

ABSTRAK

Peran Kelompok Sadar Wisata Pandan Alas dalam Pengelolaan Hutan Mangrove Sriminosari Kecamatan Labuhan Maringgai Kabupaten Lampung Timur

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Identifikasi hutan mangrove yang dimanfaatkan sebagai tempat wisata berupa *attraction*, *accessibility*, *accommodation*, *amenity*, dan *ancillary* diperlukan untuk menarik minat pengunjung. Wisata dapat berkembang dengan baik melalui perencanaan, pengorganisasian, pelaksanaan, dan pengawasan yang dilakukan oleh Pokdarwis sebagai pengelola wisata tersebut. Penelitian ini bertujuan untuk mendeskripsikan daya tarik wisata yang terdapat di Hutan Mangrove Sriminosari Kabupaten Labuhan Maringgai dan menganalisis peran Pokdarwis dalam pengelolaan wisata. Penelitian dilakukan pada Oktober sampai November 2022 di Desa Sriminosari, Labuhan Maringgai, Lampung Timur. Metode yang digunakan adalah observasi, wawancara, wawancara kuesioner, dan studi dokumentasi yang kemudian dianalisis secara deskriptif. Daya tarik yang ada adalah spot foto, *tracking*, wahana bermain anak, kegiatan susur sungai, kegiatan menanam, memancing, mengamati flora dan fauna, dan pemandangan sunset atau langit sore. Aksesibilitas berupa jalan beraspal dan jalan tanah berpasir serta terdapat jembatan dengan kondisi baik.. Wisata ini juga memiliki *homestay* akan tetapi belum dikelola dengan baik serta terdapat fasilitas tambahan lainnya seperti warung, gazebo, toilet, tempat parkir, tempat sampah dengan kondisi yang baik. Akan tetapi musala yang terdapat lokasi wisata sangat tidak layak sehingga perlu diperbaiki. Pokdarwis dalam mengembangkan wisata didukung oleh *stakeholder* yaitu Dinas Pariwisata Lampung Timur, Kementerian Kelautan dan Perikanan, pemerintah setempat serta selalu melibatkan masyarakat sekitar dalam kegiatan wisata. Peran Pokdarwis dalam *planning*, *organizing*, *actuating*, dan *controlling* terhadap aspek wisata secara keseluruhan tidak ada perbedaan nyata. Pokdarwis memerlukan penguatan kelembagaan dan menambah jaringan kerja sama dengan *stakeholder* dalam mengembangkan wisata.

Kata kunci: mangrove, atraksi, aksesibilitas, amenity, and ancillary

ABSTRACT

The Role of Pandan Alas Tourism Awareness Group in the Management of the Sriminosari Mangrove Forest, Labuhan Maringgai District, East Lampung Regency

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Identification of mangrove forests that are used as tourist attractions in the form of attraction, accessibility, accommodation, amenity, and ancillary is needed to attract visitors. Tourism can develop well through planning, organizing, implementing and monitoring carried out by Pokdarwis as the tourism manager. This study aims to explain the tourist attractions in the Sriminosari Mangrove Forest, Labuhan Maringgai Regency and the role of Pokdarwis in tourism management. The research was conducted from October to November 2022 in Sriminosari Village, Labuhan Maringgai, East Lampung. This study aims to describe the tourist attractions in the Sriminosari Mangrove Forest, Labuhan Maringgai Regency and analyze the role of Pokdarwis in tourism management. The research was conducted from October to November 2022 in Sriminosari Village, Labuhan Maringgai, East Lampung. The methods used were observation, interviews, questionnaire interviews, and documentation studies which were then analyzed descriptively. The attractions are photo spots, tracking, children's playgrounds, river crossing activities, planting activities, fishing, observing flora and fauna, and views of the sunset or evening sky. Accessibility is in the form of paved roads and sandy dirt roads and there are bridges in good condition. This tour also has a homestay but has not been managed properly and there are other additional facilities such as stalls, gazebos, toilets, parking lots, trash bins in good condition. However, the prayer room which has a tourist location is not very feasible so it needs to be repaired. Pokdarwis in developing tourism is supported by stakeholders, namely the East Lampung Tourism Office, the Ministry of Maritime Affairs and Fisheries, the local government and always involves the local community in tourism activities. The role of Pokdarwis in planning, organizing, actuating, and controlling aspects of tourism as a whole has no real difference. Pokdarwis requires institutional strengthening and increasing cooperation networks with stakeholders in developing tourism.

Keywords: mangrove, attraction, accessibility, amenities, ancillary