

INTISARI

Indonesia sebagai negara dengan kekayaan alam dan budaya kerap menjadi tujuan wisata. Dalam usaha menciptakan pariwisata yang berkelanjutan, dikembangkan pariwisata yang berwawasan lingkungan. Penelitian dilakukan terhadap pengembangan wisata minat khusus *birdwatching* yang ada di Bukit Plawangan. Tujuan penelitian ini yaitu mengetahui pengembangan atraksi dan industri wisata *birdwatching* di Bukit Plawangan, mengetahui pengembangan atraksi dan industri wisata *birdwatching* di Bukit Plawangan, mengetahui pengembangan atraksi dan industri wisata *birdwatching* di Bukit Plawangan, dan membuat rekomendasi strategi pengembangan wisata *birdwatching* di Bukit Plawangan.

Metode penelitian yang digunakan adalah metode deskriptif kualitatif. Teknik pengumpulan data dilakukan melalui observasi, wawancara, serta pengumpulan data sekunder. Observasi dilakukan terhadap kondisi pengembangan wisata *birdwatching* secara langsung di lapangan. Sedangkan wawancara merupakan proses tanya jawab yang dilakukan terhadap 15 informan yaitu Dinas Pariwisata Kabupaten Sleman, Taman Nasional Gunung Merapi, kelompok sadar wisata Prana Binangun, kelompok pedagang, asosiasi perhotelan, serta 10 orang wisatawan. Data pengembangan wisata *birdwatching* dijabarkan secara deskriptif kemudian dilakukan analisis SWOT untuk membuat rekomendasi strategi pengembangan wisata *birdwatching* di Bukit Plawangan.

Berdasarkan hasil penelitian yang dilakukan, pengembangan atraksi dan industri wisata *birdwatching* cukup baik dimana lokasi wisata yang memiliki keanekaragaman spesies burung yang menjadi atraksi wisata serta didukung kondisi alam dan juga beberapa industri wisata seperti industri makanan, penginapan, serta jasa wisata. Sedangkan pengembangan SDM/kelembagaan dan pengembangan promosi wisata kurang baik karena mengarah khusus bagi wisata *birdwatching* di Bukit Plawangan. Rekomendasi strategi yang cocok dalam pengembangan wisata *birdwatching* di Bukit Plawangan berkaitan dengan pengelolaan oleh TNGM, kerjasama dengan komunitas pengamat burung dan masyarakat lokal serta publikasi ilmiah.

Kata kunci: wisata minat khusus, birdwatching, Bukit Plawangan

ABSTRACT

Indonesia is a country that has high natural and cultural assets which often being tourism destinations. To create sustainable tourism, many efforts have been done to develop environmentally-friendly tourism. This research was conducted on the development of Birdwatching Special Interest Tourism in Plawangan Hill. The purposes of this research are to know development of Birdwatching Special Interest Tourism in Plawangan Hill from tourist attraction, tourism industry, human resource/ tourism institution, and tourism promotion aspects, also to make recommendation of strategies for Birdwatching Special Interest Tourism in Plawangan Hill.

The method of this research is descriptive qualitative. Data collecting was completed by observations, interviews, and secondary data collection. Observations were made on the conditions of developing birdwatching tourism. Meanwhile, interview was a question and answer process conducted on 15 informants, namely Sleman Regency Tourism Office, Mount Merapi National Park, Prana Binangun tourism awareness group, merchant group, hotel associations, and 10 tourists. Birdwatching tourism development data is described descriptively then a SWOT analysis is carried out to make recommendations for birdwatching tourism development strategies in Plawangan Hill.

Based on the results of this research, the development of attractions and tourism industries on Birdwatching Special Interest Tourism in Plawangan Hill is quite good, because sites that have various of bird species have become tourist attractions and also supported by natural condition and several tourist industries such as food industry, lodge, and tour operators. Meanwhile, the development of human resources/tourism institutions and tourism promotions is still not good because there is no tourism institutions and promotions which specifically for Birdwatching Special Interest Tourism in Plawangan Hill. The recommendation strategies to the development of Birdwatching Special Interest Tourism in Plawangan Hill are relating to management by Office of Mount Merapi National Park, cooperations with communities and local people, and scientific publication.

Keywords: Special Interest Tourism, Birdwatching, Plawangan Hill