

## INTISARI

Penelitian ini bertujuan untuk mengidentifikasi potensi dan menyusun konsep penataan kawasan pesisir pantai sebagai kawasan ekowisata mangrove guna meningkatkan kelestaraan alam dan kesejahteraan masyarakat di Desa Bakauheni, Kecamatan Bakauheni, Kabupaten Lampung Selatan. Penelitian telah dilaksanakan pada bulan Januari-Maret 2017.

Penelitian dilaksanakan dengan metode survei, yang teknis pelaksanaannya dilakukan dengan observasi lapangan dan wawancara. Jenis data yang diperoleh yaitu data primer dan data sekunder. Pengumpulan data primer diperoleh melalui pengamatan di lapangan, penyebaran kuisioner dan di laboratorium sedangkan pengumpulan data sekunder melalui studi pustaka.

Hasil penelitian menunjukkan bahwa dukungan masyarakat dan pemerintah sebagai responden terkait dengan pengembangan wisata berbasis ekowisata yakni 100% masyarakat setuju, sedangkan pemerintah 62,5% menyatakan sangat setuju dan 37,5 % setuju. Penataan kawasan pesisir pantai Desa Bakauheni ditentukan berdasarkan hasil indentifikasi potensi kawasan (potensi pertanian, potensi perikanan, potensi sumber daya alam (hutan mangrove dan pantai), potensi sosial budaya dan ekonomi) serta zonasi kawasan (zona konservasi, zona pemanfaatan (kawasan budidaya) dan zona pengembangan). Penataan lokasi pengembangan wisata (ekowista) dibuat sebagai rekomendasi pemanfaatan kawasan sesuai acuan peraturan pemerintah.

**Kata kunci** : Penataan kawasan, kawasan pesisir pantai, Ekowisata.

## **ABSTRACT**

*A research is aims to identify potential and arrange the concept of coastal area management as ecotourism area of mangrove to improve the nature and prosperity of the community in Bakauhen Village, Bakauheni District, South Lampung Regency. This research already implemented from in January-March 2017.*

*The research was conducted using survey method, the technical implementation with field observation, questionnaire distributing and interviews. Type datas obtained are primary data and secondary data. Primary data was obtained directly from the study site, while secondary data was obtained directly from literature study.*

*The result of this research showed that public and government support as respondents related to tourism development based ecotourism are 100% of the public agreed, while the government of 62,5% stated strongly agree and 37,5% agreed. Structuring of coastal areas of the Bakauheni Village determined based on the result of identifying the potential of the region (agricultural potential, potential of fisheries, the potential of natural resources (mangrove forests and beaches), socio-cultural and economic potential) and zoning areas (conservation zones, utilization zones (cultivation areas) and development zone). Arranging the location of tourism development (ecotourism) made as a recommendation for the utilization of the area according to the government regulation reference.*

*Keywords: area arrangement, coastal areas and ecotourism*