



STRATEGI PENGELOLAAN EKOWISATA BERBASIS MASYARAKAT DI PINUS SARI, RPH MANGUNAN, KPH YOGYAKARTA

Oleh:

Rachmadhila Fajerin Pramono¹

Wiyono²

INTISARI

Koperasi Noto Wono adalah badan hukum bagi tujuh operator dan dua sub-operator yang mengelola ekowisata di kawasan Resort Pengelolaan Hutan Mangunan. Koperasi Noto Wono melakukan kerja sama dengan Dinas Lingkungan Hidup dan Kehutanan D.I. Yogyakarta melalui skema kemitraan kehutanan. Salah satu operator yang dinaungi adalah Pinus Sari. Tujuan dari penelitian ini adalah (1) mengetahui aspek kelola kelembagaan, kelola kawasan, dan kelola usaha di Pinus Sari, (2) menganalisis kekuatan, kelemahan, peluang, dan ancaman, (3) merumuskan strategi pengelolaan pada pandemi Covid-19. Penelitian ini menggunakan metode kombinasi dan dianalisis dengan metode analisis kualitatif, kuantitatif, dan SWOT. Hasil dari penelitian menunjukkan bahwa (1) pengelolaan Pinus Sari telah memiliki badan hukum, yaitu Koperasi Noto Wono, membentuk struktur organisasi, melakukan kegiatan pengelolaan tegakan dan perlindungan kawasan, melakukan promosi ekowisata, dan menjalankan usaha ekowisata. (2) Strategi yang dapat diterapkan, yaitu pembuatan AD/ART, penambahan himbauan menjaga kebersihan, peningkatan promosi, pengadaan sosialisasi, dan pelatihan. Strategi khusus dalam menghadapi Covid-19, yaitu mengajukan ide *virtual tourism*, meningkatkan kegiatan promosi, mengajukan ide pembuatan kebijakan pembayaran non-tunai (*cashless*) dan pemesanan tiket online wisata, dan meningkatkan penerapan protokol kesehatan.

Kata kunci: Ekowisata, Hutan lindung, Analisis SWOT, Covid-19

¹ Mahasiswa Diploma III Pengelolaan Hutan SV-UGM

² Dosen Pembimbing Tugas Akhir Program Studi Pengelolaan Hutan SV-UGM



COMMUNITY-BASED ECOTOURISM MANAGEMENT STRATEGY IN PINUS SARI, RPH MANGUNAN, KPH YOGYAKARTA

By:

Rachmadhila Fajerin Pramono¹

Wiyono²

ABSTRACT

The Noto Wono Cooperative is a legal entity for seven operators and two sub-operators that manage ecotourism in the Mangunan Forest Management Resort area. The Noto Wono Cooperative collaborates with the Department of Environment and Forestry D.I. Yogyakarta through a forestry partnership scheme. The research was aimed at (1) knowing aspects of institutional management, regional management, business management, (2) analyzing SWOT (strengths, weaknesses, opportunities, and threats), (3) as well as formulating management strategies during the Covid-19 pandemic in Pinus Sari. The method used in this research is a combination method and analyzed by qualitative, quantitative, and SWOT analysis methods. The results of the study found that (1) Pinus Sari has a legal entity, namely The Noto Wono Cooperative, forming an organizational structure, conducting management activities for the establishment and protection of the region, conducting ecotourism promotion, and running ecotourism businesses. (2) The strength is pine stands, adequate public facilities, and the application of health protocols. The disadvantages are the absence of the latest AD /ART, soil compaction, low knowledge of human resources related to ecotourism management, and some spots need to be improved. Opportunities that can be utilized are the assistance of the Department of Tourism D.I. Yogyakarta, the promotion of ecotourism by visitors, untapped land, adequate road conditions. The threats are landslides, other ecotourism objects, and increased cases of Covid-19. Strategies that can be applied, namely the creation of AD / ART, the addition of advice to maintain cleanliness, increased promotion, procurement of socialization, and training. (3) Specific strategies that can be applied during the Covid-19 pandemic are to propose virtual tourism ideas, increase promotional activities, propose ideas for making cashless payments and online travel ticket reservations, and improve the application of health protocols.

Keywords: Ecotourism, Protected Forest, SWOT Analysis, Covid-19

¹Student of Forest Management Study Program, Vocational College, Gadjah Mada University

² Lecture of Forest Management Study Program, Vocational College, Gadjah Mada University