

INTISARI

Pemerintah membentuk lembaga khusus untuk mengembangkan 5 (lima) kawasan pariwisata yang ditetapkan sebagai kawasan pariwisata super prioritas di Indonesia. Salah satunya adalah Badan Otorita Borobudur yang memiliki tugas di Kawasan Pariwisata Borobudur. Badan Otorita Borobudur dibentuk untuk mengakselerasi Kawasan Pariwisata Borobudur di tengah permasalahan banyaknya kepentingan, wisatawan yang terpusat di satu destinasi, manajemen yang belum berjalan baik, dan bayang-bayang penolakan masyarakat terhadap Badan Otorita Pariwisata Flores-Labuanbajo. Konsep faktor pembentuk persepsi, peran serta kepentingan stakeholder digunakan untuk mengetahui persepsi dan ekspektasi stakeholder terhadap Badan Otorita Borobudur yang memiliki fungsi koordinatif di Kawasan Pariwisata Borobudur. Metode penelitian yang digunakan adalah metode kualitatif dengan pendekatan studi kasus. Data yang dihimpun berupa data primer yang diperoleh dari hasil wawancara mendalam terhadap informan di 5 (lima) lembaga serta data sekunder yang diperoleh dari dokumen lembaga terkait. Hasil penelitian ini menunjukkan adanya persepsi yang beragam berupa sikap mendukung, netral dan cenderung menolak yang dipengaruhi oleh faktor kepentingan dan pelibatan stakeholder. Sikap tersebut diberikan terhadap aspek kekuatan, urgensi, dan legitimasi yang dimiliki oleh Badan Otorita Borobudur. Selain itu, penelitian ini menunjukkan ekspektasi yang dimiliki oleh stakeholder berupa harapan optimis dan pesimis terhadap kemampuan Badan Otorita Borobudur dalam mengembangkan Kawasan Pariwisata Borobudur. Saran yang diberikan dalam penelitian ini adalah Badan Otorita Borobudur perlu melibatkan stakeholder dalam pengembangan pariwisata serta memperhatikan aspek konservasi dan tata ruang.

Kata kunci: stakeholder, *persepsi*, *ekspektasi*, *badan otorita borobudur*, *kawasan pariwisata borobudur*

ABSTRACT

The government formed particular institutions to develop 5 (five) tourism areas designated as super-priority tourism areas in Indonesia. One of them is the Borobudur Authority Agency which has duties in the Borobudur Tourism Area. The Borobudur Authority Agency was formed to accelerate the Borobudur Tourism Area during problems of many interests, tourists centered in one destination, less organized management, and the shadows of public rejection of the Flores-Labuanbajo Tourism Authority Agency. The Concept of perception forming factors, the role and interests of stakeholders are used to find stakeholders perceptions and expectations of the Borobudur Authority Agency which has coordinative function in the Borobudur Tourism Area. This paper addresses the question of how stakeholders perceive the Borobudur Authority Agency, which has a coordinative function amid the many stakeholders in the Borobudur Tourism Area. Qualitative method with a case study approach is used within this study. Data were collected primarily through in-depth interviews with informants in 5 (five) institutions and secondary data obtained from related institution documents. Result highlight the various perceptions in the form of positive, neutral, and negative attitudes in which are influenced by factors of interest and stakeholder involvement. The perception is given to the aspects of strength, urgency, and legitimacy possessed by the Borobudur Authority Agency. Furthermore, the findings show how the expectations held by stakeholders in the form of optimistic and pessimistic hopes for the ability of the Borobudur Authority Agency in developing the Borobudur Tourism Areas of strength, urgency, and legitimacy possessed by the Borobudur Authority Agency. This paper suggest that Borobudur Authority Agency needs to involve stakeholders in tourism development and regards to conservation and spatial aspects.

Keyword: stakeholder, *perception*, *expectation*, *borobudur authority agency*, *borobudur tourism area*