

INTISARI

SUSMIYATI. Pengembangan Ekowisata *Birdwatching* di Taman Nasional Karimunjawa. Dibimbing oleh LIES RAHAYU WIJAYANTI FAIDA dan SENA ADI SUBRATA.

Taman Nasional Karimunjawa memiliki potensi burung cukup tinggi yang dapat dikembangkan menjadi ekowisata *birdwatching*. Untuk mengembangkan ekowisata *birdwatching* tersebut diperlukan data dan informasi mengenai potensi burung, lokasi yang berpotensi untuk ekowisata *birdwatching* serta strategi pengembangannya. Penelitian ini bertujuan untuk mengidentifikasi potensi burung sebagai obyek ekowisata *birdwatching* serta distribusinya, mengidentifikasi lokasi potensial dan merumuskan strategi pengembangan ekowisata *birdwatching* di Taman Nasional Karimunjawa.

Penelitian ini dilakukan dengan menggunakan metode daftar jenis MacKinnon, sedangkan data spasial distribusi burung diolah dengan menggunakan ArcGis 10.1 untuk menghasilkan peta distribusi burung. Analisis lokasi potensial dilakukan dengan mempertimbangkan aspek potensi burung, aspek kondisi lokasi dan preferensi pengunjung yang diperoleh dari hasil wawancara responden. Untuk strategi pengembangan ekowisata *birdwatching* di Taman Nasional Karimunjawa dianalisis dengan menggunakan AHP (*Analytical Hierarchy Process*).

Potensi burung berdasarkan perjumpaan di delapan lokasi penelitian adalah 59 spesies yang termasuk dalam 29 famili dengan perjumpaan 27 % spesies burung migran dan 73 % spesies burung penetap, 15 spesies burung dilindungi, 3 spesies endemis, 1 spesies status NT (*Near Threatened*) IUCN, dan 3 spesies tercatat sebagai appendix II CITES. Distribusi spesies burung terbanyak di lokasi Legon Lele-Cikmas, Pulau Karimunjawa dan distribusi burung migran terbanyak di Terusan, Pulau Kemujan. Dari hasil analisis lokasi potensial menunjukkan bahwa lokasi pengamatan Legon Lele-Cikmas di Pulau Karimunjawa dan Lokasi Terusan di Kemujan merupakan lokasi potensial untuk dikembangkan sebagai lokasi ekowisata *birdwatching*. Analisis SWOT dan AHP menghasilkan arahan strategi pengembangan ekowisata *birdwatching* yang dapat diterapkan di Taman Nasional Karimunjawa yaitu (1) konservasi jenis, genetik dan ekologis; (2) rencana pengelolaan ekowisata *birdwatching* melibatkan para pihak; (3) pelatihan pemandu wisata *birdwatching*; (4) promosi wisata *birdwatching*; (5) membuat paket wisata *birdwatching*; dan (6) pembangunan/penyediaan sarana prasarana pendukung ekowisata *birdwatching*.

Kata Kunci: Ekowisata, *Birdwatching*, SWOT, AHP.

ABSTRACT

SUSMIYATI. Development of Birdwatching Ecotourism in Karimunjawa National Park. Supervised by LIES RAHAYU WIJAYANTI FAIDA and SENA ADI SUBRATA.

Karimunjawa National Park provides several potential of natural tourism attraction. Huge of birds become the most potential attraction to be developed as *birdwatching* eco-tourism attraction. This ecotourism attraction is needed to be supported with such as data and information of birds' varieties, bird watching spot and the development strategy. The objectives of the study are deeply to identify the birds and its distribution area as ecotourism object, and to formulate the *bird-watching* ecotourism development strategy.

All data has analyzed through *MacKinnon Species Listing*, while spacial aspect of bird distribution has proceed through ArcGis ver 10.1. The analytical of potential site of birds has implemented considering to bird potential aspect, site condition aspect and respondents interviewing result. The determination of *bird-watching* ecotourism development strategy has formulated through Analytical Hierarchy Process (AHP).

The study was identifying 59 species of bird in the site which are member of 29 *family* consisting 27% of migratory bird and 73% of native species. From that number, 15 of them are protected by law, 3 species are endemic and 1 is part of Near Threatened (NT) species by IUCN and 3 species are noted in the appendix II of CITES. The most distributed site of bird is located in Legon Lele-Cikmas, Karimunjawa island. While the most distributed site of bird is located in Terusan, Kemujan island. Based on the analisis there are two potential site of birds i.e., Legon Lele-Cikmas in Karimunjawa island and Terusan in Kemujan island. These two sites could be determined as the most potention of *bird-watching* ecotourism site. The priorities strategy of *bird-watching* ecotourism development that can be implemented in this park are (1) species conservation of species, genetic and ecology (2) stakeholder involvement of management planning, (3) increasing the capacity of *bird-watching* tour guide, (4) promotion, (5) *bird-watching* eco-tour packaging and, (6) the *bird-watching* infrastructure setup.

Keyword: Eco-tourism, *bird-watching*, SWOT, AHP.