

**ALTERNATIF KELEMBAGAAN
DALAM PENGELOLAAN OBYEK WISATA ALAM DANAU ASMARA
DI KABUPATEN FLORES TIMUR**

Abstrak

Oleh:

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Pariwisata diposisikan sebagai salah satu sektor andalan dalam pembangunan nasional Indonesia. Pariwisata diharapkan dapat memberikan kontribusi besar terhadap peningkatan devisa negara dalam upaya pemerintah mewujudkan kesejahteraan dan kemakmuran rakyat. Danau Asmara merupakan salah satu obyek wisata potensial Kabupaten Flores Timur yang masuk dalam Sub Satuan Wilayah Pengembangan Kecamatan Tanjung Bunga. Potensi yang dimiliki belum dikelola dengan maksimal karena terkendala dana pembangunan, manajemen pengelolaan wisata, dan sumber daya manusia yang mengelola. Peningkatan pengelolaan dan kinerja pariwisata dapat direalisasikan melalui kelembagaan wisata yang baik. Kelembagaan dalam konteks pariwisata merupakan komponen penting dalam menunjang keberhasilan pariwisata. Penelitian ini bertujuan untuk menentukan alternatif kelembagaan dalam pengelolaan Obyek Wisata Alam Danau Asmara di Kabupaten Flores Timur.

Penelitian dimulai dengan observasi komponen pariwisata (atraksi, amenitas, dan aksesibilitas) dan wawancara mendalam (*in-depth interview*) bersama wisatawan dan para pemangku kepentingan. Teknik *accidental sampling* digunakan untuk mewawancarai wisatawan, sedangkan teknik *purposive sampling* untuk mewawancarai pemangku kepentingan. Hasil observasi, wawancara, dan studi pustaka akan dijadikan bahan dalam *focus group discussion* untuk mengetahui arah pengembangan wisata, potensi pemangku kepentingan, dan menyepakati struktur kelembagaan dalam pengelolaan Obyek Wisata Alam Danau Asmara. Data yang diperoleh kemudian diolah dan dianalisis menggunakan analisis deskriptif kualitatif dan analisis interaktif.

Hasil penelitian menunjukkan bahwa berdasarkan hasil pengamatan di lapangan, hasil wawancara, dan hasil *focus group discussion* tanggal 10 Mei 2019, telah dibentuk dan disepakati lembaga wisata “Asmara Lestari” dalam pengelolaan Obyek Wisata Alam Danau Asmara dengan struktur organisasi yang terdiri dari Ketua, Badan Pengawas dan Pembina, Wakil, Sekretaris, Bendahara, Sie Keamanan dan Ketertiban, Sie Promosi Obyek Wisata, Sie Pemeliharaan dan Kebersihan, dan Sie Usaha Wisata.

Kata Kunci: Alternatif kelembagaan, Danau Asmara, pariwisata, pemangku kepentingan, pengelolaan.

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**INSTITUTIONAL ALTERNATIVE
IN THE MANAGEMENT OF ASMARA LAKE NATURAL TOURISM OBJECTS
IN EAST FLORES REGENCY**

Abstract

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Tourism is positioned as one of the upholder sectors in Indonesia's national development. Tourism is expected to give a major contribution to the government's attempt in improving the foreign exchange to actualize the welfare and prosperity for the society. Asmara Lake is one of the potential tourist attractions in East Flores Regency which is included in Tanjung Bunga Subdistrict Development Area. Its tourism potential has not been maximally managed due to constrained development funds, tourism management, and managing human resources. The improvement of management and tourism performance can be actualized through proper tourism institutions. Institutional, in the context of tourism, is a significant component to support the success of tourism. The purpose of this research is to determine the institutional alternative in Asmara Lake Nature Tourism Object's management in East Flores Regency.

The research began with an observation on the tourism components (attractions, amenities, and accessibility) and in-depth interviews with some tourists and stakeholders. Accidental sampling technique was conducted to interview the tourists, while the purposive sampling technique was conducted to interview the stakeholders. The result of the observations, interviews, and literature studies would be used as the materials in focus group discussion to determine the direction of tourism development, potential stakeholders, and to get an agreement on the institutional structure in the management of Asmara Lake Natural Tourism Objects. The data obtained were then processed and analyzed using qualitative descriptive analysis and interactive analysis.

The result of this research, based on the field observations, interviews, and the result of the focus group discussion on May 10th, 2019, was the forming of an "Asmara Lestari" tourism institution in the management of Asmara Lake Natural Tourism Objects with an organizational structure consisting of Chairperson, Supervisory Board and Trustees, Vice Chairperson, Secretary, Treasurer, Department of Security and Order, Department of Attraction Promotion, Department of Maintenance and Cleanliness, and Department of Tourism Business.

Keyword: Institutional alternative, Asmara Lake, tourism, stakeholder, management.

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