

ABSTRAK

KELAYAKAN OBJEK DAYA TARIK WISATA HUTAN MANGROVE CUKU NYINYI DAN PERAN PENGELOLAAN KELOMPOK SADAR WISATA DI DESA SIDODADI, KABUPATEN PESAWARAN

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Objek daya tarik wisata dan peran pengelolaan menjadi dua hal yang tidak dapat dipisahkan satu sama lainnya. Objek daya tarik wisata yang dibutuhkan bukan hanya sekedar ada atau tidaknya pada suatu wisata, akan tetapi juga harus memiliki kelayakan. Kelayakan objek daya tarik wisata menjadi penting karena akan membantu wisata tersebut dapat berkembang dan mengalami kemajuan. Suatu objek wisata selain memerlukan adanya objek daya tarik di dalamnya juga harus diiringi oleh bentuk pengelolaan yang tepat. Penelitian ini bertujuan untuk menganalisis kelayakan objek daya tarik wisata dan peran pengelolaan kelompok sadar wisata di hutan mangrove Cuku Nyinyi. Penelitian ini dilakukan pada bulan Oktober-Desember 2024 di hutan mangrove Cuku Nyinyi, Desa Sidodadi, Kabupaten Pesawaran. Data dikumpulkan melalui observasi dengan kuisioner kepada pengunjung dan wawancara kepada kelompok sadar wisata serta beberapa informan kunci. Data observasi yang didapat dianalisis dengan metode skoring terhadap komponen 4A wisata yaitu atraksi (*attraction*), aksesibilitas (*accessibility*), fasilitas (*amenity*), dan pelayanan tambahan (*ancillary*) serta untuk hasil data wawancara dianalisis terhadap POAC yaitu perencanaan (*planning*), organisasi (*organizing*), pelaksanaan (*actuating*), dan pengawasan (*controlling*). Hasil penelitian menunjukkan semua komponen 4A layak dikembangkan, namun pada atraksi memerlukan pengembangan dalam pemanfaatan mangrove terutama secara ekonomi. Pada aksesibilitas masih perlu perbaikan terhadap lahan parkir yang sempit dan jalan sebelum pintu wisata yang masih berupa tanah. Peran pengelolaan yang dilakukan Pokdarwis berdasarkan POAC telah berjalan baik dengan selalu melibatkan dan mengajak masyarakat agar berpartisipasi dalam berbagai kegiatan, serta adanya koordinasi dan dukungan Pemerintah Desa dalam pengembangan objek wisata.

Kata kunci: *Objek Daya Tarik Wisata, Kelayakan, Pengelolaan, Pokdarwis*

ABSTRACT

THE FEASIBILITY OF THE CUKU NYINYI MANGROVE FOREST TOURIST ATTRACTION OBJECT AND THE ROLE OF TOURISM AWARENESS GROUP MANAGEMENT IN SIDODADI VILLAGE, PESAWARAN REGENCY

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Tourist attraction objects and the role of management are two things that cannot be separated from each other. Tourist attraction objects that are needed are not only whether or not they exist in a tour, but must also be feasible. The feasibility of tourist attraction objects is important because it will help the tour to develop and progress. A tourist attraction, in addition to requiring an attraction object in it, must also be accompanied by the right form of management. This study aims to analyze the feasibility of tourist attraction objects and the role of tourism awareness group management in the Cuku Nyinyi mangrove forest. This study was conducted in October-December 2024 in the Cuku Nyinyi mangrove forest, Sidodadi Village, Pesawaran Regency. Data were collected through observation with questionnaires to visitors and interviews with tourism awareness groups and several key informants. Observation data obtained were analyzed using a scoring method against the 4A tourism components, namely attractions, accessibility, facilities (amenity), and additional services (ancillary) and for the results of interview data were analyzed against POAC, namely planning, organizing, implementing (actuating), and controlling. The results of the study showed that all 4A components were worthy of being developed, but attractions required development in the utilization of mangroves, especially economically. Accessibility still needs improvement for the narrow parking lot and the road before the tourist entrance which is still in the form of soil. The management role carried out by Pokdarwis based on POAC has been running well by always involving and inviting the community to participate in various activities, as well as the coordination and support of the Village Government in the development of tourist attractions.

Keyword: Tourist Attraction Objects, Feasibility, Management, Pokdarwis