

ABSTRAK

PENGEMBANGAN EKOWISATA BERBASIS PERSEPSI MASYARAKAT DI DESA CILIMUS, KECAMATAN TELUK PANDAN, KABUPATEN PESAWARAN

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Desa Cilimus sebagai desa penyangga Taman Hutan Raya Wan Abdul Rachman memiliki potensi alam berupa hutan, air terjun, goa, keanekaragaman flora dan fauna, serta lanskap pegunungan yang mendukung pengembangan ekowisata berkelanjutan. Pesatnya perkembangan ekowisata menuntut pengelolaan yang memperhatikan keseimbangan antara kelestarian lingkungan, pemberdayaan masyarakat lokal, dan peningkatan ekonomi, sehingga dalam hal ini penting memahami persepsi masyarakat lokal yang berperan dalam pengelolaan dan keberlanjutan ekowisata, dengan tujuan penelitian menganalisis potensi dan persepsi masyarakat serta merumuskan arahan pengembangan ekowisata di Desa Cilimus. Penelitian dilaksanakan pada Agustus - Oktober 2025 dengan pendekatan deskriptif kuantitatif dan kualitatif melalui observasi, kuesioner kepada 30 responden, serta wawancara dengan lima tokoh desa sebagai data tambahan. Data 30 responden dianalisis menggunakan *skala likert* dan deskriptif pada lima aspek, yaitu objek dan daya tarik, infrastruktur, akomodasi, fasilitas dan pelayanan, serta sumber daya manusia. Hasilnya menunjukkan bahwa potensi ekowisata Desa Cilimus tergolong baik, terutama pada daya tarik alam dan dukungan sosial masyarakat, meskipun masih terdapat keterbatasan infrastruktur, fasilitas, dan sumber daya manusia. Dapat ditarik kesimpulan bahwa ekowisata Desa Cilimus berpeluang dikembangkan secara berkelanjutan melalui peningkatan kapasitas masyarakat, perbaikan sarana prasarana, serta pengelolaan berbasis konservasi dan partisipasi masyarakat. Sinergi antar pemangku kepentingan, penambahan fasilitas ramah lingkungan, dan penguatan kelembagaan lokal disarankan guna mendukung keberlanjutan ekowisata.

Kata kunci: ekowisata, persepsi masyarakat, pengembangan ekowisata

ABSTRACT

ECOTOURISM DEVELOPMENT BASED ON COMMUNITY PERCEPTIONS IN CILIMUS VILLAGE, TELUK PANDAN SUB-DISTRICT, PESAWARAN REGENCY

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Cilimus Village, as a buffer village for Wan Abdul Rachman Forest Park, has significant natural potential in the form of forests, waterfalls, caves, biodiversity of flora and fauna, and mountainous landscapes that support the development of sustainable ecotourism. The rapid growth of ecotourism requires management that maintains a balance between environmental conservation, local community empowerment, and economic improvement. Therefore, it is important to understand the perceptions of local communities who play a role in the management and sustainability of ecotourism. This study aims to analyze the potential and perceptions of the community and to formulate directions for ecotourism development in Cilimus Village. The research was conducted from August to October 2025 using a descriptive quantitative and qualitative approach through observations, questionnaires distributed to 30 respondents, and interviews with five village figures as supplementary data. The data from the 30 respondents were analyzed using a Likert scale and descriptive analysis covering five aspects: attractions and tourism objects, infrastructure, accommodation, facilities and services, and human resources. The results indicate that the ecotourism potential of Cilimus Village is categorized as good, particularly in terms of natural attractions and community social support, although limitations in infrastructure, facilities, and human resources remain. It can be concluded that ecotourism in Cilimus Village has strong potential to be developed sustainably through capacity building of the community, improvement of facilities and infrastructure, and conservation-based and participatory management. Synergy among stakeholders, the addition of environmentally friendly facilities, and the strengthening of local institutions are recommended to support sustainable ecotourism development.

Keywords: *ecotourism, community perceptions, ecotourism development*