

POTENSI HUTAN DESA PANJI SEBAGAI DAYA TARIK WISATA ALAM BERDASARKAN 5 W

Oleh
Rafli Alfiansyah NIM. 2015011004
Program Studi Pendidikan Kesejahteraan Keluarga
Jurusan Teknologi Industri

ABSTRAK

Penelitian ini mendeskripsikan potensi hutan Desa Panji sebagai daya tarik wisata alam, wisata religi, wisata keluarga, dan wisata hiking berdasarkan 5 W (*what to do, what to see, what to buy, what to stay, what to arrived*). Jenis penelitian ini yaitu kualitatif deskriptif. Sumber informan berasal dari sekretaris desa, ketua Lembaga Pengelola Hutan Desa, dan anggota Kelompok Sadar Wisata. Penelitian ini menggunakan metode observasi dan wawancara yang digunakan untuk mengumpulkan data mengenai potensi hutan Desa Panji sebagai daya tarik wisata alam berdasarkan 5W. Instrument penelitian ini menggunakan lembar observasi dan pedoman wawancara. Selanjutnya data yang diperoleh dipaparkan secara deskriptif kualitatif dan dapat diteliti menggunakan 5 W. *What to Do* (aktivitas yang dapat dilakukan) yang dapat dilakukan oleh wisatawan seperti wisata religi, wisata keluarga dan wisata hiking. Wisata religi dengan mengunjungi pura puncak landep dan air tirta kuning, wisata keluarga seperti mendirikan tenda di area *camping ground*, dan wisata *hiking* yang dapat dilakukan oleh wisatawan dengan melakukan kegiatan *hiking* ke pura puncak landep. *What to See* (sesuatu yang dapat dilihat) yang dapat wisawan lihat seperti wisata alam. Wisata alam yang dapat wisawatan lihat yaitu kegaraman flora dan fauna, pemandangan terasering dan 3 air terjun yaitu air terjun cemara, air terjun dedari dan air terjun canging. *What to Stay* (tempat menginap) yang dapat wisatawan pilih yaitu D'Kailash Retreat. *What to Buy* (sesuatu yang dapat di beli) belum terdapat penjual souvenir disekitar kawasan hutan Desa Panji. *What to Arrived* (akses yang dapat dituju) wisatawan dapat menempuh jarak dari Bandara I Gustri Ngurah Rai sekitar 95km dan 9,8km dari pusat Kota Singaraja.

Kata Kunci: Desa Panji, hutan desa, wisata alam.

**POTENTIAL OF PANJI VILLAGE FOREST AS
NATURAL TOURIST ATTRACTION BASED ON 5 W**

By

**Rafli Alfiansyah NIM. 2015011004
Family Welfare Education Study Program
Department of Industrial Technology
Department Engineering and Vocational Faculty
Ganesha University of Education
Email: rafli.alfiansyah@undiksha.ac.id**

ABSTRACT

This research describes the potential of Panji Village forest as a natural tourism attraction, religious tourism, family tourism, and hiking tourism based on 5 W (what to do, what to see, what to buy, what to stay, what to arrive). This type of research is descriptive qualitative. The source of informants came from the village secretary, the head of the Village Forest Management Organization, and members of the Tourism Awareness Group. This research uses observation and interview methods used to collect data on the potential of Panji Village forest as a natural tourism attraction based on 5W. This research instrument uses observation sheets and interview guidelines. Furthermore, the data obtained is presented descriptively qualitatively and can be researched using the 5 W. What to Do (activities that can be done) that can be done by tourists such as religious tourism, family tourism and hiking tours. Religious tourism by visiting the landep peak temple and yellow tirta water, family tourism such as setting up tents in the camping ground area, and hiking tours that can be done by tourists by doing hiking activities to the landep peak temple. What to See (something that can be seen) that tourists can see as nature tourism. Natural tourism that tourists can see is the diversity of flora and fauna, terraced views and 3 waterfalls, namely cypress waterfall, dedari waterfall and canging waterfall. What to Stay (where to stay) that tourists can choose is D'Kailash Retreat. What to Buy (something that can be bought) there are no souvenir sellers around the Panji Village forest area. What to Arrived (access that can be reached) tourists can travel from Ngurah Rai I Gustri Airport about 95km and 9.8km from Singaraja City center.

Keywords: Panji Village, village forest, nature tourism,