

**ANALISIS *STAKEHOLDERS* PADA PENGELOLAAN WISATA  
TAMAN NASIONAL BROMO TENGGER SEMERU  
DI WILAYAH RESORT GUNUNG PENANJAKAN**

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**INTISARI**

Tujuan penelitian adalah untuk mengetahui *stakeholders* dan bentuk peran masing-masing dalam pengelolaan wisata TN BTS di Wilayah Resort Gunung Penanjakan; pola relasi antar *stakeholders*; permasalahan dan upaya yang telah dilakukan *stakeholders*; harapan *stakeholders*; dan mengetahui arahan pengembangan wisata TN BTS berbasis multi pihak.

Metode dasar yang digunakan dalam penelitian ini adalah metode studi kasus. Jenis data yang digunakan adalah data primer dan sekunder. Data primer bertujuan untuk mengetahui *stakeholders* yang berperan dalam pengelolaan dan pengembangan ekowisata di TN BTS. Data sekunder bertujuan untuk keperluan analisis *stakeholders*. Analisis data dilakukan dengan metode eksplanasi dengan menggunakan identifikasi *stakeholders*, analisis interaksi, dan analisis *stakeholders* menggunakan *table mapping*. Identifikasi *stakeholders* digunakan untuk mengetahui asal institusi. Analisis interaksi digunakan untuk menemukan hubungan, karakteristik, dan pengaruh *stakeholders*. Analisis *stakeholders* menggunakan *table mapping* untuk mengidentifikasi kepentingan *stakeholders* kaitannya dengan masalah yang ada ditempatkan dalam tujuan pengelolaan. Analisis *stakeholders* ini menilai dampak dari kegiatan pengelolaan terhadap kepentingan tiap *stakeholder* baik positif, negatif, ataupun tidak diketahui.

Hasil penelitian menunjukkan bahwa penggolongan *stakeholders* dalam pengelolaan wisata TN BTS dibagi menjadi 3, diantaranya: *stakeholders* primer, pendukung, dan kunci. Pola relasi antar *stakeholder* dalam pengelolaan wisata di TN BTS menunjukkan bahwa TN BTS menyediakan sarana bagi pengelola jasa wisata dalam menciptakan lapangan kerja. Permasalahan yang terjadi dalam pengelolaan TN BTS adalah kebakaran hutan dan pencurian kayu. Upaya yang dilakukan untuk mengatasi permasalahan adalah dengan meningkatkan kegiatan patroli rutin dan sosialisasi kepada masyarakat di bidang kehutanan dan pariwisata. Pendapatan masyarakat dari hasil mengelola usaha wisata dapat mengurangi ketergantungan terhadap pemanfaatan dan penggunaan kawasan hutan. Pengelolaan secara kolaboratif diperlukan untuk mengetahui arahan pengembangan wisata dalam pengelolaan TN BTS berbasis multipihak.

Kata Kunci: pengelolaan Resort Gunung Penanjakan, wisata, *stakeholders*, kolaboratif

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## **STAKEHOLDERS ANALYSIS OF THE TOURISM MANAGEMENT OF BROMO-TENGGER-SEMERU NATIONAL PARK IN PENANJAKAN MOUNTAIN RESORT AREA**

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### **ABSTRACT**

The study aimed at investigating stakeholders and their respective role in the tourism management of Bromo-Tengger-Semeru National Park in Penanjakan Mountain resort area, the relation pattern among the stake holders, the problems and the efforts by the stakeholders, stakeholders' expectation, and the direction of the tourism development of the Bromo-Tengger-Semeru National Park on multi-parties basis.

The basic method used in the study was case study, while the data consisted of primary and secondary ones. The primary data aimed at finding out the stakeholders playing their role in the ecotourism management and development of the Bromo-Tengger-Semeru National Park, while the secondary data was for stakeholders analysis. Data analysis was made using explanatory method by identifying stakeholders, interaction analysis and stakeholders analysis was made using table mapping. Stakeholders identification was used to find out the institutions of origin. The interaction analysis was used to find out the correlation, the characteristics, and the impact of the stakeholders. The stakeholders analysis was made using table mapping to identify stakeholders' interests and their correlation with the existing problems in meeting the management objectives. The stakeholders analysis evaluated both positive and negative impacts of the managerial activities on the stakeholders' interests or the unknown impact.

The results of the study showed that the stakeholders in the tourism management of the Bromo-Tengger-Semeru National Park were classified into three, which were primary stakeholders, supporting stakeholders and key stakeholders. The relation pattern among the stakeholders in the tourism management of the Bromo-Tengger-Semeru National Park indicated that the national park provided the tourism services managers with tourism infrastructure to create employment. The problems in the tourism management of the Bromo-Tengger-Semeru National Park were forest fire and illegal logging. The efforts to anticipate the problems were to intensify routine forest patrol and to socialize forestry and tourism to the surrounding people. The income of the people from the tourism business could alleviate their dependence on the use of the forest area. Collaborative management was highly required to find out the direction of the tourism development in the management of the Bromo-Tengger-Semeru National Park on multi-parties basis.

**Key words:** the management of Penanjakan Mountain Resort, tourism, stakeholders and collaborative

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