

ABSTRAK

Aktivitas pendakian selama ini berpengaruh terhadap peningkatan Penerimaan Negara Bukan Pajak (PNBP). Namun, di sisi yang lain belum mampu mengurangi ancaman terhadap kawasan hutan. Dalam penelitian ini, pendekatan *Quadruple Helix* digunakan untuk melihat peran dari aktor pemerintah, swasta, perguruan tinggi, dan masyarakat terhadap aktivitas pariwisata pendakian dan konservasi di *Resort Selo Gunung Merbabu*. Dalam penelitian ini digunakan metode kualitatif dengan pendekatan studi kasus. Data dikumpulkan melalui wawancara mendalam dengan informan yang relevan mewakili aktor dalam *Quadruple Helix*. Hasil penelitian menunjukkan bahwa aktivitas pariwisata pendakian dan konservasi di *Resort Selo Gunung Merbabu* belum berjalan secara berdampingan. Belum banyak terlihat adanya sinergisitas aktor dengan model ketiga *Quadruple Helix* di mana sumber inovasi berasal dari pemerintah sebagai aktor prinsipal. Berdasarkan hasil penelitian, disarankan untuk adanya penambahan sumber daya manusia dan dilakukan studi *carrying capacity* untuk melihat kemampuan kawasan pendakian saat dimasuki oleh pendaki.

Kata Kunci: Quadruple Helix, Pariwisata Pendakian, Konservasi

ABSTRACT

Climbing activities so far have an effect on increasing Non-Tax State Revenue (PNBP). However, on the other hand, it has not been able to reduce threats to forest areas. In this study, the Quadruple Helix approach is used to see the role of government, private, university, and community actors in climbing tourism and conservation activities at Selo Gunung Merbabu Resort. In this study, a qualitative method with a case study approach was used. Data were collected through in-depth interviews with relevant informants representing the actors in the Quadruple Helix. The results showed that climbing and conservation tourism activities at the Selo Gunung Merbabu Resort had not run side by side. There has not been much synergy between actors with the third model of the Quadruple Helix where the source of innovation comes from the government as the principal actor. Based on the results of the study, it is recommended that there be additional human resources and carrying capacity studies are carried out to see the ability of the climbing area when entered by climbers.

Keywords: Quadruple Helix, Hiking Tourism, Conservation