

Susilo Dwi Hartanto. 2026. Strategi Pengembangan Ekoeduwisata Mangrove Laguna Pengklik Srigading Sanden Bantul. Dibimbing oleh Dwi Aulia Puspitaningrum dan Antik Suprihanti.

ABSTRAK

Penelitian bertujuan (1) Menganalisis kelas kelompok pengelola Ekoeduwisata Mangrove Laguna Pengklik. (2) Menganalisis faktor internal dan faktor eksternal dalam pengembangan Ekoeduwisata Mangrove Laguna Pengklik, (3) Menganalisis strategi prioritas yang tepat dalam pengembangan Ekoeduwisata Mangrove Laguna Pengklik. Penelitian menggunakan metode deskriptif kuantitatif dengan pendekatan studi kasus, pengambilan responden dilakukan secara purposive dengan jumlah 10 responden. Analisis data dilakukan menggunakan penilaian kelas Kelompok Tani Hutan, matriks IFE, EFE, IE, SWOT, dan QSPM. Hasil penelitian menunjukkan (1) Kelompok Pengelola Ekoeduwisata Mangrove Laguna Pengklik Srigading Sanden Bantul (KTH Forum Komunikasi Pemuda Pemudi Rejosari (FKPPRS)) berada pada kelas madya dengan kemampuan pengelolaan kelembagaan, kawasan, dan usaha cukup baik. (2) Kekuatan utama ekoeduwisata adalah ekosistem mangrove yang sudah terbentuk dan terpelihara dengan baik, kelemahan utama belum tersedianya *website booking online*. Peluang utama akan ditetapkannya kawasan mangrove Laguna Pengklik menjadi Areal *Preservasi* (AP), ancaman utama adalah bertambahnya penduduk yang menyebabkan menumpuknya sampah di muara sungai. (3) Strategi prioritas yang dapat diterapkan dalam pengembangan ekoeduwisata mangrove laguna pengklik adalah memperbaiki paket Ekoeduwisata dengan berbasis kurikulum sekolah dan wisata minat khusus yang mampu mencakup banyak segmen.

Kata kunci: *strategi pengembangan, ekoeduwisata mangrove, kelompok tani hutan.*

Susilo Dwi Hartanto. 2026. *Development Strategy of Pengklik Lagoon Mangrove Eco-Edu Tourism, Srigading, Sanden, Bantul. Supervised by Dwi Aulia Puspitaningrum and Antik Suprihanti.*

ABSTRACT

This study aimed to (1) analyze the classification level of the Mangrove Laguna Pengklik Eco-Educational Tourism Management Group, (2) identify the internal and external factors influencing the development of Mangrove Laguna Pengklik Eco-Educational Tourism, and (3) determine the priority development strategies for Mangrove Laguna Pengklik Eco-Educational Tourism. The study employed a quantitative descriptive method with a case study approach. Respondents were selected using a purposive technique, resulting in a total of 10 respondents. Data were analyzed using the Forest Farmer's Group classification assessment, Internal Factor Evaluation (IFE) matrix, External Factor Evaluation (EFE) matrix, Internal-External (IE) matrix, SWOT analysis, and Quantitative Strategic Planning Matrix (QSPM). The results indicated that: (1) the management group of Mangrove Laguna Pengklik Eco-Educational Tourism in Srigading Village, Sanden District, Bantul Regency, namely the Forest Farmer's Group of the Rejosari Youth Communication Forum (FKPPRS), was classified as an intermediate-level group (Madya category), demonstrating adequate capacity in institutional, area, and business management; (2) the primary strength of the eco-educational tourism area is its well-established and well-maintained mangrove ecosystem, while the main weaknesses include the absence of an online booking website. The main opportunity is the potential designation of the Mangrove Laguna Pengklik area as a Preservation Area (Areal Preservasi/AP), whereas the primary threat is increasing population growth, which contributes to the accumulation of waste at the river estuary; and (3) the priority strategy for developing Mangrove Laguna Pengklik Eco-Educational Tourism is the enhancement of eco-educational tourism packages based on school curricula and special-interest tourism programs capable of accommodating diverse visitor segments.

Keywords: *development strategy, mangrove eco-edu tourism, forest farmer's group.*