

ABSTRAK

WULANSARI MANSYUR TOTTONG. 105051101421. *Strategi Pengembangan Ekowisata Hutan di Kabupaten Soppeng Provinsi Sulawesi Selatan*. Dibimbing oleh MOHAMMAD NATSIR dan MUH. ARIFIN FATTAH.

Penelitian ini bertujuan untuk mengidentifikasi faktor internal dan faktor eksternal pengembangan ekowisata hutan di Kabupaten Soppeng, mengetahui posisi strategi pengembangan ekowisata hutan di Kabupaten Soppeng, dan merumuskan strategi pengembangan ekowisata hutan di Kabupaten Soppeng. Informan dalam penelitian ini adalah perangkat desa, tokoh adat, tokoh masyarakat, tokoh agama dan masyarakat umum/pengunjung. Analisis data yang digunakan yaitu Analisis SWOT (sebagai kependekan dari: *Strengths, Weaknesses, Opportunities, Threats*) untuk menentukan atribut yang sensitif. Hasil penelitian menunjukkan bahwa faktor internal meliputi pilihan terhadap potensi wisata alam dan wisata budaya, potensi kopi dan aren, peran serta masyarakat dalam mendukung ekowisata Hutan Desa Mattabulu, Status kawasan sudah legal, kemudahan dalam mencapai obyek wisata dalam kawasan, promosi yang belum maksimal, aksesibilitas / kondisi jalan, keterbatasan sarana dan prasarana dan masih lemahnya manajemen pengelolaan. Sedangkan faktor eksternal meliputi tren wisata alam meningkat, perkembangan teknologi informasi yang kuat, dukungan Pemerintah Pusat dan Daerah dalam pengembangan wisata dan kerjasama dengan mitra, sebagian areal wisata Hutan Desa Mattabulu belum mendapatkan persetujuan pengelolaan, adanya tempat wisata yang lebih menarik dan kurangnya kesadaran wisatawan dalam menjaga lingkungan obyek wisata. Posisi strategis pengembangan ekowisata hutan di Kabupaten Soppeng berada pada kuadran 1 yaitu strategi S-O. Melalui perumusan strategi dengan menggunakan matriks SWOT sebagai tahap pencocokan strategi dan matriks QSPM sebagai tahap pengambilan keputusan strategi dapat diperoleh strategi utama dalam pengembangan ekowisata hutan di kabupaten Soppeng yaitu pengembangan agribisnis kopi dan aren.

Kata kunci : Strategi, pengembangan, ekowisata hutan, SWOT.

ABSTRACT

WULANSARI MANSYUR TOTONG. 105051101421. Forest Ecotourism Development Strategy in Soppeng Regency, South Sulawesi Province. Supervised by MOHAMMAD NATSIR and MUH. ARIFIN FATTAH.

This study aims to identify internal factors and external factors of forest ecotourism development in Soppeng Regency, determine the position of forest ecotourism development strategies in Soppeng Regency, and formulate forest ecotourism development strategies in Soppeng Regency. Informants in this study were village officials, traditional leaders, community leaders, religious leaders and the general public/visitors. The data analysis used is SWOT Analysis (as short for: Strengths, Weaknesses, Opportunities, Threats) to determine sensitive attributes. The results showed that internal factors include the choice of natural and cultural tourism potential, the potential for coffee and aren palm, community participation in supporting ecotourism in Mattabulu Village Forest, the status of the area is legal, the ease of reaching tourist attractions in the area, promotion that has not been maximized, accessibility / road conditions, limited facilities and infrastructure and still weak management management.. While external factors include the increasing trend of nature tourism, the development of strong information technology, the support of the Central and Regional Governments in tourism development and cooperation with partners, part of the Mattabulu Village Forest tourism area has not yet received management approval, there are more attractive tourist attractions and lack of awareness of tourists in protecting the environment of tourist objects.. Strategic position of development forest ecotourism development in Soppeng Regency is in quadrant 1, namely the S-O strategy. Through strategy formulation using the SWOT matrix as the strategy matching stage and the QSPM matrix as the strategy decision-making stage can be strategy and QSPM matrix as a strategic decision-making stage can be obtained. obtained the main strategy in the development of forest ecotourism in Soppeng Regency, namely the development of agribusiness in Soppeng Regency. Soppeng district, namely the development of coffee and aren palm agribusinesses.

Kata kunci : Strategy, development, forest ecotourism, SWOT.