

INTISARI

Salah satu Obyek Daya Tarik Wisata (ODTW) di Indonesia yang cukup dikenal oleh masyarakat internasional dan diakui oleh United Nations Educational, Scientific, and Cultural Organization (UNESCO) sebagai salah satu situs warisan dunia (*the world heritage sites*) adalah Candi Borobudur yang terletak di pusat Desa Borobudur, Kecamatan Borobudur, Kabupaten Magelang, Provinsi Jawa Tengah. Jumlah pengunjung Candi Borobudur yang meningkat setiap tahunnya memberikan pendapatan yang cukup besar kepada pengelolanya yaitu PT. Taman Wisata Candi Borobudur (TWCB). Namun kelihatannya tidak ada integrasi yang baik antara kompleks wisata Candi Borobudur dengan lingkungan desa di sekitarnya. Hal ini dilihat dari tingginya angka kemiskinan masyarakat Desa Borobudur yaitu 63,92 % dan persentase pengangguran sebesar 7,1% dari total angkatan kerja. Kondisi guna lahan eksisting Desa Borobudur adalah perkebunan (23%), persawahan (14%) dan tegalan (11%). Berdasarkan masalah dan kondisi yang ada maka konsep pembangunan desa wisata berbasis *ecovillage* merupakan solusi yang tepat untuk diterapkan di Desa Borobudur.

Terdapat empat unsur pokok dalam sistem pariwisata yaitu permintaan (*demand*), penawaran (*supply*), pasar dan kelembagaan, serta pelaku pariwisata. Dalam merencanakan zona destinasi wisata yang baik perlu mempertimbangkan lima komponen yaitu *community, circulation, gateway, attraction complexes, dan linkage*. Komponen utama yang menggerakkan sebuah desa wisata adalah atraksi, akomodasi, dan fasilitas pendukung yang disajikan dalam suatu struktur kehidupan, tatacara, dan tradisi yang berlaku di suatu lingkungan masyarakat. Terdapat tiga aspek desain dalam konsep *ecovillage* yaitu *permaculture design, cohousing and socially motivated ecovillages, dan cultural/spiritual ecovillages*.

Metode yang digunakan dibagi menjadi dua yaitu metode untuk analisis dan metode untuk perencanaan. Metode analisis dibagi menjadi empat bagian yaitu analisis zona destinasi wisata, analisis lingkungan internal, analisis lingkungan eksternal, dan evaluasi studi menggunakan metode analisis SWOT (*Strength Weakness Opportunity Threat*). Metode perencanaan dibagi menjadi tiga bagian yaitu metode penentuan alternatif rencana menggunakan AHP (*Analytical Hierarchy Process*), analisis kelayakan finansial (NPV dan BCR), dan perencanaan detail kawasan berdasarkan aspek desa wisata dan *ecovillage*.

Dari hasil analisis diperoleh kesimpulan bahwa tidak adanya integrasi antara kompleks wisata Candi Borobudur dengan kawasan desa di sebelah selatan yang mencakup sembilan dusun yaitu Dusun Ngaran II. Gopalan, Bumisegoro, Sabrangrowo, Tamanan, Tanjungan, Maitan, Kujon, dan Gejagan. Selain itu perlu adanya optimalisasi atraksi, amenitas, maupun aksesibilitas wisata di beberapa dusun di kawasan selatan. Berdasarkan analisis AHP konsep rencana yang akan diterapkan adalah *Equitable Tourism Development* dengan nilai prioritas global *eigen vector* 0,648. Konsep ini memfokuskan pembangunan pada dusun – dusun dengan jumlah dan tingkat atraksi, amenitas, dan aksesibilitas yang rendah. Berdasarkan analisis kelayakan finansial proyek ini layak dan dapat diterima karena memperoleh nilai NPV sebesar Rp 38.927.038.163,00 dan BCR sebesar 1,44.

Kesimpulan yang diperoleh berdasarkan proses perencanaan ini yaitu perlu adanya pembangunan *secondary gateway* di bagian selatan kompleks wisata Candi Borobudur yang berdempetan langsung dengan Dusun Sabrangrowo dengan diikuti berbagai fasilitas wisata pendukung seperti atraksi kebun permakultur, arena *outbound*, bumi perkemahan, dan *homestay* berkonsep *cohousing*. Cukup vitalnya peran dan fungsi Desa Borobudur baik dari kancan regional, nasional, maupun internasional membutuhkan kolaborasi yang baik antara pemangku – pemangku kepentingan terkait.

Kata kunci: Zona Destinasi Wisata, Desa Wisata, *Ecovillage*, NPV, BCR, AHP

ABSTRACT

One of the tourism destination in Indonesia which well known by the international community and recognized by the United Nations Educational, Scientific, and Cultural Organization (UNESCO) as one of the world heritage site is Borobudur temple which is located in the center of Borobudur village, Borobudur Districts, Magelang Regency, Central Java Province. The number of Borobudur visitor is increasing every year which is provide significant revenue to it's organizer, namely PT. Taman Wisata Candi Borobudur (TWCB). But it seems there isn't good integration between Borobudur temple zone and the environment surrounding villages. It can be seen from the high number of poor people in Borobudur Village which stood at 63.92%, and the unemployment percentage is 7.1% of the total workforce. The existing condition land use of Borobudur Village is the estate (23%), paddy (14%) and fields (11%). Based on the existing problems and potential, then the concept of tourism village development based on ecovillage is the right solution to be implemented in Borobudur village.

There are four basic elements in the tourism system, namely demand, supply, the institutional market, and tourism actors. In planning a good tourism destination zone, there are five components that have to be considered : community, circulation, gateway, attraction complexes and linkage. The main components in a tourism village is attraction, accommodation and support facilities that are presented in a living structure, procedures, and traditions prevailing in a society. There are three aspects of design of ecovillage concept namely permaculture design, cohousing and ecovillages socially motivated, and cultural / spiritual ecovillages.

The method that used is divided into two methods, method for analysis and method for planning. The analysis method is divided into four parts, namely the analysis tourism destination zone, internal environment analysis, external environment analysis, and evaluation of studies using SWOT analysis (Strength Weakness Opportunity Threat). Planning method is divided into three parts, namely the method of determining the alternative plan using AHP (Analytical Hierarchy Process), cost benefit analysis, and the detailed planning area based on the aspects of the tourist village and ecovillage.

From the analysis it can be concluded that there is lack of integration between the Borobudur temple complex with village areas in the southern part which includes nine hamlets namely Ngaran II Hamlet, Gopalan, Bumisegoro, Sabrangrowo, Tamanan, Tanjungan, Maitan, Kujon, and Gejagan. In addition there are needs for optimization of attractions, amenity, as well as the accessibility of travel in those hamlets. Based on AHP analysis the concept that will be applied is Equitable Tourism Development which has global priority of eigen vector value 0,648. This concept will focus to develop the hamlets which have low level of attraction, amenity, and accessibility. Based on feasibility analysis, this project is proper and accepted because has NPV value Rp 38.927.038.163,00 and BCR value 1,44.

The conclusion based on this planning process is the need for the development of secondary gateway in the southern part of the Borobudur temple complex that cling directly with Sabrangrowo hamlet, followed by various supporting facilities such as tourist attractions like permaculture gardens, outbound arena, camping ground, and homestay with cohousing concept. With the vilality of role and function of Borobudur Village from regional, national, until international levels, it requires good collaboration between stakeholders that involved.

Keywords: Tourism Destination Zone, Tourism Village, Ecovillage, BCR, NPV, AHP