

## POTENSI OBYEK DAN DAYA TARIK WISATA ALAM BUKIT KANDIS DI DESA DURIAN DEMANG, KABUPATEN BENGKULU TENGAH

Oleh:

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### INTISARI

Nilai potensi suatu obyek daya tarik wisata alam menjadi penting karena merupakan dasar yang diperlukan dalam pengembangan kegiatan pariwisata. Ada beberapa kendala dari segi atraksi, amenitas, dan aksesibilitas di obyek wisata Bukit Kandis, selain itu penilaian potensi ODTWA juga belum pernah dilakukan sehingga potensi belum terinventarisasi dengan baik. Sehingga diperlukan kajian penelitian yang bertujuan untuk menguraikan nilai potensi obyek dan daya tarik wisata alam, menguraikan nilai potensi pasar wisatawan, serta menguraikan jenis strategi pengembangan obyek daya tarik wisata alam di Bukit Kandis.

Dalam penelitian ini secara umum pengambilan data dilakukan dengan cara observasi atau pengamatan langsung ke obyek penelitian. Alat yang digunakan meliputi: Alat tulis, kamera, perekam suara, *tally sheet*, pedoman wawancara, kuesioner, laptop. Variabel yang dikumpulkan meliputi: potensi sumber daya alam atraksi, lanskap, flora, fauna; pengelola yang berkaitan dengan obyek wisata; subyek penelitiannya merupakan wisatawan pengunjung. Penilaian potensi menggunakan pedoman ADO-ODTWA 2002 dan potensi lanskap dinilai dengan parameter *Bureau of Land Management* kemudian dianalisis skoring. Survei pengunjung dengan pemberian kuesioner dengan metode *accidental sampling*, dan juga wawancara terpandu kepada pengelola wisata untuk memperoleh data pengelolaan wisata. Data potensi wisata alam, potensi pasar wisatawan yang telah terkumpul, selanjutnya diolah dan dianalisis secara deskriptif kualitatif. Seluruh hasil penelitian kemudian dianalisis SWOT untuk digunakan menyusun alternatif strategi pengembangan wisata alam.

Hasil penelitian menunjukkan bahwa terdapat 4 titik potensi atraksi dan lanskap yang beragam dengan nilai potensi sebesar 2510 (sedang) yang artinya cukup layak dikembangkan dengan potensi flora dan fauna yang menarik dan berbagai macam manfaat. Potensi pasar wisata masuk kategori rendah dengan skor 210 (Rendah) yang meliputi mayoritas wisatawan yang berasal dalam kabupaten, tingkat Pendidikan SMA dan profesi pelajar mahasiswa, dan pendapatan < Rp. 500.000. Ada beberapa alternatif strategi yang dapat diterapkan dalam pengembangan wisata alam yang meliputi: pengembangan atraksi dalam bentuk ekowisata, perbaikan aksesibilitas, penambahan fasilitas dan sarana prasarana penunjang, pelatihan SDM, membuat diversifikasi produk dan pelayanan paket wisata terpadu, dan memaksimalkan promosi wisata.

**Kata kunci:** Wisata Alam Bukit Kandis, potensi obyek dan daya tarik wisata alam, potensi pasar wisatawan, strategi pengembangan wisata alam

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## OBJECT AND ATTRACTION POTENTIALS OF KANDIS HILL NATURAL TOURISM IN DURIAN DEMANG VILLAGE, CENTRAL BENGKULU DISTRICT

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### ABSTRACT

The potential value of an object of natural tourist attraction becomes important because it is the basis needed in the development of tourism activities. There are several obstacles in terms of attractions, amenities, and accessibility at Bukit Kandis tourism objects, besides that an assessment of the potential of ODTWA has never been carried out so that the potential has not been properly inventoried. So that a research study is needed that aims to describe the potential value of natural tourism objects and attractions, describe the potential value of the tourist market, and describe the types of strategies for developing natural tourist attractions in Kandis Hill.

In this study in general, data collection is done by observation or direct observation to the object of research. The tools used include: stationery, camera, voice recorder, tally sheet, interview guide, questionnaire, laptop. The variables collected include: natural resource potential attractions, landscapes, flora, fauna; managers related to tourism objects; the research subjects are tourist visitors. The potential assessment used the 2002 ADO-ODTWA guidelines and the landscape potential was assessed using the Bureau of Land Management parameters and then the scoring was analyzed. Visitor survey by giving questionnaires with accidental sampling method, and also guided interviews to tourism managers to obtain tourism management data. Data on natural tourism potential, tourist market potential that has been collected, is then processed and analyzed in a qualitative descriptive manner. All research results are then analyzed SWOT to be used to develop alternative strategies for developing natural tourism.

The results show that there are 4 points of potential attractions and diverse landscapes with a potential value of 2510 (medium) which means it is quite feasible to be developed with interesting flora and fauna potential and various benefits. The tourism market potential is in the low category with a score of 210 (Low) which includes the majority of tourists from within the district, high school education level and student profession, and income < Rp. 500.000. There are several alternative strategies that can be applied which include: development of attractions in the form of ecotourism, improvement of accessibility, addition of supporting facilities and infrastructure, training of human resources, diversifying products and services of integrated tour packages, and maximize tourism promotion.

**Keywords:** Kandis hill nature tourism, potential objects and attractions of natural tourism, tourist market potential, tourism development strategies

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