

ABSTRAK

Kawasan Pantai Baros merupakan salah satu kawasan pesisir yang terletak di Kecamatan Kretek, Kabupaten Bantul, DIY. Kawasan ini memiliki ciri khas ekosistem mangrove sebagai area konservasi yang menawarkan wisata edukasi menanam mangrove serta pemandangan alam yang disajikan oleh adanya aliran sungai opak, laguna, pantai. Berdasarkan RTRW Kabupaten Bantul, Kawasan Pantai Baros ini memiliki dua fungsi utama yaitu Taman Konservasi dan Kawasan Wisata dan telah dikembangkan ekowisata dengan tema edukasi. Potensi pariwisata Pantai Baros yang semakin besar dengan adanya Jalan Jalur Lintas Selatan dan Jembatan Kretek II. Namun sayangnya, Explorasi atraksi wisata yang berbeda masih kurang, pengembangan potensi atraksi edukasi dan budaya kawasan wisata belum optimal, serta ketersediaan fasilitas pendukung kawasan wisata belum memadai. Maka, perlu disusun *masterplan* pengembangan Kawasan Pantai Baros yang berkelanjutan agar dapat mendorong pertumbuhan ekonomi dengan menarik lebih banyak pengunjung, namun tetap menjaga kelestarian ekosistem.

Perencanaan ini menggunakan metode Soft System Methodology (SSM). Pengembangan alternatif dilakukan dengan menerapkan metode SKAMPER dan dipilih dengan cara skoring. Perencanaan Kawasan Pantai Baros akan menerapkan konsep ekowisata yang mengedepankan prinsip Ecological, Educational, Economic, Cultural, Tourism dan Community Involvement. Strategi pengembangan yaitu kegiatan konservasi mangrove sebagai wisata minat khusus yang dikolaborasikan dengan potensi wisata rekreasi, agricultural dan kekayaan budaya yang dimiliki masyarakat sekitar.

ABSTRACT

Baros Beach area is one of the coastal areas located in Kretek District, Bantul Regency, DIY. This area has the characteristics of a mangrove ecosystem as a conservation area that offers educational tours to plant mangroves and natural scenery presented by the presence of Opak rivers, lagoons, and beach. Based on the RTRW of Bantul Regency, the Baros Beach area has two main functions, namely Conservation Park and Tourism Area and ecotourism has been developed with an educational theme. The tourism potential of Baros Beach is getting bigger with the existence of the Southern Cross Road and the Kretek II Bridge. But unfortunately, exploration of different tourist attractions is still lacking, the development of potential educational and cultural attractions in tourist areas is not optimal, and the availability of supporting facilities for tourist areas is not sufficient. Therefore, it is necessary to develop a master plan for the sustainable development of the Baros Coastal Area in order to encourage economic growth by attracting more visitors, while maintaining the preservation of the ecosystem.

This planning used the Soft System Methodology (SSM) method. The alternative developments were done by applying the SKAMPER method and selected by scoring. Baros Beach Area Planning applied the concept of ecotourism that puts forward the principles of Ecological, Educational, Economic, Cultural, Tourism, and Community Involvement. The development strategy is mangrove conservation activities as special interest tourism in collaboration with the potential for recreational, agricultural and cultural wealth owned by the surrounding community.