

ABSTRAK

Awaluddin, Fatmawati, Iswadi Amiruddin 2026. Evaluasi Pengelolaan Kebun Raya Massenrempulu dalam Upaya Meningkatkan Retribusi Daerah Kabupaten Enrekang.

Penelitian ini bertujuan untuk mengevaluasi pengelolaan Kebun Raya Massenrempulu dalam upaya meningkatkan retribusi daerah Kabupaten Enrekang. Kebun Raya Massenrempulu merupakan kawasan wisata edukatif dan konservasi yang berpotensi meningkatkan Pendapatan Asli Daerah (PAD), namun realisasi penerimaan retribusi belum mencapai target yang ditetapkan sehingga diperlukan evaluasi terhadap pengelolaannya.

Jenis penelitian yang digunakan adalah penelitian kualitatif dengan tipe deskriptif. Informan penelitian berjumlah 9 orang yang terdiri atas Kepala Dinas Lingkungan Hidup, Kepala UPTD Kebun Raya Massenrempulu, staf pengelola, petugas retribusi, dan pengunjung. Teknik pengumpulan data dilakukan melalui observasi, wawancara, dan dokumentasi. Teknik analisis data menggunakan model Miles dan Huberman.

Hasil penelitian menunjukkan bahwa pengelolaan Kebun Raya Massenrempulu berdasarkan komponen 4A Cooper belum berjalan optimal. Attraction masih kurang inovatif, accessibility cukup baik namun masih perlu peningkatan informasi akses wisata, amenity belum memadai terutama pada fasilitas kebersihan dan sarana pendukung, sedangkan ancillary masih terkendala keterbatasan sumber daya manusia dan sistem pengelolaan retribusi yang masih manual. Kondisi tersebut menyebabkan peningkatan retribusi daerah belum optimal.

Berdasarkan hasil penelitian, diperlukan peningkatan fasilitas wisata, pengembangan daya tarik wisata, penguatan kelembagaan pengelola, serta pengelolaan retribusi yang lebih efektif agar pengelolaan Kebun Raya Massenrempulu dapat berjalan lebih optimal.

Kata Kunci: evaluasi pengelolaan, retribusi daerah, kebun raya, 4A Cooper.

ABSTRACT

Awaluddin, Fatmawati, Iswadi Amiruddin 2026. Evaluation of the Management of Massenrempulu Botanical Garden in Efforts to Increase Regional Retribution in Enrekang Regency.

This study aims to evaluate the management of the Massenrempulu Botanical Garden in an effort to increase regional retribution in Enrekang Regency. The Massenrempulu Botanical Garden is an educational and conservation tourism area that has the potential to increase Regional Original Revenue (PAD). However, the realization of retribution revenue has not yet reached the predetermined target, so an evaluation of its management is needed.

This research used a qualitative method with a descriptive type. The research informants consisted of 9 people, including the Head of the Environmental Service, the Head of the Massenrempulu Botanical Garden UPTD, management staff, retribution officers, and visitors. Data collection techniques were carried out through observation, interviews, and documentation. The data analysis technique used the Miles and Huberman model.

The results showed that the management of the Massenrempulu Botanical Garden based on the 4A Cooper components had not been optimal. Attraction was still less innovative, accessibility was fairly good but still needed improvement in tourism access information, amenity facilities were still inadequate, especially cleanliness facilities and supporting infrastructure, while ancillary was constrained by limited human resources and a retribution management system that was still manual. These conditions caused the increase in regional retribution to be not yet optimal.

Based on the results of the study, it is necessary to improve tourism facilities, develop more innovative tourist attractions, strengthen institutional management, and improve the retribution management system so that the management of the Massenrempulu Botanical Garden can run more optimally.

Keywords: *management evaluation, local retribution, botanical garden, Cooper's 4A model*