



ABSTRAK

Taman Nasional Baluran terletak di Kecamatan Banyuputih, Kabupaten Situbondo, Provinsi Jawa Timur. Pada kawasan Taman Nasional ini, terdapat Pantai Bama yang memiliki luas kawasan mangrove mencapai 120.56 Ha dan memiliki 16 spesies mangrove dari 7 famili. Penelitian bertujuan menginventarisasi dan mengidentifikasi sumberdaya wisata mangrove, karakteristik, preferensi, persepsi, kesiapan, ekspektasi dan potensi wisata menurut pengelola, masyarakat Apik dan pengunjung. Jenis data yang diambil berupa hasil sumberdaya wisata mangrove, responden pengelola, masyarakat apik dan pengunjung dengan metode pengamatan secara langsung (observasi), wawancara, line transek dan dokumentasi. Metode yang digunakan untuk memperoleh data pengelola, masyarakat apik dan pengunjung dilakuakn dengan penyebaran kuesioner dan wawancara secara langsung. Data sumberdaya wisata mangrove dapat diambil dengan pengamatan langsung, sedangkan data pengelola, masyarakat Apik dan pengunjung sebanyak 30 responden diambil dengan sistem *close ended* dan *open ended* serta keseluruhan data yang diambil menggunakan metode kuantitatif dan kualitatif deskriptif. Hasil sumberdaya wisata mangrove yang diperoleh dapat memcerminkan potensi dan daya tarik kawasan Resort Bama. Potensi dan daya tarik dari sumberdaya tersebut merupakan data dasar dalam pengembangan ekowisata mangrove di Resort Bama. Luaran pengembangan ekowisata mangrove yang dirancang yakni program wisata mangrove, papan interpretasi yang berisi gambar dan informasi singkat mengenai potensi vegetasu mangrove serta merancang video promosi yang menampilkan pemandangan alam, aktifitas pengunjung, flora dan fauna.

Kata kunci: Ekowisata Mangrove, Pengembangan, Resort Bama

ABSTRACT

Baluran National Park is located in Banyuputih District, Situbondo Regency, East Java Province. In this National Park area, there is Bama Beach which has a mangrove area of 120.56 hectares and has 16 mangrove species from 7 families. The research aims to inventory and identify natural tourism resources, characteristics, preferences, perceptions, readiness, expectations and tourism potential according to the manager, Apik community and visitors. The types of data taken are the results of mangrove tourism resources, respondent managers, neat communities and visitors by direct observation (observation), interviews, line transects and documentation. The method used to obtain data managers, good people, and visitors is done by distributing questionnaires and direct interviews. Mangrove tourism resource data can be taken by direct observation, while the data manager, Apik community and visitors as many as 30 respondents were taken with a closed and open system and the total data was taken using quantitative and qualitative descriptive methods. The results of mangrove tourism resources that can be obtained reflect the potential and attractiveness of the Bama Resort area. The potential and attractiveness of these resources are basic data in the development of mangrove ecotourism at Resort Bama. The outputs of mangrove ecotourism development designed are mangrove tourism programs, interpretation boards containing pictures and brief information about the potential of mangrove vegetation and designing promotional videos featuring natural scenery, visitor activities, flora and fauna.

Keywords: Mangrove Ecotourism, Development, Resort Bama