

ABSTRAK

Desa Tanjung Berugo terletak di kaki Gunung Masurai sekaligus gunung tertinggi di Kabupaten Merangin. Desa ini memiliki potensi wisata alam, kekayaan budaya, adat istiadat dan peninggalan sejarah. Potensi Desa tersebut masing-masing mempunyai keterwakilan ekosistem yang masih alami dan mempunyai komunitas alam yang unik dan indah serta bentang alam dan potensi alam yang dapat dijadikan sebagai objek daya tarik wisata alam (ODTWA). Penelitian ini bertujuan untuk mengetahui potensi wisata alam serta menganalisis potensi wisata alam yang terdapat di Desa Tanjung Berugo Kabupaten Merangin Provinsi Jambi. Menggunakan metode survey dengan melakukan wawancara dan observasi serta analisis data untuk menentukan potensi wisata alam serta kelayakan dari masing-masing kriteria dengan metode penilaian (ADO-ODTWA) yang telah dimodifikasi sesuai keperluan pada wisata alam di Desa Tanjung Berugo. Hasil dari penelitian ini menunjukkan wisata alam Desa Tanjung Berugo memiliki beberapa potensi sumberdaya alam seperti Air Terjun, Sungai, Batu-batuan dan potensi flora serta fauna. Terdapat 4 air terjun yaitu Air Terjun Goa Kambing, Air Terjun Batas Ikan, Air Terjun Pancuran Gading, Air Terjun Telun Tinggi, terdapat Sungai Siua Kecil, terdapat Batu Catur, Batu Kiliran serta terdapat 36 jumlah jenis flora dan 12 jenis fauna. Flora yang mendominasi adalah dari famili Euphorbiaceae, Fabaceae, Lamiaceae, dan Moraceae, juga terdapat tumbuhan yang terancam keberadaannya seperti, Jati (*Tectona grandis*). Fauna yang mendominasi adalah family aves. Hasil penilaian Analisis Daerah Operasi Objek dan Daya Tarik Wisata Alam Desa Tanjung Berugo sangat berpotensi untuk dikembangkan sebagai objek ekowisata dengan nilai kelayakan total sebesar 86,01%. Kelayakan yang dinyatakan berdasarkan kriteria kelayakan setiap unsur antara lain unsur daya tarik 94,19%, unsur potensi pasar 95,71%, unsur aksesibilitas 89,29%, pengelolaan dan pelayanan ekowisata 86,03%, akomodasi 100,00%, unsur sarana dan prasarana penunjang 83,84%, ketersediaan air bersih 94,68%, unsur hubungan objek wisata dengan sekitarnya 71,03%, unsur pengaturan pengunjung 83,73%, unsur kondisi lingkungan sosial ekonomi 71,72%, unsur pemasaran 87,88%, unsur pangsa pasar 70,37%.

Kata Kunci : *Potensi Wisata Alam, Desa Tanjung Berugo, Kelayakan Potensi*

ABSTRACT

Tanjung Berugo Village is located at the foot of Mount Masurai, the highest mountain in Merangin Regency. This village has the potential for natural tourism, cultural wealth, customs and historical heritage. The potential of each village has the representation of ecosystems that are still natural and have unique and beautiful natural communities as well as landscapes and natural potential that can be used as objects of natural tourism attraction (ODTWA). This study aims to determine the potential of natural tourism and analyze the potential of natural tourism in Tanjung Berugo Village, Merangin Regency, Jambi Province. Using survey methods by conducting interviews and observations and data analysis to determine the potential of natural tourism and the feasibility of each criterion with the assessment method (ADO-ODTWA) which has been modified as needed on natural tourism in Tanjung Berugo Village. The results of this study indicate that natural tourism in Tanjung Berugo Village has several potential natural resources such as waterfalls, rivers, rocks and potential flora and fauna. There are 4 waterfalls namely Goa Kambing Waterfall, Batas Ikan Waterfall, Pancuran Gading Waterfall, Telun Tinggi Waterfall, Siua Kecil River, Batu Catur, Batu Kiliran and there are 36 types of flora and 12 types of fauna. The dominating flora is from the Euphorbiaceae, Fabaceae, Lamiaceae, and Moraceae families, there are also threatened plants such as Teak (*Tectona grandis*). The dominating fauna is the aves family. The results of the assessment of the Analysis of the Operation

Area of Objects and Natural Tourism Attractions in Tanjung Berugo Village have the potential to be developed as an ecotourism object with a total feasibility value of 86.01%. The feasibility stated based on the eligibility criteria of each element includes the element of attractiveness 94.19%, the element of market potential 95.71%, the element of accessibility 89.29%, management and ecotourism services 86.03%, accommodation 100.00%, the element of supporting facilities and infrastructure 83.84%, the availability of clean water 94.68%, the element of tourist attraction relations with the surrounding 71.03%, the element of visitor arrangements 83.73%, the element of socio-economic environmental conditions 71.72%, the element of marketing 87.88%, the element of market share 70.37%.

Keywords: Nature Tourism Potential, Tanjung Berugo Village, Potential Feasibility