

RINGKASAN

YOLA GUSPITA Pengembangan Ekowisata Pantai Berbasis Kesesuaian Dan Daya Dukung Kawasan (Studi Kasus Pantai Sakera Kabupaten Bintan) dibimbing oleh Winny Retna Melani Dan Susiana.

Penelitian dilakukan di pantai Sakera Kabupaten Bintan Utara yang bertujuan untuk menganalisis tingkat kesesuaian dan daya dukung kawasan serta mengidentifikasi faktor internal dan eksternal dalam pengembangan ekowisata Pantai Sakera di Kabupaten Bintan Utara, Kepulauan Riau. Metode yang digunakan dalam penelitian ini adalah metode survei dengan pendekatan kuantitatif melalui pengukuran langsung parameter biofisik, observasi lapangan, serta wawancara dan penyebaran kuesioner kepada responden. Analisis data dilakukan menggunakan Indeks Kesesuaian Wisata (IKW), daya dukung kawasan, serta analisis SWOT melalui matriks IFAS dan EFAS. Hasil penelitian menunjukkan bahwa Pantai Sakera memiliki tingkat kesesuaian yang sangat baik untuk kegiatan wisata pantai. Nilai IKW yang diperoleh sebesar 3,00 untuk kategori rekreasi pantai, 2,83 untuk berenang, dan 2,85 untuk permainan kano, yang termasuk dalam kategori sangat sesuai (S1). Kondisi biofisik seperti tipe pantai berpasir, kemiringan landai, arus yang relatif lambat, serta ketersediaan air tawar yang dekat menjadi faktor pendukung utama. Selain itu, hasil analisis menunjukkan adanya kekuatan berupa keindahan alam dan aksesibilitas yang baik, serta peluang pengembangan ekowisata berbasis masyarakat. Namun, terdapat kelemahan seperti keterbatasan fasilitas dan pengelolaan yang belum optimal, serta ancaman berupa kerusakan lingkungan dan persaingan dengan destinasi lain. Berdasarkan hasil analisis tersebut, Pantai Sakera memiliki potensi besar untuk dikembangkan sebagai kawasan ekowisata yang berkelanjutan dengan memperhatikan aspek ekologi, sosial, dan ekonomi. Upaya pengembangan yang disarankan meliputi peningkatan fasilitas, pengelolaan berbasis masyarakat, serta penerapan konsep wisata ramah lingkungan guna menjaga kelestarian kawasan.

Kata kunci: daya dukung kawasan, ekowisata, IFAS-EFAS, kesesuaian wisata, Pantai Sakera

SUMMARY

YOLA GUSPITA. Development of Coastal Ecotourism Based on Suitability and Carrying Capacity of the Area (Case Study of Sakera Beach Bintan Regency). Supervised by Winny Retna Melani and Susiana.

This study carried out on Sakera Beach, North Bintan Regency aims to analyze the level of tourism suitability and the carrying capacity of the area, as well as to identify internal and external factors in the development of ecotourism at Sakera Beach, North Bintan Regency, Riau Islands. The method used in this study was a survey method with a quantitative approach through direct measurement of biophysical parameters, field observations, interviews, and questionnaire distribution to respondents. Data analysis was carried out using the Tourism Suitability Index (TSI), carrying capacity analysis, and SWOT analysis through IFAS and EFAS matrices. The results showed that Sakera Beach has a very high level of suitability for coastal tourism activities. The TSI values obtained were 2.995 for beach recreation, 2.83 for swimming, and 2.85 for canoeing activities, all of which were classified as very suitable (S1). Biophysical conditions such as sandy beach type, gentle slope, relatively slow currents, and the availability of nearby freshwater sources were the main supporting factors. In addition, the analysis identified strengths such as natural beauty and good accessibility, as well as opportunities for community-based ecotourism development. However, there were also weaknesses, including limited facilities and suboptimal management, along with threats such as environmental degradation and competition with other tourist destinations. Based on these findings, Sakera Beach has great potential to be developed as a sustainable ecotourism area by considering ecological, social, and economic aspects. Recommended development efforts include improving tourism facilities, implementing community-based management, and applying environmentally friendly tourism concepts to maintain the sustainability of the area.

Keywords:, carrying capacity, ecotourism, IFAS-EFAS, Sakera Beach, tourism suitability.