

INTISARI

Perkembangan wisata pantai di Kabupaten Gunungkidul semakin pesat salah satunya di Pantai Drini, hal ini ditandai dengan semakin meningkatnya jumlah pengunjung wisata maupun bertambahnya infrastruktur dan fasilitas penunjang wisata. Kegiatan wisata ini menimbulkan dampak negatif yaitu kerusakan komponen abiotik, biotik, dan kultural. Dampak positif yaitu peningkatan kesejahteraan masyarakat dan peningkatan Pendapatan Asli Daerah Kabupaten Gunungkidul. Nilai manfaat dari lingkungan Pantai Drini dapat diketahui dengan penilaian jasa lingkungan. Tujuan dari penelitian ini adalah untuk mengkaji penyebab kerusakan komponen lingkungan, mengkaji jenis dan tingkat kerusakan komponen lingkungan, menentukan nilai jasa lingkungan kawasan wisata Pantai Drini, dan merumuskan kebijakan dan strategi pengelolaan lingkungan di Pantai Drini Kabupaten Gunungkidul.

Metode yang digunakan dalam penelitian ini adalah metode deskriptif kualitatif dan kuantitatif, data primer diperoleh dengan observasi, kuesioner, dan wawancara, data sekunder didapatkan dari instansi yang terkait dengan tema penelitian dan studi literatur. Penilaian tingkat kerusakan lingkungan dengan metode zonasi, skoring dan indeks pencemar. Jasa lingkungan dihitung dengan metode *Travel Cost Method* (TCM) dan *Contingent Valuation Method* (CVM). Kebijakan dan strategi pengelolaan lingkungan kawasan wisata Pantai Drini dirumuskan dengan analisis deskriptif dan tabulasi silang.

Berdasarkan hasil penelitian, jenis kerusakan komponen lingkungan, diantaranya pencemaran air, pencemaran pasir/tanah, kerusakan sempadan pantai, kerusakan biota/vegetasi, kurangnya kepedulian masyarakat terhadap lingkungan, dan konflik. Penentuan tingkat kerusakan dibagi menjadi lima zona, yaitu (1) zona satu, area pantai berpasir, kerusakan abiotik sedang, kerusakan biotik sedang; (2) zona dua, sungai, kerusakan abiotik ringan, kerusakan biotik ringan; (3) zona tiga, area TPI, kerusakan abiotik ringan, kerusakan biotik sedang; (4) zona empat area kuliner timur, kerusakan abiotik ringan, kerusakan biotik ringan; dan (5) zona lima, area kuliner barat, kerusakan abiotik sedang, kerusakan biotik sedang. Kerusakan kultural di Pantai Drini pada tingkat ringan. Nilai jasa lingkungan Pantai Drini sebagai penyedia jasa wisata adalah sebesar Rp. 124.021.341.880,-/ tahun. Kebijakan dan strategi pengelolaan lingkungan yaitu penyediaan dan penataan sarana prasarana persampahan dan pembuangan limbah cair domestik, penataan area sempadan pantai, penanaman kembali vegetasi pantai, dan sosialisasi penataan lingkungan, serta partisipasi masyarakat dalam pengelolaan lingkungan kawasan wisata Pantai Drini

Kata Kunci: Pantai Drini, wisata, komponen lingkungan, Jasa lingkungan.

ABSTRACT

The development of coastal tourism in Gunungkidul has been increasing rapidly, with one location being Drini Beach. This process is marked by the increasing number of tourists as well as the growing amount of infrastructure and tourism support facilities. Tourism has both negative and positive impacts. The negative impacts include damage to abiotic, biotic, and cultural components of the area, meanwhile the positive impacts include the improvement of community welfare and increasing Own-Source Revenue of Gunungkidul. The use value of the Drini Coast environment can be identified by the valuation of environmental services. The aim of this study is to assess the causes of damage to environmental components, to examine the types and extent of damage to environmental components, to determine the value of environmental services for the coastal tourism area of Drini Beach, and to formulate policies and strategies for environmental management at Drini Beach.

This study utilized a descriptive qualitative and quantitative method, with primary data obtained by observation, questionnaires, and direct interviews with respondents in the field, and secondary data obtained from institutions related to the theme of research as well as relevant literature. The level of environmental damage was assessed using a zoning, scoring and pollutant index. Environmental services were calculated using Travel Cost Method and Contingent Valuation Method. The policy and strategy of environmental management of the Drini Beach tourism area was formulated by descriptive analysis and cross tabulation.

The results of the study indicated that some types of environmental damage have occurred, such as water pollution, sand/soil contamination, coastal damage, biota/vegetation damage, lack of community awareness of the environment, and conflict. Determination of the level of damage is divided into five zones, namely (1) zone one, sandy beach area, moderate abiotic damage, moderate biotic damage; (2) zone two, river, minor abiotic damage, light biotic defect; (3) zone three, fish auction area, minor abiotic damage, moderate biotic damage; (4) the four eastern culinary zones, minor abiotic defects, minor biotic defects; And (5) zone five, western culinary area, moderate abiotic damage, moderate biotic damage. Cultural damage at Drini Beach was only at a light level. The value of environmental services of Drini Beach as a tourist service provider was calculated to be Rp.124,021,341,880,-/ year. Environmental management policies and strategies related to the provision and management of waste management facilities, structuring of coastal border areas, structuring and provision of domestic wastewater disposal facilities and infrastructure, replanting of coastal vegetation, promotion of environmental arrangement, and increasing community participation in the management of the Drini Coast tourist area.

Keywords: Drini Beach, Tourism, Environmental Components, Environmental Services