam kegiatan pengelolaan Cagar Alam Pulau Sempu dalam proses perencanaan, pelaksanaan dan evaluasi dalam pengembangan ekowisata, meningkatkan sarana pendidikan dan meningkatkan kualitas produk dan SDM

Kata Kunci : Cagar Alam Pulau Sempu, Ekowisata, Pengembangan, SWOT, AHP

**STUDY OF POTENCY AND ECOTOURISM DEVELOPMENT STRATEGY
AT SEMPU ISLAND NATURAL PRESERVE AREA
IN EAST JAVA PROVINCE OF MALANG REGENCY**

ABSTRACT

Sempu Island which is located in the south of the island of Java was set as a Natural Preserve by decree of the governor general of the Dutch East Indies government in 1928. The access into this area is through ecotourism of Sendang Biru Beach and thus forming an opinion that Sempu Island Natural Preserve is one package tour with Sendang Biru Beach.

The research was conducted in Sempu Island Natural Preserve Malang District East Java Province from April 2011 to March 2012. The purpose of this study was to examine the condition of Sempu Island Natural Preserve, to access its tourism potential, and to investigate the appropriate strategies for the development of ecotourism in the area of Sempu Island Natural Preserve. The study was conducted by survey method; the data collection methods included primary and secondary data. Analysis of data to determine the development strategy of ecotourism in the area of Sempu Island Natural Preserve used done by using SWOT analysis; and the determination of the best option related to the economic, environmental and social aspects was done by analytical hierarchy process (AHP), by assessing the benefits of "positive impact" and the cost of "negative impact" of tourism development from the stakeholder point of views.

The results of research conducted in the field show that Sempu Island Natural Preserve has become a tourism object with \pm 200-300 tourist visits in a week and this number doubled in holiday season; and the growth rate of tourist visits was 4.97% each year. It is estimated that the tourists in 2021 will reach \pm 17,715 tourists. The results of SWOT and AHP analysis give some clues to the most appropriate strategies of ecotourism development, such as: evaluating the function and status of the area; building a common perception and concept of ecotourism development among stakeholders; developing eco-tourism in the two regions, Sempu Island Natural Preserve as the provider of tourism product and Sendang Biru Beach as the provider of tourism facilities and accessibility; empowering the communities in the management of Sempu Island Natural Preserve through the processes of planning, implementation and evaluation in the development of eco-tourism; improving the education facilities; and improving the quality of products and human resources.

Keywords: Sempu Island Natural Preserve, Ecotourism, Development, SWOT, AHP