

ABSTRAK

Benteng Keraton Buton terletak di Pulau Buton, tepatnya di Kelurahan Melai, Kecamatan Murhum, Kota Baubau, Provinsi Sulawesi Tenggara. Berjarak sekitar 3 kilometer dari pusat Kota Baubau, Benteng Keraton Buton ini memiliki luas 22,8 Ha dan panjang 2.740 meter. Langkah awal dari upaya pelestarian Kawasan Benteng Keraton Buton telah dilakukan dengan penetapan Kawasan Benteng Keraton Buton sebagai kawasan pariwisata berdasarkan Rencana Induk Pengembangan Pariwisata Daerah (RIPPPDA) Kota Baubau Tahun 2005. Namun aktivitas aktual wisatawan khususnya lokal, umumnya hanya sebatas refreshing, menyaksikan atraksi wisata dan budaya, melihat-lihat, berfoto, sehingga dinilai belum maksimal mendayagunakan, mengangkat serta menyentuh nilai historis, makna simbolis dan filosofis.

Studi ini bertujuan untuk menganalisis "Pengelolaan Benteng Keraton Buton Sebagai Wisata Budaya Unggulan Kota Baubau". Untuk mencapai tujuan tersebut perlu dilakukan penilaian dari parameter pengelolaan yang meliputi perencanaan, organisasi pelaksanaan dan pengawasan dengan menggunakan metode pendekatan deskriptif kualitatif.

Pengelolaan wisata di Benteng Keraton Buton masih belum terlaksana dengan baik. Di mana banyak hal yang harus dibenahi dan ditingkatkan lagi agar supaya pengelolaan yang diinginkan dapat terwujud. Pemerintah tidak mendapatkan Pendapatan Asli Daerah (PAD) dari Benteng Keraton Buton padahal pengunjung luar biasa dikarenakan penataan di dalam amburadul. Selain itu, fasilitas-fasilitas yang belum ada harus segera diadakan. Seperti toilet, papan penunjuk arah dan sistem digital. Hal ini demi kenyamanan pengunjung dalam berwisata di Benteng Keraton Buton. Kemudian belum ada event terprogram, seperti pagelaran seni dan budaya yang diadakan baik sebulan dua kali maupun sebulan sekali. Diharapkan ada event terprogram. Lalu daripada itu, pengelolaan masih lemah dalam sistem marketing: penjualan souvenir seperti kain tenun (sarung), gelang, aksesoris, syal, scraft, slayer, baju, plakat, miniatur (benteng, rumah, masjid dll) serta promosi ke luar daerah maupun ke luar negeri.

Kata Kunci : Benteng, Karakteristik, Pengelolaan, Wisata.

ABSTRACT

Buton Palace Fortress is located on Buton Island, precisely in Melai Village, Murhum District, Baubau City, Southeast Sulawesi Province. Located about 3 kilometers from the center of Baubau City, the Buton Palace Fortress has an area of 22.8 hectares and a length of 2,740 meters. The first step in the conservation efforts of Buton Palace Fortress Area has been done by establishing the Buton Palace Fortress Area as a tourism area based on the Baubau City Regional Tourism Development Master Plan (RIPPDA) 2005. However, the actual activities of tourists, especially local ones, are generally limited to refreshing, watching tourist attractions and culture, seeing, taking pictures, so that they are not maximized in utilizing, elevating and touching historical values, symbolic and philosophical meanings.

This study aims to analyze the "Management of Buton Palace Fortress as the Outstanding Cultural Tourism of the City of Baubau". To achieve these objectives, it is necessary to assess the management parameters which include planning, implementing and supervising organizations using a qualitative descriptive approach.

The management of tourism in Buton Palace Fortress is still not carried out well. Where many things need to be addressed and leveled up so that the desired management can be realized. The government did not get Regional Original Revenue (PAD) from Buton Palace fortress, despite the extraordinary visitors due to the chaos in the arrangement. In addition, facilities that do not yet exist must be held immediately. Like toilets, directional boards and digital systems. This is for the convenience of visitors in traveling at Buton Palace Castle. Then there are no programmed events, such as art and cultural performances that are held both twice a month or once a month. It is expected that there will be a programmed event. Then than that, management is still weak in the marketing system: sales of souvenirs such as woven fabrics (sarongs), bracelets, accessories, scarves, scrafts, slayer, clothes, placards, miniatures (fortresses, houses, mosques etc.) as well as promotion to other regions and overseas.

Keywords: Fortress, Characteristics, Management, Tourism.