

ABSTRAK

IDENTIFIKASI JENIS MANGROVE DAN BURUNG SEBAGAI OBJEK WISATA EDUKASI DI KAWASAN EKOWISATA MANGROVE CUKU NYINYI

Oleh

NAFA PUTRI MAHARANI

Kawasan ekowisata mangrove, sebagai benteng alami pesisir dan habitat bagi beragam satwa liar, berpotensi dijadikan destinasi wisata edukasi. Kawasan Ekowisata Mangrove Cuku NyiNyi di Kabupaten Pesawaran, Lampung merupakan kawasan ekowisata yang masih terus dikembangkan dan diperlukan studi keanekaragaman hayati, salah satunya jenis mangrove dan burung secara spesifik. Tujuan dari penelitian ini yaitu mengidentifikasi jenis mangrove dan burung serta menganalisis potensi wisata edukasi berdasarkan persepsi di Kawasan Ekowisata Mangrove Cuku NyiNyi. Data dikumpulkan melalui observasi jenis mangrove, daftar jenis MacKinnon, dan wawancara menggunakan kuesioner. Responden sejumlah 92 pengunjung dihitung berdasarkan rumus Slovin dan ditentukan secara *purposive sampling*. Data dianalisis secara deskriptif. Melalui observasi, ditemukan 11 jenis mangrove (6 jenis mangrove sejati dan 5 jenis mangrove asosiasi) dan 32 jenis burung dari 19 famili (18 jenis potensial sebagai objek *avitourism*). Hasil wawancara kuesioner menunjukkan bahwa 58% pengunjung memiliki pengetahuan yang baik tentang mangrove dan burung, namun masih terdapat potensi untuk meningkatkan pemahaman pengunjung (42%). Sebanyak 69% pengunjung merasa puas dengan kunjungan mereka dan 82% setuju dengan pentingnya keberlanjutan dan konservasi. Kawasan Ekowisata Mangrove Cuku NyiNyi disimpulkan memiliki potensi besar sebagai destinasi wisata edukasi, terutama dengan fokus pada keanekaragaman hayati mangrove dan burung.

Kata kunci : mangrove, burung, persepsi pengunjung, wisata edukasi, Cuku NyiNyi

ABSTRACT

IDENTIFICATION OF MANGROVE SPECIES AND BIRDS AS EDUCATIONAL TOURISM OBJECTS IN THE CUKU NYINYI MANGROVE ECOTOURISM AREA

By

NAFA PUTRI MAHARANI

Mangrove ecotourism areas, serving as natural coastal defenses and habitats for diverse wildlife, have the potential to be developed as educational tourism destinations. The Cuku NyiNyi Mangrove Ecotourism Area in Pesawaran Regency, Lampung, is an ecotourism area that is still under development and requires biodiversity studies, particularly on mangrove species and birds. The objective of this research was to identify mangrove and bird species and to analyze the potential of educational tourism based on visitor perceptions in the Cuku NyiNyi Mangrove Ecotourism Area. Data was collected through observations of mangrove species, MacKinnon list method, and questionnaires. A total of 92 visitors were surveyed using the Slovin formula and purposive sampling. The data was analyzed descriptively. Observations revealed 11 mangrove species (6 true mangroves and 5 associated mangroves) and 32 bird species from 19 families (18 species with potential for avitourism). Questionnaire results showed that 58% of visitors had a good understanding of mangroves and birds, but there is still room to improve visitor understanding (42%). As many as 69% of visitors were satisfied with their visit and 82% agreed with the importance of sustainability and conservation. The Cuku NyiNyi Mangrove Ecotourism Area is concluded to have great potential as an educational tourism destination, especially by focusing on the biodiversity of mangroves and birds.

Keywords : mangrove, birds, visitor perception, educational tourism, Cuku NyiNyi