

TINGKAT *ECOPRENEURSHIP* PENGELOLAAN EKOWISATA DI RPH MANGUNAN (Studi Kasus: Hutan Pinussari dan Lintang Sewu)

INTISARI

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Pemanfaatan hutan lindung di RPH Mangunan dilakukan dengan pemanfaatan jasa lingkungan melalui pengelolaan ekowisata di bawah pengelolaan Koperasi Notowono. Pengelolaan ekowisata dalam hutan lindung merupakan bentuk bisnis yang tidak hanya mementingkan keuntungan ekonomi semata, melainkan juga memperhatikan aspek lingkungan, yang disebut *ecopreneurship*. Aspek yang perlu diperhatikan dalam menjalankan *ecopreneurship* terdiri dari *eco-innovation*, *eco-commitment*, dan *eco-opportunity*. Penelitian ini bertujuan untuk mengetahui tingkat *ecopreneurship* dalam pengelolaan ekowisata di RPH Mangunan berdasarkan prinsip-prinsip ekowisata, secara khusus pada hutan Pinussari dan Lintang Sewu.

Penelitian ini menggunakan *mix method* antara metode kualitatif dan kuantitatif. Teknik pengumpulan data dilakukan dengan wawancara mendalam (*indepth interview*) dan teknik pengambilan sampel secara survey terhadap pengelola tingkat koperasi dan tingkat operator. Analisis dilakukan menggunakan Skala Guttman yang kemudian dikategorikan menjadi kategori tinggi, sedang, dan rendah.

Tingkat *ecopreneurship* pengelola ekowisata di RPH Mangunan pada tingkat koperasi sebanyak 68% masuk dalam kategori sedang dan 32% masuk dalam kategori tinggi. Pada pengelola Pinussari, perspektif *ecopreneurship* sebanyak 14% termasuk dalam kategori tinggi, 72% masuk dalam kategori sedang, dan 14% masuk dalam kategori rendah. Pada kawasan Lintang Sewu, persentase tingkat *ecopreneurship* pengelola kategori tinggi adalah sebanyak 27%, 37% masuk dalam kategori sedang, dan 36% masuk dalam kategori rendah. Pada pengelola koperasi, Pinussari dan Lintang Sewu, yang melatarbelakangi rendahnya perspektif *ecopreneurship* adalah aspek *eco-innovation* dan *eco-opportunity* pengelola dalam menjalankan prinsip ekowisata, terutama dalam menjalankan prinsip memberikan pengalaman positif antara pengunjung dan *host*; dalam membangun *awareness* dan *respect* pengunjung terhadap lingkungan dan budaya setempat; serta dalam meningkatkan sensitivitas terhadap iklim politik, lingkungan, dan sosial.

Kata kunci : *Ecopreneurship*, Ekowisata, Hutan Lindung

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ECOPRENEURSHIP LEVEL OF ECOTOURISM MANAGEMENT IN RPH MANGUNAN (Case Study: Pinussari Forest and Lintang Sewu)

ABSTRACT

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Utilization of protected forest in RPH Mangunan is carried out by environmental services via ecotourism management. Ecotourism management in protected forests can become a form of business, known as ecopreneurship. Ecopreneurship is not only be profitable, but also prioritizes the natural environment. For ecopreneurs to effectively redefine ecotourism as ecopreneurship, they should consider eco-innovation, eco-commitment, and eco-opportunity when implementing ecotourism principles. This research paper therefore aims to determine the ecopreneurship level within ecotourism management in RPH Mangunan, specifically in Pinussari Forest and Lintang Sewu.

This research uses a mixed method, which is both qualitative and quantitative. Data collection techniques were carried out by in-depth interviews with surveys techniques sampling on the Koperasi Notowono's managers, Pinussari's and Lintang Sewu's operators. The analysis was conducted with the Guttman Scale, which divides the level of ecopreneurship classifications by high, medium, and low.

This study has found that 68% of ecotourism managers in RPH Mangunan at the Koperasi Notowono have high levels of ecopreneurship, while the remaining 32% were classified with a medium level of ecopreneurship. The result of interviews with Pinussari managers, who are indicative of the developing tourism place category, was that 14% of its managers indicated high levels of ecopreneurship, 72% had a medium level of ecopreneurship, while the remaining 14% displayed a low level of ecopreneurship. The result of interviews with Lintang Sewu managers, who represent the emerging tourism place category, found that 27% of managers classify have high levels of ecopreneurship, 37% managers were classified as with medium levels of ecopreneurship, and the remaining 36% had low levels of ecopreneurship. Inadequate levels of eco-innovation and eco-opportunity play major role in managers' ecopreneurship levels when managing ecotourism, especially when attempting to provide visitors and hosts with positive experiences, while fostering environmental awareness and cultural respect, as well as encouraging sensitivity to host countries' political, environmental, and social circumstances.

Keywords : Ecopreneurship, Ecotourism, Protected Forests

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