

ABSTRACT

The research entitled "Ecotourism Based Mangrove Forest Landscape Planning in Blanakan Subang West Java" aims to identify tourism potential and develop ecotourism-based landscape plans in the Blanakan mangrove forest area. This research was conducted in Blanakan Village Subang Regency of West Java from February 2017 until April 2017.

This research used survey method with observation technique and secondary data collection. Data were analyzed descriptively and spatially. The collection of data in the form of primary data and secondary data. The type of data is primary data in the form of public perception and visitor, while secondary data in the form of area map, geography, climate, hydro-oceanography, ecology, accessibility, social and economic condition, and tourism object.

The results of the research show that Blanakan mangrove forest has the potential of natural tourism, marine tourism, and conservation tourism. Landscape planning includes spatial plans, circulation, vegetation, and facility activities by making continuous improvement and maintenance efforts.

Keywords: Landscape, Ecotourism, Blanakan mangrove forest.