

ABSTRAK

Putri Nabellatusholihah, Analisis *Stakeholder* dalam Pengembangan Ekowisata di Pulau Gili Iyang Kabupaten Sumenep. Dibawah bimbingan Bapak Bondan Satriawan, S.E., M.Econ.St.

Pulau Gili Iyang memiliki potensi ekowisata unik dengan kadar oksigen tertinggi kedua di dunia. Namun, pengembangannya masih menghadapi tantangan dalam hal koordinasi antar *stakeholder*, kepemilikan lahan perorangan, dan kesenjangan antara potensi alam dengan realisasi kunjungan wisatawan. Penelitian ini bertujuan untuk mengidentifikasi *stakeholder* yang terlibat, mengklasifikasikan *stakeholder* yang terlibat, serta menggambarkan hubungan antar *stakeholder*. Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan pengumpulan data melalui wawancara mendalam, observasi lapangan, dan dokumentasi. Analisis data dilakukan melalui identifikasi *stakeholder*, klasifikasi menggunakan matriks pengaruh dan kepentingan, serta analisis hubungan antar *stakeholder* (Reed et al., 2009).

Hasil penelitian mengidentifikasi 10 (sepuluh) *stakeholder* yang terlibat dalam pengembangan ekowisata di Pulau Gili Iyang. Dari hasil identifikasi, 10 (sepuluh) stakeholder tersebut diklasifikasikan ke dalam 4 (empat) kategori yaitu (1) *Key player* meliputi Disbudporapar Bidang Pariwisata, Kepala Desa, dan Pokdarwis. (2) *Subject* meliputi Pengelola Objek Wisata, Homestay, Agen Travel, dan Pengrajin Tangan. (3) *Context setter* meliputi Disbudporapar Bidang Pemasaran dan Bappeda, sedangkan (4) *Crowd* meliputi Akademisi. Hubungan yang terjalin antar stakeholder meliputi hubungan Kerja sama. Komunikasi, dan Koordinasi. Dimensi kerja sama dan koordinasi masih bersifat parsial-fungsional, sementara komunikasi berlangsung secara situasional melalui pokdarwis sebagai mediator. Dari perspektif tindakan kolektif, ditemukan hambatan berupa kurangnya homogenitas tujuan dan masalah *free rider*, sehingga dapat menghambat pengembangan ekowisata di Pulau Gili Iyang.

Kata kunci: analisis *stakeholder*, matriks pengaruh dan kepentingan, pengembangan pariwisata, Pulau Gili Iyang

ABSTRACT

Putri Nabellatusholihah, *Stakeholder Analysis In Ecotourism Development On Gili Iyang Island, Sumenep Regency. Under the guidance of Mr. Bondan Satriawan, S.E., M.Econ.St.*

Gili Iyang Island has unique ecotourism potential with the second highest oxygen level in the world. However, its development still faces challenges in terms of coordination between stakeholders, individual land ownership, and the gap between natural potential and the realization of tourist visits. This research aims to identify the stakeholders involved, classify the stakeholders involved, and describe the relationships between stakeholders. This study uses a descriptive qualitative approach by collecting data through in-depth interviews, field observations, and documentation. Data analysis was carried out through stakeholder identification, classification using influence and interest matrices, and analysis of relationships between stakeholders (Reed et al., 2009).

The results of the study identified 10 (ten) stakeholders involved in the development of ecotourism on Gili Iyang Island. From the results of the identification, the 10 (ten) stakeholders were classified into 4 (four) categories, namely (1) Key players including the Disbudporapar for Tourism, Village Heads, and Pokdarwis. (2) Subjects include Tourist Attraction Managers, Homestays, Travel Agents, and Handicrafts. (3) Context setter includes Disbudporapar for Marketing and Bappeda, while (4) Crowd includes Academics. The relationship that exists between stakeholders includes the relationship of cooperation. Communication, and Coordination. The dimension of cooperation and coordination is still partial-functional, while communication takes place situationally through pokdarwis as mediators. From the perspective of collective action, obstacles were found in the form of lack of homogeneity of destinations and the problem of free riders, so that it could hinder the development of ecotourism on Gili Iyang Island.

Keywords: *stakeholder analysis, influence and importance matrix, tourism development, Gili Iyang Island*