

INTISARI

Pantai Pelangi yang terletak di Kabupaten Bantul, Yogyakarta, memiliki potensi ekowisata berbasis konservasi penyu. Penelitian ini bertujuan untuk mengeksplorasi potensi pengembangan ekowisata di kawasan tersebut, serta merancang paket ekowisata konservasi penyu berdasarkan potensi tersebut. Metode yang digunakan adalah kualitatif deskriptif dengan pengumpulan data melalui observasi, wawancara, dan studi literatur. Analisis data dilakukan melalui pendekatan komponen pariwisata 6A (*attraction, amenities, ancillary, accessibility, activity, available package*) untuk mengidentifikasi potensi yang dimiliki destinasi. Hasil penelitian menunjukkan Pantai Pelangi memiliki potensi kuat dalam pengembangan ekowisata yang didukung oleh kegiatan konservasi penyu dan tanaman pandan laut. Berdasarkan temuan tersebut, dirancang dua paket ekowisata: “Paket Ekowisata Konservasi Penyu 2 Days 1 Night” dan “Paket Ekowisata Konservasi One Day”. Paket ini dirancang dengan melibatkan masyarakat lokal dan menerapkan prinsip keberlanjutan untuk memberdayakan ekonomi sekaligus melestarikan lingkungan.

Kata kunci: Ekowisata, Konservasi penyu, Pantai Pelangi

ABSTRACT

Pelangi Beach, located in Bantul Regency, Yogyakarta, has ecotourism potential based on sea turtle conservation. This research aims to explore the potential for ecotourism development in the area, as well as to design a sea turtle conservation ecotourism package based on this potential. The method used is descriptive qualitative with data collection through observation, interviews, and literature study. Data analysis was carried out through the 6A tourism component approach (attraction, amenities, ancillary, accessibility, activity, available package) to identify the potential of the destination. The results show that Pelangi Beach has strong potential for ecotourism development, supported by sea turtle and pandan laut (sea pandanus) conservation activities. Based on these findings, two ecotourism packages were designed: the "2 Days 1 Night Sea Turtle Conservation Ecotourism Package" and the "One Day Conservation Ecotourism Package." These packages are designed by involving the local community and applying sustainability principles to empower the economy while preserving the environment.

Keywords: *Ecotourism, Sea turtle conservation, Pelangi Beach.*