

**KAJIAN POTENSI EKOWISATA
DI KAWASAN AIR TERJUN BANANGAR
(STUDI KASUS DI KECAMATAN AIR BESAR, KABUPATEN LANDAK)**

INTISARI

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Air Terjun Banangar merupakan salah satu objek wisata andalan kabupaten Landak. Selain panorama air terjunnya, kawasan ini menyimpan banyak potensi wisata alam yang pada dasarnya belum dikembangkan secara optimal.

Tujuan dari penelitian ini adalah mengidentifikasi potensi atraksi ekowisata di sekitar kawasan air terjun Banangar, menganalisis pendapat masyarakat dan wisatawan tentang pengembangan kawasan air terjun Banangar dan mengidentifikasi faktor pendukung dan penghambat pengembangan ekowisata di kawasan air terjun Banangar. Metode penelitian yang digunakan adalah melalui pendekatan deskriptif analitis secara kualitatif dan kuantitatif. Data penelitian dikumpulkan dengan observasi, wawancara, dokumentasi dan studi pustaka.

Hasil penelitian menunjukkan bahwa tingkat Kelayakan Potensi Wisata di Air Terjun Banangar adalah 65 %, hal ini menunjukkan bahwa kawasan ini belum layak dikembangkan. Indikator tingkat kelayakan potensi wisata ini berdasarkan pada beberapa indikator penilaian yaitu Potensi Daya Tarik Wisata dengan nilai 83%, Potensi keberagaman Flora sebesar 75%, Potensi keberagaman Fauna sebesar 60% serta ketersediaan Amenitas dan Aksesibilitas kawasan dengan nilai 42%.

Kata kunci: air terjun Banangar, Ekowisata, Potensi, Kabupaten Landak

**THE STUDY OF ECOTOURISM POTENCY
IN BANANGAR WATERFALL
(A CASE IN DISTRICT OF AIR BESAR OF LANDAK REGENCY)**

ABSTRACT

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Banangar Waterfall is one of the tourism objects in Landak regency. In addition of its waterfall panorama, the area also has a lot of potential natural attractions which are basically not developed yet.

The purposes of this study were, first, to identify the potential for ecotourism attraction in the area of Banangar waterfall, second, to analyze the opinion about the development of the Banangar waterfall among the local people and the visitor, and third to identify the supporting factors and the obstacles of the development of ecotourism in Banangar waterfall. The method of the study is using descriptive analytical approach combining qualitative and quantitative analysis. Research data were collected by observation, interview, documentation and scientific information.

The results showed that the feasibility level of tourism potency in Banangar waterfall is 65%, which indicates that the tourism area has been infeasible enough to be developed. Tourism potential feasibility level indicator is based on several indicators, namely the indicator of Travel Attractions Potential with a value of 83%, the Flora diversity with a value of 75%, the Fauna diversity of 60% and the availability of tourism amenities and accessibilities with a value of 42%.

Keywords: Banangar Waterfall, Ecotourism, Potencies, *Landak* Regency