

PENGEMBANGAN DESA WISATA EKOLOGI DI DUSUN JELOK, DESA BEJI, KECAMATAN PATUK, KABUPATEN GUNUNGGKIDUL, DI. YOGYAKARTA

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Intisari

Dusun Jelok merupakan salah satu desa wisata yang berada di Kabupaten Gunungkidul, DI. Yogyakarta yang menawarkan wisata ekologi. Perkembangan pariwisata di Dusun Jelok belum mengalami kemajuan signifikan dan tidak diketahui penyebabnya. Selain itu, kondisi air sungai saat musim kemarau mengalami penyusutan, sehingga dapat mengurangi salah satu objek wisata dan akses yang hanya dapat dilalui kendaraan roda dua. Karena alasan tersebut, maka penelitian ini dilakukan. Tujuan penelitian ini yaitu: (1) menganalisis kelayakan potensi objek dan daya tarik wisata yang ada di Dusun Jelok untuk dikembangkan sebagai desa wisata ekologi, (2) menganalisis kondisi lingkungan, sosial, dan ekonomi untuk dapat diukur kelayakannya untuk dikembangkan sebagai desa wisata ekologi.

Penelitian ini menggunakan metode kualitatif dan kuantitatif. Data pada penelitian ini didapatkan dari hasil survei di lapangan, kuisisioner, wawancara, dan mengumpulkan data sekunder. Evaluasi kelayakan dilakukan dengan cara skoring berdasarkan Pedoman Analisis Daerah Operasi Objek dan Daya Tarik Wisata Alam Dirjen PHKA tahun 2003 dan analisis deskriptif, serta penentuan arahan pengelolaan dilakukan dengan analisis SWOT.

Hasil penelitian menunjukkan bahwa sumberdaya yang dapat dijadikan objek wisata yaitu sungai, flora/tanaman, gua, dan adat istiadat. Berdasarkan hasil evaluasi, indeks potensi objek dan daya tarik wisata di Dusun Jelok sebesar 85,18%, sehingga disimpulkan layak dikembangkan sebagai desa wisata. Indeks tertinggi berasal dari komponen daya tarik yaitu 93,33%; dan indeks terendah berasal dari komponen aksesibilitas yaitu 72,22%; serta indeks tengah berasal dari komponen sarana dan prasarana yaitu 90%. Dusun Jelok memiliki potensi lasekape sebesar 0,67; kemiringan lereng didominasi lereng datar 0-8%; jenis tanah latosol, dan iklim dengan nilai $Q = 0,57$. Kondisi lingkungan, sosial, dan ekonomi di Dusun Jelok layak untuk dikembangkan sebagai desa wisata ekologi. Arahan pengelolaan yang sesuai dengan kondisi kelayakan yaitu menerapkan pengembangan pariwisata yang berwawasan lingkungan dan berbasis masyarakat, serta mengembangkan dan menyebarkan produk pariwisata.

Kata Kunci: Pengembangan Wisata, Desa Wisata, Wisata Ekologi, Analisis SWOT

*DEVELOPING ECOTOURISM VILLAGE IN JELOK VILLAGE DISTRICT, BEJI
VILLAGE, SUBDISTRICT PATUK, DISTRICT OF GUNUNGKIDUL,
SPECIAL REGION OF YOGYAKARTA*

ABSTRACT

Jelok Village District is the one of tourism village in District of Gunungkidul, Special Region of Yogyakarta that offer ecotourism. Tourism development in Jelok Village District is not increase sharply, and the reason why it happened is unknown. Besides that, when dry season comes, the river water level around Jelok Village District is decrease, so that, one of tourism attraction that is rafting can not be doing. In the other side, accessibility to go to Jelok Village District is difficult, because there are only one bridge that can be passed by human or motorcycle. Because of that reason, this research is needed to do. The purpose of this research are: (1) to assess feasibility of tourism attraction in Jelok Village as consideration for developing ecotourism village, (2) to assess economy, environment, and social aspects in Jelok Village District and its result will be analysed to know about feasibility of developing ecotourism village.

The method that used in this research are qualitative and quantitative, it also included observation, questioner, interview, and collecting secondary data. Then, the method to assess is scoring, that is based on Pedoman Analisis Daerah Operasi Objek dan Daya Tarik Wisata Alam Dirjen PHKA on 2003 and descriptive analysis. And then, to choose the direction to develop tourism sector in Jelok Village District is using strength and gaps assessment.

The result of this research showed that tourism attraction in Jelok Village District is river, plants, cave, and traditional culture. Then, the result from tourism attraction assessment showed that Jelok Village District has index rate which is 85,15%, so that the conclusion is Jelok Village District is appropriate as tourism village. The highest appropriate index is 93,33% from tourism attraction factor, the lowest appropriate index is 72,22% from accessibility, and the middle appropriate index is 90% from facilities. Besides that, the result of this research also describe that Jelok Village District has landscape index 0,67; flat slope which is 0-8%; order of its soil is latosol, and climate based on Q value is 0,57. Environment, social, and economic aspect in Jelok Village District is appropriate as ecotourism village. The direction to develop tourism sector in Jelok Village District are develop tourism sector based on operational excellence management system and community empowerment, and also modify and distribute the tourism product.

Keywords: Tourism Development, Tourism Village, Ecotourism, Strength and Gaps Assessment