

## **Abstrak**

*Desa Pantai Mekar dan Pantai Sederhana yang terletak di Kecamatan Muaragembong memiliki garis pantai dengan Hutan Mangrove di dalamnya. Pemanfaatan Hutan Mangrove untuk dijadikan objek pariwisata (ekowisata) sangat cocok dilakukan saat ini, ekowisata merupakan konsep yang menggabungkan kepentingan industri pariwisata dengan kelestarian lingkungan. Tujuan studi ini adalah (1) Mengetahui Potensi, kondisi sosial, ekonomi dan budaya masyarakat di Kawasan Mangrove Muaragembong, (2) Merencanakan konsep dan masterplan penataan kawasan Mangrove Muaragembong dalam mendukung pengembangan ecotourism.*

*Hasil studi ini berupa Masterplan yang dapat dikembangkan menjadi kawasan ekowisata. Masterplan Kawasan terbagi kedalam tiga zona, yaitu zona inti, zona penyangga, dan zona pemanfaat dengan program kegiatan yang ditawarkan adalah kegiatan konservasi, edukasi dan rekreasi dan partisipasi masyarakat.*

**Kata Kunci:** Ecotourism, Pariwisata, Mangrove

### **Abstract**

*Pantai Mekar Village and Pantai Sederhana Village are located in Muaragembong district that have coastlines with mangrove forest in them. Mangrove forest as an object of tourism (ecotourism) is very suitable nowadays. Ecotourism is a concept of tourism industry and environmental conservation. This Study has specific objectives, those are (1) to know the potency, social condition, economy and culture community in Muaragembong. (2) planning concepts and to create a Masterplan for Mangrove area for supporting the development of ecotourism.*

*The result is in the form of Masterplan for Mangrove areas which can be developed into ecotourism area. The Masterplan is divided into three zones, they are the core zone, buffer zone and utilization zone. The study also propose some program such as: conservation, education and recreation programs and the community participation program.*

**Keywords:** *Ecotourism, Tourism, Mangrove*