

RINGKASAN

Desa Tambaknegara, Kecamatan Rawalo, Kabupaten Banyumas memiliki berbagai potensi yang dapat dikembangkan sebagai desa wisata berbasis ekowisata, meliputi potensi alam, budaya, dan ekonomi. Potensi tersebut antara lain kawasan mangrove, Sungai Serayu, Mata Air Kalibacin, hutan pinus, Goa Qodo, serta berbagai kesenian tradisional Banyumasan dan usaha ekonomi kreatif masyarakat. Pengembangan desa wisata berbasis ekowisata diharapkan mampu mendukung pelestarian lingkungan, meningkatkan kesejahteraan masyarakat, serta mendorong pembangunan desa yang berkelanjutan. Penelitian ini bertujuan untuk mengidentifikasi potensi wisata Desa Tambaknegara, menganalisis peran masyarakat serta pemangku kepentingan dalam ekowisata, dan merumuskan strategi pengembangannya melalui analisis SWOT.

Penelitian dilaksanakan di Desa Tambaknegara pada bulan Maret–April 2026 menggunakan metode kualitatif dengan pendekatan deskriptif. Data primer diperoleh melalui wawancara, observasi, dan penyebaran kuesioner pengelola wisata, masyarakat dan wisatawan, sementara data sekunder dihimpun dari dokumen desa serta literatur terkait. Analisis data dilakukan secara deskriptif untuk mengidentifikasi potensi dan keterlibatan masyarakat, sedangkan analisis SWOT digunakan untuk mengkaji faktor internal berupa kekuatan dan kelemahan serta faktor eksternal berupa peluang dan ancaman yang memengaruhi pengembangan desa wisata berbasis ekowisata di Desa Tambaknegara.

Hasil penelitian menunjukkan bahwa Desa Tambaknegara memiliki potensi yang besar untuk dikembangkan sebagai desa wisata berbasis ekowisata. Keterlibatan masyarakat tergolong cukup baik melalui partisipasi dalam kegiatan konservasi mangrove, pengelolaan wisata susur Sungai Serayu, pelestarian lingkungan. Analisis SWOT menunjukkan bahwa kekuatan utama desa terletak pada potensi alam dan budaya yang didukung oleh pengelolaan wisata yang efektif, intensitas partisipasi masyarakat yang perlu dioptimalkan. Peluang terbesar berasal dari tingginya potensi pengembangan ekowisata, keberlanjutan wisata, pengembangan infrastruktur, inovasi, dan potensi ekonomi masyarakat. Sementara itu, ancaman yang dihadapi meliputi persaingan dengan destinasi wisata lain, promosi yang belum optimal, keterbatasan SDM, potensi kerusakan lingkungan, serta kebutuhan peningkatan kepuasan pengunjung dan kualitas infrastruktur.

Kata kunci: Analisis SWOT, Desa Wisata Berbasis Ekowisata, Keterlibatan Masyarakat, Potensi Wisata, Pengembangan Berkelanjutan, Kabupaten Banyumas.

SUMMARY

Tambaknegara Village, Rawalo District, Banyumas Regency has various potentials that can be developed into an ecotourism-based tourist village, including natural, cultural, and economic potentials. These potentials include mangrove areas, the Serayu River, Kalibacin Spring, pine forests, Qodo Cave, as well as various Banyumasan traditional arts and the community's creative economic activities. Developing an ecotourism-based tourist village is expected to support environmental preservation, improve community welfare, and encourage sustainable village development. This study aims to identify the tourism potential of Tambaknegara Village, analyze the role of the community and stakeholders in ecotourism, and formulate development strategies through SWOT analysis.

The research was conducted in Tambaknegara Village from March to April 2026 using a qualitative method with a descriptive approach. Primary data was obtained through interviews, observations, and distributing questionnaires to tourism managers, the community, and tourists, while secondary data was gathered from village documents and related literature. Data analysis was carried out descriptively to identify the potential and community involvement, while SWOT analysis was used to examine internal factors such as strengths and weaknesses and external factors such as opportunities and threats that influence the development of ecotourism-based village tourism in Tambaknegara Village.

Research results show that Tambaknegara Village has great potential to be developed as an ecotourism-based tourism village. Community involvement is quite good through participation in mangrove conservation activities, managing Serayu River tours, and environmental preservation. The SWOT analysis shows that the village's main strengths lie in its natural and cultural potential, supported by effective tourism management, while community participation intensity still needs to be optimized. The biggest opportunities come from the high potential for ecotourism development, sustainable tourism, infrastructure development, innovation, and community economic potential. Meanwhile, the threats faced include competition with other tourist destinations, promotion that is not yet optimal, limited human resources, potential environmental damage, and the need to improve visitor satisfaction and infrastructure quality.

Keywords: *SWOT Analysis, Ecotourism-Based Tourism Village, Community Involvement, Tourism Potential, Sustainable Development, Banyumas Regency.*