ANALISIS JEJARING SOSIAL PENGEMBANGAN OBYEK WISATA ALAM DI RESORT SRUMBUNG, TAMAN NASIONAL GUNUNG MERAPI

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INTISARI

Pola interaksi dan kerja sama antar pemangku kepentingan dalam pengembangan obyek wisata alam di Resort Srumbung masih belum terbangun dengan baik, contohnya dengan masih minimnya partisipasi dari para pemangku kepentingan, belum ada pertemuan formal secara rutin, dan kegiatan evaluasi yang belum dilakukan sesuai rencana. Padahal, interaksi dan kerja sama dari seluruh pemangku kepentingan diperlukan dalam pengembangan obyek wisata alam yang berkelanjutan. Penelitian ini bertujuan untuk mengidentifikasi dan memetakan interaksi dan pengaruh para pemangku kepentingan dalam pengembangan obyek wisata alam di Resort Srumbung, Taman Nasional Gunung Merapi.

Pada penelitian ini data dikumpulkan dengan cara wawancara mendalam, observasi, dan studi pustaka. Penentuan informan menggunakan *non-probability random sampling* dengan metode *purposive sampling*. Analisis dan olah data jejaring sosial dilakukan dengan menggunakan bantuan *software NodeXl*. Evaluasi jejaring sosial pada penelitian ini meliputi *network density*, *degree centrality, closeness centrality,* dan *betweenness centrality*. Visualisasi model jaringan dilakukan dengan bantuan *software Kumu.io*.

Hasil penelitian menunjukan bahwa terdapat 16 pemangku kepentingan dalam pengembangan obyek wisata alam di Resort Srumbung, Taman Nasional Gunung Merapi. Pemangku kepentingan terdiri dari unsur pemerintah, masyarakat, dan swasta. Hasil dari *network density* sudah lebih dari 50% yaitu sebesar 57%, hal ini menunjukkan bahwa jaringan tersebut cukup kuat namun pendekatan sosial antara semua pemangku kepentingan masih diperlukan. Tiga nilai tertinggi dari *closeness centrality* dan *degree centrality* dimiliki oleh Ketua Kelompok Wisata Jurang Jero, Ketua KTH Randu Ijo, dan Kepala Resort Srumbung, sementara untuk *betweenness centrality* adalah Ketua Kelompok Wisata Jurang Jero, Ketua KTH Randu Ijo, dan Ketua KTH Jurang Jero Asri. Ketua Kelompok Wisata Jurang Jero dan Ketua KTH Randu Ijo memiliki pengaruh sangat penting dalam jaringan karena memiliki peringkat teratas dalam tiga nilai *centrality* (*Closeness*, *Betweenness*, dan *Degree*), yang kemudian diikuti Kepala Resort Srumbung dengan menduduki peringkat teratas dalam dua nilai *centrality* (*Closeness* dan *Degree*). Interaksi dan pengaruh dari seluruh pemangku kepentingan masih perlu ditingkatkan terutama dari dinas-dinas terkait dan swasta dengan membangun ruang komunikasi dan komitmen bersama sehingga tercipta kerjasama atau kemitraan antar pemangku kepentingan.

Kata kunci: Jaringan, Interaksi, Pemangku Kepentingan, NodeXl

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ANALYSIS OF SOCIAL NETWORKS IN THE DEVELOPMENT OF NATURAL TOURISM OBJECT AT RESORT SRUMBUNG, MOUNT MERAPI NATIONAL PARK

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ABSTRACT

The pattern of interaction and cooperation between stakeholders in the development of natural attractions in Srumbung Resort is still not well developed, for example, with the lack of participation from stakeholders, no formal meetings on a regular basis, and evaluation activities that have not been carried out according to plan. In fact, interaction and cooperation from all stakeholders are needed in the development of sustainable nature tourism objects. This study aims to identify and map the interaction and influence of stakeholders in the development of natural attractions in Srumbung Resort, Mount Merapi National Park.

In this study, data were collected by means of in-depth interviews, observations, and literature studies. Determination of informants using non-probability random sampling with purposive sampling method. The analysis and processing of social network data was carried out using NodeXl software. Evaluation of social networks in this study includes network density, degree centrality, closeness centrality, and betweenness centrality. Visualization of the network model was carried out with the help of Kumu.io software.

The results showed that there are 16 stakeholders in the development of natural attractions in Srumbung Resort, Mount Merapi National Park. Stakeholders consist of government, community, and private elements. The result of network density is more than 50%, which is 57%, this shows that the network is quite strong but a social approach between all stakeholders is still needed. The three highest values of closeness centrality and degree centrality are owned by the Head of Jurang Jero Tourism Group, the Head of Randu Ijo Forest Group, and the Head of Srumbung Resort, while for betweenness centrality are the Head of Jurang Jero Tourism Group, the Head of Randu Ijo Forest Group, and the Head of Jurang Jero Asri Forest Group. The Head of Jurang Jero Tourism Group and the Head of Randu Ijo Forest Group have a very important influence in the network because they have the top rank in three centrality values (Closeness, Betweenness, and Degree), followed by the Head of Srumbung Resort with the top rank in two centrality values (Closeness and Degree). Interaction and influence from all stakeholders still needs to be improved, especially from related agencies and the private sector by building communication spaces and joint commitments so as to create cooperation or partnerships between stakeholders.

Keywords: Network, Interaction, Stakeholders, NodeXl

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