

## STRATEGI PENGELOLAAN EKOWISATA BERBASIS MASYARAKAT DI PUNCAK BECICI, RPH MANGUNAN, KPH YOGYAKARTA

Oleh:

Winnada Imaudya Ratnaprasetya<sup>1</sup>

Wiyono<sup>2</sup>

### INTISARI

Pengelolaan ekowisata dapat menjadi upaya bagi pemerintah untuk mensejahterakan masyarakat sekitar hutan. Penelitian ini dilakukan dengan tujuan untuk mendeskripsikan pengelolaan ekowisata berbasis masyarakat dari aspek kelembagaan, kawasan, dan usaha; menganalisis kekuatan, kelemahan, peluang, dan ancaman yang ada; serta merumuskan strategi pengembangan dalam menghadapi pandemi COVID-19. Data yang dibutuhkan didapatkan dari wawancara mendalam, kuesioner, observasi di lapangan, dan studi kepustakaan. Penelitian menghasilkan karakteristik ekowisata di Puncak Becici sebagai berikut: (1) Pengelolaan kelembagaan dilakukan dalam bentuk legalisasi organisasi, kepengurusan dan keanggotaan, tugas dan wewenang, peraturan dan sanksi, program, aset ekowisata, dan pendapatan; (2) Pengelolaan kawasan dilakukan dengan penetapan status dan bataskawasan, pengelolaan fasilitas penunjang wisata, pengelolaan tegakan, dan perlindungan kawasan; (3) Pengelolaan usaha dilakukan dengan cara mengelola usaha dari Puncak Becici dan mengelola usaha dari penyangga wisata di Puncak Becici. Kekuatan Puncak Becici berada di partisipasi anggotan, lahan, panorama, akses jalan, dan pelaksanaan protokol kesehatan namun Puncak Becici memiliki kekrangan pada kesamaan konsep, tegakan tua, pampatan tanah, tidak ada paket edukasi, kurangnya fasilitas untuk anak, dan kurang beragamnya metode pembayaran. Peluang Puncak Becici didapatkan dari dukungan desa, pemerintas, pekerja seni lokal, teknologi, dan biro travel. Ancaman pengelolaan Puncak Becici berupa erosi dan tanah longsor, pohon tumbang, pesaing, oknum nakal, dan pandemi. Analisis SWOT yang dilakukan menghasilkan usulan strategi dalam bentuk penyegaran konsep wisata, pengoptimalan lahan, pengadaan kegiatan konservasi tanah dan air, serta melakukan promosi dengan berbagai media. Strategi yang dapat diterapkan di masa pandemi COVID-19 selaras dengan peraturan pemerintah mengenai standar protokol kesehatan, pembayaran non tunai, reservasi melalui aplikasi serta melakukan liburan virtual.

**Kata kunci:** Ekowisata, Puncak Becici, Hutan Lindung, Pandemi COVID-19

<sup>1</sup>Mahasiswa Program Studi Pengelolaan Hutan, Sekolah Vokasi, Universitas Gadjah Mada

<sup>2</sup>Dosen Pembimbing Tugas Akhir, Sekolah Vokasi, Universitas Gadjah Mada

## COMMUNITY-BASED ECOTOURISM MANAGEMENT STRATEGY IN PUNCAK BECICI, RPH MANGUNAN, KPH YOGYAKARTA

By:

Winnada Imaudya Ratnaprasetya<sup>1</sup>

Wiyono<sup>2</sup>

### ABSTRACT

Ecotourism management can be an effort for the government to prosper the community around the forest. This research was conducted to describe community-based ecotourism management from the institutional, regional, and business aspects; analyse the strengths, weaknesses, opportunities, and threats that exist in ecotourism; and formulate development strategy in dealing with the COVID-19 pandemic. The data needed was obtained from in-depth interviews, questionnaires, observations, and literature studies. The research resulted in the characteristics of ecotourism in Puncak Becici as follows: (1) Institutional management is carried out in the form of organizational legalization, management and membership, duties and authorities, regulations and sanctions, programs, ecotourism assets, and also the income; (2) Management of the area is carried out by determining the status and boundaries of the area, management of tourism support facilities, management of stands, and protection of the area; (3) Business management is carried out by managing businesses from Puncak Becici and Managing businesses from tourism buffers at Puncak Becici. Puncak Becici's strengths are in member participation, land, panorama, road access, and implementation of health protocols but Puncak Becici has a lack of similarity in concept, old stands, soil compaction, no education package, lack of facilities for children, and lack of variety of payment methods. Puncak Becici's opportunity is obtained from the support of the village, the government, local art workers, technology, and travel agencies. Puncak Becici management threats include erosion and landslides, fallen trees, competitors, rogue elements, and a pandemic. The SWOT analysis carried out resulted in proposed strategies in the form of refreshing the tourism concept, optimizing land, procuring soil and water conservation activities, as well as conducting promotions with the various media. Strategies that can be applied during the COVID-19 pandemic are in line with government regulations regarding health protocol standards, non-cash payments, reservations through the application, and making a virtual vacation.

**Keywords:** Ecotourism, Puncak Becici, Protected Forest, COVID-19 Pandemic

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<sup>1</sup>Student of Forest Management Section, Vocational School, Gadjah Mada University

<sup>2</sup>Lecture of Forest Management Section, Vocational school, Gadjah Mada University