

INTISARI

Wanawisata Budaya Mataram Mangunan adalah salah satu *design* perencanaan ekowisata yang detail yang bisa dijadikan contoh bagi pengelolaan hutan bersama masyarakat yang cukup berhasil. Pengelolaan Kolaboratif Wanawisata Budaya Mataram Mangunan antara Dinas Lingkungan Hidup dan Kehutanan dan Koperasi Notowono mengalami perkembangan yang signifikan. Namun, pengelolaan ekowisata belum berjalan optimal karena tidak meratanya pendapatan kesembilan obyek wisata yang bernaung didalamnya. Tujuan penelitian adalah mengetahui proses dan pembagian peran masing-masing *stakeholder* dalam kolaborasi ini, kondisi aktual pengelolaan yaitu sisi manajemennya (POAC), mengetahui para pihak yang berkepentingan, serta merumuskan strategi kedepan.

Penelitian ini dilakukan dengan *mix method* antara metode kualitatif dan kuantitatif. Responden dipilih dengan metode *purposive sampling*. Karena penelitian mengenai manajemen pengelolaan sehingga informan yang diwawancarai sudah ditentukan, yaitu pemangku kepentingan yang memiliki kapasitas dan informasi yang dibutuhkan. Hasil wawancara dirumuskan menjadi matrik SWOT yang kemudian dilakukan *skoring* dan pembobotan, hasilnya dianalisis untuk menentukan kuadran strategi pengelolaan ekowisata ke depan.

Potensi keindahan alam, peninggalan kerajaan dan kebudayaan Mataram, sarana prasarana pendukung, akses menuju lokasi yang mudah dan jumlah SDM yang mencukupi menjadi kekuatan dan peluang yang mampu menunjang pengembangan ekowisata. Namun, masih kurangnya peningkatan kualitas SDM pengelola jasa lingkungan, ketergantungan tinggi kepada Ketua Koperasi dan pengurus, rendahnya inisiatif anggota dalam mengembangkan obyek wisata, kurangnya promosi, dan atraksi budaya masih menjadi kendala yang cukup menghambat perkembangan Wanawisata. Kurangnya koordinasi antar *stakeholder* diluar kemitraan menjadi pekerjaan rumah selanjutnya seperti dengan BAPEDDA, Dinas Pariwisata, Dinas Perhubungan, LSM, dll. Kondisi sebagian obyek wisata berada di kuadran I yaitu strategi agresif seperti di Pinus sari, dan beberapa di Kuadran II seperti Lembah Ndahromo yang memerlukan perlakuan dan strategi berbeda dalam pengelolaan ke depan.

Kata Kunci: pengelolaan kolaboratif, stakeholder, wanawisata, hutan lindung, POAC, SWOT.

ABSTRACT

Mataram Mangunan Cultural Forest Tourism were one of the detailed ecotourism planning designs that can be used as an example for successful community forest management. The Collaborative Management of Mataram Mangunan Cultural Forest Tourism between the Environment and Forestry Service and the Notowono Cooperative has experienced significant developments. However, ecotourism management has not run optimally due to the unequal income of the nine tourism objects that take shelter in it. The research objective is to know the process and role division of each stakeholder in this collaboration, the actual conditions of management, namely the management side (POAC), to know the interested parties, and to formulate future strategies.

This research was conducted with a mix method between qualitative and quantitative methods. Respondents were selected by purposive sampling method. Due to research on management management, the interviewees have been determined, namely stakeholders who have the required capacity and information. The results of the interviews were formulated into a SWOT matrix which was then carried out by scoring and weighting, the results were analyzed to determine the quadrant of future ecotourism management strategies.

Potential natural beauty, legacy of Mataram kingdom and culture, supporting infrastructure, easy access to locations and sufficient number of human resources are strengths and opportunities capable of supporting ecotourism development. However, there is still a lack of improvement in the quality of human resources managing environmental services, high dependence on the Chairman of the Cooperative and management, the low initiative of members in developing tourism objects and the lack of promotion and cultural attractions are still obstacles that quite hinder the development of Wanawisata. Lack of coordination between stakeholders outside of partnerships such as BAPEDDA, Tourism Office, Transportation Agency, NGOs, etc. is also the next homework. The condition of some tourism objects in quadrant I, namely aggressive strategies such as in Pinus sari, and some in Quadrant II such as the Ndahromo Valley require different treatment and strategies in future management.

Keywords: collaborative management, stakeholder, ecotourism, protected forest, POAC, SWOT.