

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

Oleh:

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Intisari

Pengelolaan ekowisata berbasis masyarakat menitikberatkan peran aktif masyarakat lokal dalam perencanaan, pengembangan, dan pengelolaan ekowisata. Penelitian ini dilakukan di wisata Pinus Asri yang terletak di Desa Muntuk, Kecamatan Dlingo, Kabupaten Bantul. Tujuan dari penelitian ini (1) Mendeskripsikan pengelolaan ekowisata di Hutan Pinus Asri. (2) Menganalisis kekuatan, kelemahan, peluang dan ancaman (S.W.O.T) yang ada di Hutan Pinus Asri. (3) Merumuskan strategi pengembangan dalam menghadapi pandemi *Covid 19* di Hutan Pinus Asri. Dalam penelitian ini metode yang digunakan yaitu dengan wawancara mendalam, kuesioner, observasi lapangan, dan juga studi literatur. Analisis data menggunakan analisis kualitatif, analisis kuantitatif, dan analisis SWOT (*Strength, Weakness, Opportunity, & Threats*). Hasil dari penelitian ini yaitu 1) Aspek yang digunakan dalam pengelolaan ekowisata di Pinus Asri seperti legalitas, sejarah, program yang dilaksanakan, status kawasan, tata kelola batas kawasan, potensi kawasan, spot foto, warung dan tenaga kerja. 2) Strategi *Strength-Opportunity* (SO) salah satunya memanfaatkan dan mengembangkan keterampilan pengelola dalam membuat usaha kerajinan bambu berupa cinderamata, strategi *Weakness-Opportunity* (WO) melakukan peningkatan SDM dengan program pelatihan pengembangan jasa lingkungan, strategi *Strength-Threat* (ST) menyusun program membuat kerajinan dari bambu untuk wisatawan, strategi *Weakness-Threat* (WT) mengadakan kegiatan pelatihan keterampilan baru pada masa pandemi. 3) Strategi yang digunakan pengelola Pinus Asri dalam menghadapi pandemi Covid-19 seperti menyusun program wisata *healing forest* pada masa pandemi, menyediakan fasilitas protokol kesehatan sesuai kebijakan pemerintah seperti tempat cuci tangan dan pengecekan suhu tubuh, adaptasi kebiasaan baru pada penerapan protokol kesehatan seperti memakai masker, mencuci tangan dan mengecek suhu tubuh, mengadakan kegiatan pelatihan keterampilan baru pada masa pandemi *Covid-19*.

Kata kunci: Pinus Asri, Ekowisata, *Covid-19*

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

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Abstract

Community-based ecotourism management focuses on the local communities' active role in ecotourism planning, development, and management. This study was conducted at Pinus Asri tourist attraction located in Muntuk Village, Dlingo District, Bantul Regency. This study's purpose is (1) to describe the ecotourism management in the Pinus Asri Forest (2) Analyzing the strengths, weaknesses, opportunities, and threats (SWOT) in the Pinus Asri Forest (3) Formulating a development strategy in dealing with the Covid 19 pandemic in the Pinus Asri Forest. In this study, the methods used were in-depth interviews, questionnaires, field observations, and literature studies. The data analysis used in this study is qualitative, quantitative, and SWOT analysis (Strength, Weakness, Opportunity, & Threats). The study results are 1) Aspects used in ecotourism management in Pinus Asri such as legality, history, implemented programs, area status, regional boundary management, area potential, photo spots, stalls, and labor. 2) The Strength-Opportunity (SO) strategy, one of which utilizes and develops the skills of managers in making bamboo handicraft businesses in the form of souvenirs, the Weakness-Opportunity (WO) strategy to increase human resources with environmental services development training programs, the Strength-Threat (ST) strategy to develop programs making handicrafts from bamboo for tourists, the Weakness-Threat (WT) strategy held new skills training activities during the pandemic. 3) There are some strategies used by Pinus Asri managers in dealing with the Covid-19 pandemic, such as compiling a healing forest tourism program during the pandemic, providing health protocol facilities according to government policies (hand washing and body temperature checking), adopting new habits in the application of health protocols (wearing masks, washing hands and checking body temperature), and holding new skills training activities during the Covid-19 pandemic.

Keywords: Pinus Asri, Ecotourism, Covid-19

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