

ABSTRAK

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Program Studi : Ilmu Lingkungan
Judul : Analisis Potensi Ekowisata Hutan Desa Depati Duo Menggalo Tanjung Alam

Hutan Desa Depati Duo Menggalo merupakan hutan desa yang memiliki destinasi wisata yang sangat menarik dan layak untuk dikembangkan. Program ekowisata ini didorong karena setelah ditetapkan sebagai Hutan Desa masih ada oknum dan kelompok masyarakat yang ingin merambah kawasan Hutan Desa tersebut. Tujuan penelitian ini adalah : 1) Menginventarisasi potensi Objek Daya Tarik Wisata Alam (ODTWA) yang ada di Hutan Desa Depati Duo Menggalo Tanjung Alam Kecamatan Jangkat Timur Kabupaten Merangin Provinsi Jambi. 2) Menghitung potensi ekonomi berdasarkan *Willingness to Pay* (WTP) pengunjung dan *Willingness to Accept* (WTA) pengelola ekowisata Hutan Desa Depati Duo Menggalo Tanjung Alam kecamatan Jangkat Timur Kabupaten Merangin Provinsi Jambi. Pengumpulan data dalam penelitian ini dengan melakukan observasi langsung ke Hutan Desa Depati Duo Menggalo wawancara, kuisioner dan studi kepustakaan. Dalam menganalisis data penelitian untuk mengidentifikasi potensi daya tarik ekowisata menggunakan metode analisis deskriptif, metode CVM untuk menghitung potensi nilai ekonomi. Berdasarkan hasil penelitian terdapat potensi daya tarik hutan desa berupa Air Terjun Lematang, Telaga Biru, Sungai Lematang dan Panorama Alam Hutan Desa, keragaman vegetasi, keragaman budaya, kearifan lokal pengelolaam hutan dan. Peranan aspek sosial dan ekonomi memberikan distribusi yang sangat beragam dan signifikan baik terhadap kondisi dan minat wisatawan dan partisipasi bagi masyarakat di kawasan hutan. Hasil perhitungan *Willingness to Pay* dan *Willingness to Accept* melalui metode *Contingent Valuation Method* menunjukkan bahwa pengunjung ekowisata bersedia membayar pengganti tiket sebesar Rp 12.500. dan pemangku kebijakan mau menerima sebesar 15.000. sedadngkan biaya *travel cost methode* (TCM) pengunjung bervariasi tergantung jarak terdekat dan jauh daerah yang berkunjung.

Kunci : Daya tarik ekowisata, Nilai ekonomi ekowisata

ABSTRACT

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Study Program : Environmental Science
Title : Analysis of the Ecotourism Potential Village of Depati Duo
Menggalo Forest Tanjung Alam

The Depati Duo Menggalo Village Forest is a village forest that has very attractive tourist destinations and deserves to be developed. This ecotourism program is encouraged because after it is designated as a Village Forest, there are still individuals and community groups who want to penetrate the Village Forest area. The objectives of this study are: 1) To take an inventory of the potential for Natural Tourism Attractions (ODTWA) in the Forest of Depati Duo Village, Menggalo Tanjung Alam, Jangkat Timur District, Merangin Regency, Jambi Province. 2) Calculating the economic potential based on the Willingness to Pay (WTP) of visitors and the Willingness to Accept (WTA) of the ecotourism manager of the Depati Duo Menggalo Village Forest, Tanjung Alam, East Jangkat District, Merangin Regency, Jambi Province. Collecting data in this study by conducting direct observations to the Depati Duo Menggalo Village Forest, interviews, questionnaires and literature study. In analyzing research data to identify potential ecotourism attractiveness using descriptive analysis method, CVM method to calculate potential economic value. Based on the results of the research, there are potential attractiveness of village forests in the form of Lematang Waterfall, Blue Lake, Lematang River and Natural Panorama of Village Forests, diversity of vegetation, cultural diversity, local wisdom of forest management and. The role of social and economic aspects provides a very diverse and significant distribution of both the conditions and interests of tourists and the participation of people in forest areas. The results of the calculation of Willingness to Pay and Willingness to Accept through the Contingent Valuation Method show that ecotourism visitors are willing to pay for a ticket replacement of Rp. 12,500. and policy makers are willing to receive 15,000. Meanwhile, the cost of the travel cost method (TCM) for visitors varies depending on the distance between the nearest and the far areas.

Keyword : ecotourism attraction, ecotourism economic value

