

ABSTRAK

ANALISIS DESTINASI WISATA ALAM DI TAMAN HUTAN RAYA WAN ABDUL RACHMAN: STUDI KASUS WISATA *JUNGLE TRACKING* DESA SUMBER AGUNG

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Wisata alam merupakan sektor pariwisata yang berkembang dan berpotensi mendukung aspek ekonomi, sosial, serta pelestarian lingkungan. Kawasan konservasi seperti Taman Hutan Raya Wan Abdul Rachman memiliki potensi sebagai destinasi wisata berbasis alam, salah satunya melalui aktivitas *Jungle Tracking* di Desa Sumber Agung yang perlu dikaji kondisi dan pengelolaannya. Penelitian ini bertujuan menganalisis kondisi destinasi dan jalur wisata serta persepsi pengunjung dan pengelola. Penelitian dilaksanakan pada September–November 2025 menggunakan metode observasi, wawancara, dan kuesioner. Analisis data dilakukan secara deskriptif, spasial, serta skala Likert yang ditransformasikan dengan metode *Method of Successive Intervals* (MSI). Hasil penelitian menunjukkan bahwa kondisi destinasi secara umum berada pada kategori cukup baik dengan potensi daya tarik alam yang masih alami. Jalur wisata sepanjang ± 4 km memiliki karakteristik medan yang bervariasi. Aspek objek dan daya tarik serta organisasi dan SDM dinilai baik, sedangkan infrastruktur serta fasilitas masih memerlukan perhatian. Persepsi pengelola menunjukkan adanya kendala seperti keterbatasan sarana prasarana dan koordinasi.

Kata kunci: wisata alam, *jungle tracking*, persepsi, destinasi wisata

ABSTRACT

ANALYSIS OF NATURAL TOURISM DESTINATION IN WAN ABDUL RACHMAN FOREST PARK: A CASE STUDY OF JUNGLE TRACKING TOURISM IN SUMBER AGUNG VILLAGE

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Nature-based tourism is a growing sector with the potential to support economic, social, and environmental sustainability. Conservation areas such as Wan Abdul Rachman Forest Park have significant potential to be developed as nature-based tourism destinations, one of which is the jungle tracking activity in Sumber Agung Village, which requires assessment of its condition and management. This study aims to analyze the condition of the destination and tracking route, as well as the perceptions of visitors and managers. The research was conducted from September to November 2025 using observation, interviews, and questionnaires. Data were analyzed using descriptive and spatial analysis, as well as a Likert scale transformed into interval data using the *Method of Successive Intervals* (MSI). The results show that the destination is generally in a moderately good condition with natural attractions such as forests, rivers, and scenic landscapes. The tracking route is approximately ± 4 km long with varied terrain characteristics. The aspects of attractions and human resources are rated good, while infrastructure and facilities still require attention. Manager perceptions indicate constraints such as limited facilities and coordination.

Keywords: nature-based tourism, jungle tracking, perception, tourism destination