

**STUDI PENGORGANISASIAN PERSONAL TAHAPAN  
PEMBANGUNAN HUTAN WISATA GIRIMANIK  
DALAM PENGEMBANGAN EKOWISATA  
(Studi Kasus di Desa Setren, Kec. Slogohimo, Kab. Wonogiri)**

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**INTISARI**

Ekowisata merupakan pariwisata yang mengedepankan lingkungan, sehingga pengelola wisata harus mampu memahami dua hal sekaligus (pariwisata dan konservasi). Pengembangan ekowisata di hutan wisata Girimanik tidak terlepas dari sumber daya manusia sebagai pengelola hutan wisata. Salah satu aktivitas untuk mengelola sumber daya manusia yang ada adalah melalui pengorganisasian personal.

Penelitian ini bertujuan untuk : (1) Mengetahui jenis pekerjaan pada tahapan pembangunan hutan wisata Girimanik dalam Pengembangan ekowisata, (2) Merumuskan struktur organisasi tahapan pembangunan hutan wisata Girimanik, (3) Merumuskan fungsi bagian-bagian yang terdapat dalam struktur organisasi tersebut. Untuk memenuhi tujuan tersebut dilakukan pendekatan penelitian deskriptif kualitatif, meliputi: (1) Observasi, untuk mengetahui tingkat perkembangan obyek di hutan wisata Girimanik, (2) Wawancara Mendalam, untuk mengetahui jenis pekerjaan pada tahapan pembangunan hutan wisata Girimanik, (3) Telaah pustaka.

Tingkat perkembangan obyek di hutan wisata Girimanik termasuk potensial untuk dikembangkan, terutama untuk ekowisata. Sehingga, jenis pekerjaan yang dibutuhkan yaitu inventarisasi ODTW, analisis terhadap wisatawan, penentuan kegiatan wisata, pemanduan ekowisata, penyediaan ruang informasi, promosi dan pembinaan masyarakat. Oleh karena itu struktur organisasi beserta fungsinya, terdiri dari: Pelindung dan Pengawas (Ka. Pemda TK.II Wonogiri), Pengurus (Kepala kawasan hutan wisata Girimanik), Penasehat/Team Pengarah dan Staf Ahli (Ka. Unit I Jawa Tengah, Ka. Desa Setren, Ka. Sub Dinas Perhubungan, Pariwisata, Seni dan Budaya Kab. Wonogiri), Staf Ahli (Administrasi dan Keuangan), Pelaksana (Divisi ODTW; Divisi Teknik Infrastruktur, Fasilitas dan Utilitas; Divisi SDM dan Pemandu; Divisi Kerja Sama; Divisi Pemasaran; Divisi Pembinaan Masyarakat).

Kata kunci : Pengorganisasian, Pembangunan, dan Ekowisata

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**A STUDY ON PERSONAL ORGANIZING OF DEVELOPMENT STAGES OF  
TOURISM FOREST AREA OF GIRIMANIK IN TERMS OF  
ECOTOURISM DEVELOPMENT  
(A Case Study at Setren Village, Slogohimo Subdistrict, Wonogiri District)**

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**ABSTRACT**

Ecotourism is a tourism that shows consideration for environment in that the tourism managers should simultaneously appreciate two aspects (tourism and conservation). The development of ecotourism in the tourism forest area of Girimanik cannot be separated from the human resources as the managers of the tourism forest areas. One of activities to manage the human resources is through personal organizing.

This research aims to: (1) find out the natures of occupation during the development stages of the tourism forest area of Girimanik in terms of ecotourism development, (2) formulate the organization structure of development stages of the tourism forest area of Girimanik, and (3) formulate the functions of departments within the organization structure. To accomplish such goals, a qualitative, descriptive research was carried out that included: (1) observation for studying the level of object development in the tourism forest area of Girimanik, (2) in-depth interview to reveal the natures of occupation during the development stages of the tourism forest area of Girimanik, and (3) literature study.

The level of object development of the tourism forest area of Girimanik can be considered as potential for development, especially for ecotourism. Consequently, the required natures of occupation include the inventory of ODTW, tourist analysis, tourism activity selection, ecotourism guiding, information service providing, promotion and community building. Accordingly, the organization structure and its functions consist of: Protector and Supervisory Board (the Second Level/Local Government Head of Wonogiri), the Manager (the Head of Tourism Forest Area of Girimanik), Advisory/Directing Team and Expert staff (the Head of Unit I, Central Java, Village Chief of Setren, the Officer of Transportation, Tourism, Art and Culture of Wonogiri district), Expert Staff (Administration and Financial Affairs), Implementation Team (Division of ODTW; Technical Division of Infrastructure, Facility and Utility; Human Resources and Guiding Division, Cooperation Division; Marketing Division; and Community Building Division).

**Key-words:** *Organizing, Development, and Ecotourism*

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