

RINGKASAN

RIZAL. Kesesuaian dan Daya Dukung Ekowisata Mangrove Pandang Tak Jemu Kampung Tua Bakau Serip, Batam. Dibimbing oleh DIANA AZIZAH dan FEBRIANTI LESTARI.

Kota Batam, khususnya Kecamatan Nongsa, memiliki potensi pesisir dan ekosistem mangrove yang besar. Melalui Pokdarwis Pandang Tak Jemu, kawasan hutan mangrove di Kampung Tua Bakau Serip dikembangkan sebagai ekowisata dengan kegiatan *tracking*, edukasi pelestarian, serta produk UMKM. Meskipun tercatat sebagai Desa Wisata dalam Jejaring Desa Wisata (Jadesta), belum ada kajian ilmiah mengenai Indeks Kesesuaian Wisata (IKW) dan Daya Dukung Kawasan (DDK). Penelitian ini sangat penting untuk memastikan pengelolaan berkelanjutan, meminimalkan dampak lingkungan, dan memaksimalkan manfaat ekonomi bagi masyarakat lokal. Penelitian ini bertujuan untuk menganalisis tingkat kesesuaian wisata dan daya dukung kawasan dalam mendukung aktivitas ekowisata mangrove yang berkelanjutan. Metode penelitian meliputi analisis Indeks Kesesuaian Wisata (IKW) berdasarkan parameter jenis mangrove, objek biota, kerapatan, ketebalan mangrove, jenis substrat, pasang surut, aksesibilitas, persepsi wisatawan terhadap *re-planting*, partisipasi wisatawan terhadap *re-planting*, serta perhitungan Daya Dukung Kawasan (DDK) untuk kegiatan *re-planting* dan *tracking*. Hasil penelitian menunjukkan nilai IKW sebesar 81% yang termasuk dalam kategori sesuai. Parameter jenis mangrove, objek biota, kerapatan mangrove, pasang surut, aksesibilitas, persepsi wisatawan terhadap *re-planting*, dan partisipasi wisatawan terhadap *re-planting*, memberikan kontribusi signifikan terhadap tingginya nilai kesesuaian. DDK untuk kegiatan *re-planting* mencapai sekitar 854 pengunjung per hari, sedangkan kegiatan *tracking* sekitar 15 pengunjung per hari, yang dipengaruhi oleh perbedaan luas area dan waktu aktivitas. Hasil ini menunjukkan perlunya pengelolaan zonasi dan pembatasan pengunjung sesuai kapasitas kawasan agar kelestarian ekosistem mangrove dan kualitas wisata tetap terjaga.

Kata kunci: Daya Dukung Kawasan, Ekowisata Mangrove, Kampung Tua Bakau Serip, Kesesuaian Wisata.

SUMMARY

RIZAL. Suitability and Carrying Capacity of the Pandang Tak Jemu Mangrove Ecotourism Area in the Old Bakau Serip Village, Batam. Supervised by DIANA AZIZAH and FEBRIANTI LESTARI.

Batam City, particularly Nongsa District, has significant coastal and mangrove ecosystem potential. Through the Pandang Tak Jemu Tourism Group (Pokdarwis), the mangrove forest area in Old Mangrove Village of Serip is being developed as an ecotourism destination with tracking activities, conservation education, and MSME products. Although listed as a Tourism Village in the Tourism Village Network (Jadesta), there has been no scientific study on the Tourism Suitability Index (TIC) and Area Carrying Capacity (ACC). This research is crucial to ensure sustainable management, minimize environmental impacts, and maximize economic benefits for local communities. This study aims to analyze the level of tourism suitability and area carrying capacity in supporting sustainable mangrove ecotourism activities. The research method includes an analysis of the Tourism Suitability Index (TIC) based on parameters such as mangrove species, biota objects, density, mangrove thickness, substrate type, tides, accessibility, tourist perceptions of replanting, tourist participation in replanting, and calculation of Area Carrying Capacity (ACC) for replanting and tracking activities. The results showed an TIC value of 81%, which is included in the appropriate category. Parameters of mangrove type, biota objects, mangrove density, tides, accessibility, tourist perceptions of replanting, and tourist participation in replanting significantly contribute to the high suitability value. DDK for replanting activities reaches approximately 854 visitors per day, while tracking activities are around 15 visitors per day, which is influenced by differences in area size and activity time. These results indicate the need for zoning management and visitor restrictions according to area capacity to ensure the sustainability of the mangrove ecosystem and maintain tourism quality.

Keywords: Mangrove Ecotourism, Old Mangrove Village of Serip, Regional Carrying Capacity, Tourism Suitability.