ABSTRAK

MAS'UD. Eksistensi Ekowisata Bissoloro Terhadap Pendapatan Ekonomi Masyarakat Desa Bissoloro Kecamatan Bungaya Kabupaten Gowa. Dibawa Bimbingan **Asikin Muchtar** dan **Herawaty**

Potensi sumber daya alam hayati dan ekosistem yang dimiliki objek wisata alam Bissoloro menunjukkan bahwa kawasan ini memiliki objek dan daya tarik wisata alam. Jika dikaji dan dikembangkan, potensi tersebut akan mampu menarik minat wisatawan untuk berkunjung sehingga meningkatkan pendapatan ekonomi masyarakat sekitar. Tujuan dari penelitian ini adalah untuk mengetahui kontribusi ekowisata Bissoloro terhadap pendapatan masyarakat sekitar. Penelitian ini dilaksanakan pada bulan Oktober sampai November 2021 di Objek wisata alam Desa Bissoloro. Metode Penelitian yang digunakan adalah metode sensus. Data yang dikumpulkan terdiri dari data primer dan sekunder. Teknik yang digunakan pada pengumpulan data yaitu observasi, wawancara dan kuisioner. Analisis data dilakukan menggunakan cara kuantitatif dengan rumus **P** = $\frac{\emptyset x}{\emptyset y} \times 100\%$.

Hasil Penelitian ini menunjukkan bahwa potensi ekowisata Bissoloro adalah hutan pinus, air terjun serta vegetasi hutan pinusnya. Kontribusi ekowisata terhadap pendapatan masyarakat Bissoloro terletak pada usaha warung campuran yakni sebesar 68,38%, usaha alat outdoor sebesar 17,58%, dan usah kuliner sebesar 14,06%. Adapun total besaran kontribusi sektor ekowisata terhadap pendapatan ekonomi masyarakat adalah sebesar 22,71% dan sektor diluar ekowisata terletak pada usaha petani jagung sebanyak 81,77%, kemudian usaha terbesar kedua yaitu usaha kios campuran sebanyak 14,10%, dan yang terakhir yaitu usaha bengkel sebanyak 4,13%. Adapun total besaran sektor diluar ekowisata adalah sebesar 77,29%. Sedangkan usaha masyarakat yang memberikan kontribusi terbesar bagi pendapatan masyarakat Desa Bissoloro adalah usaha petani jagung dengan persentase sebayak 70,51%, usaha warung campuran sebanyak 17,33% dan usaha kuliner sebanyak 12,16%. Dari data tersebut dapat di simpulkan bahwa usaha yang memberi kontribusi terbesar pada pendapatan ekonomi masyarakat terletak pada usaha petani jagung sebesar 70,51%.

Kata Kunci : Ekowisata, Pendapatan, Potensi, Kontribusi

ABSTRACT

MAS'UD. The Existence of Bissoloro Ecotourism Against the Economic Income of the Bissoloro Village Community, Bungaya District, Gowa Regency. Brought Guidance **Asikin Muchtar** and **Herawaty**

The potential of biological natural resources and ecosystems owned by the Bissoloro natural tourist attraction shows that this area has natural tourist objects and attractions. If studied and developed, the potential will be able to attract tourists to visit so as to increase the economic income of the surrounding community. The purpose of this study was to determine the contribution of Bissoloro ecotourism to the income of the surrounding community. This research was carried out from October to November 2021 at the Bissoloro Village natural tourism object. The research method used is the census method. The data collected consists of primary and secondary data. The techniques used in data collection are observation, interviews and questionnaires. Data analysis was performed using a quantitative method with the formula **P** = $\frac{\emptyset x}{\emptyset y} \times 100\%$.

The results of this study indicate that Bissoloro's ecotourism potential is pine forests, waterfalls and pine forest vegetation. Ecotourism's contribution to the income of the Bissoloro community lies in the mixed shop business, which is 68.38%, the outdoor equipment business is 17.58%, and the culinary business is 14.06%. The total contribution of the ecotourism sector to people's economic income is 22.71% and the sector outside of ecotourism lies in the corn farming business as much as 81.77%, then the second largest business is the mixed kiosk business as much as 14.10%, and the last is the workshop as much as 4.13%. The total size of the sector outside of ecotourism is 77.29%. Meanwhile, community businesses that make the largest contribution to the income of the Bissoloro Village community are corn farmers with a percentage of 70.51%, mixed stall businesses with 17.33% and culinary businesses with 12.16%. From these data it can be concluded that the business that gives the largest contribution to the economic income of the community lies in the corn farming business of 70.51%.

Keywords: Ecotourism, Income, Potential, Contribution