

## INTISARI

Pengembangan pariwisata bahari dapat meningkatkan tekanan ekologis kawasan yang berdampak pada kelestarian ekosistem sehingga menyebabkan pengelolaan kawasan menjadi kurang terpadu. Maka, diimplementasikan *integrated coastal zone management* (ICZM) sebagai upaya mengelola potensi dan permasalahan kawasan. Penelitian ini bertujuan mengevaluasi ICZM untuk mendukung pengembangan pariwisata bahari dan mengidentifikasi faktor-faktor dalam ICZM yang paling berperan mendukung pengembangan pariwisata bahari di kawasan pesisir Kecamatan Kretek, Kabupaten Bantul.

Pengumpulan data penelitian melalui observasi lapangan, kuesioner, dan wawancara. Metode yang digunakan adalah *mixed-methods* dengan pendekatan deduktif melalui analisis konten dan analisis regresi linear berganda. Penelitian ini menetapkan bahwa konsep ICZM direncanakan untuk mendukung pengembangan pariwisata bahari meskipun memiliki tingkat kesesuaian implementasi kebijakan yang masih kurang karena adanya hambatan pada aspek lingkungan, ekonomi, sosial budaya, dan kelembagaan. Selanjutnya, faktor-faktor dalam ICZM yang paling berperan mendukung pengembangan pariwisata bahari adalah partisipasi masyarakat, koordinasi pemangku kebijakan, dan keunikan wilayah.

Penelitian ini menunjukkan perlunya penyesuaian dalam ICZM untuk mendukung pengembangan pariwisata bahari pada aspek lingkungan, ekonomi, sosial budaya, dan kelembagaan. Pada aspek lingkungan diperlukan penataan lahan, kegiatan pariwisata mendukung konservasi lingkungan, dan mitigasi bencana. Pada aspek ekonomi membutuhkan transportasi umum, peningkatan kapasitas masyarakat, serta penguatan identitas wisata dan *Integrated Tourism Masterplan*. Pada aspek sosial budaya perlu melibatkan partisipasi aktif pemangku kebijakan dan pengendalian prostitusi. Pada aspek kelembagaan memerlukan kerja sama sektoral, integrasi rencana zonasi wilayah pesisir dan pulau-pulau kecil dengan rencana tata ruang Provinsi DIY, serta pembentukan lembaga *development* pariwisata dan pengelola Pantai Selatan. Lebih lanjut, diperlukan penguatan partisipasi masyarakat, koordinasi *stakeholders*, dan optimalisasi keunikan wilayah untuk pengembangan pariwisata bahari.

**Kata kunci:** *Evaluasi Integrated Coastal Zone Management, Pariwisata Bahari, Kawasan Pesisir Kecamatan Kretek, Kabupaten Bantul*

## ABSTRACT

*The development of marine tourism can increase regional ecological pressure which has an impact on ecosystem sustainability, causing area management to become less integrated. So, implemented integrated coastal zone management (ICZM) as an effort to manage the potential and problems of the area. This study aims to evaluate the ICZM to support the development of marine tourism and identify the factors within the ICZM that have the most role in supporting the development of marine tourism in the coastal area of Kretek District, Bantul Regency.*

*Collecting research data through field observations, questionnaires, and interviews. The method used is mixed-methods with a deductive approach through content analysis and multiple linear regression analysis. This study determines that the ICZM concept is planned to support the development of marine tourism even though it has a level of suitability for policy implementation that is still lacking due to obstacles in environmental, economic, socio-cultural and institutional aspects. Furthermore, the factors in ICZM that play the most role in supporting the development of marine tourism are community participation, coordination of stakeholders, and regional uniqueness.*

*This research shows the need for alignment in the ICZM to support the development of marine tourism on environmental, economic, socio-cultural and institutional aspects. On the environmental aspect, land management is required, tourism activities support environmental conservation, and disaster mitigation. On the economic aspect it requires public transportation, community capacity building, as well as strengthening tourism identity and the Integrated Tourism Masterplan. On the socio-cultural aspect, it is necessary to involve the active participation of policy makers and control of prostitution. The institutional aspect requires sectoral cooperation, integration of the zoning plan for coastal areas and small islands with the DIY Province spatial plan, as well as the establishment of a tourism development agency and South Coast manager. Furthermore, it is necessary to strengthen community participation, coordinate stakeholders, and optimize regional uniqueness for the development of marine tourism.*

**Keywords:** *Evaluation of Integrated Coastal Zone Management, Marine Tourism, Coastal Areas of Kretek District, Bantul Regency*