

## INTISARI

Kawasan Ekosistem Esensial (KEE) Pantai Taman Kili-Kili merupakan habitat penting bagi empat spesies penyu yang dilindungi. Meskipun telah ditetapkan sebagai kawasan konservasi sejak 2020, ancaman ekologis dan rendahnya pelibatan generasi muda masih menjadi tantangan, termasuk kebutuhan regenerasi kelompok masyarakat pengawas (Pokmaswas) sebagai penggerak utama konservasi. Penelitian ini bertujuan menganalisis kondisi habitat peneluran, persepsi dan partisipasi Generasi Z terhadap konservasi penyu, faktor-faktor yang memengaruhinya, serta strategi penguatan persepsi dan partisipasi Generasi Z.

Penelitian ini menggunakan pendekatan deskriptif kuantitatif melalui analisis habitat dan survei sosial. Karakteristik habitat diukur selama tiga hari pada tiga segmen pantai, dengan parameter mencakup suhu pasir, suhu udara, kelembapan udara, kemiringan, lebar pantai, vegetasi, dan predator. Survei melibatkan 95 responden Generasi Z dengan kuesioner skala Likert 1–5 yang telah diuji validitas dan reliabilitasnya. Skor dianalisis menggunakan skoring skala likert dan dikategorikan dengan aturan Sturges. Pengujian pengaruh variabel sosio-demografis dilakukan dengan regresi logistik multinomial, sedangkan strategi konservasi dirumuskan melalui analisis SWOT berdasarkan nilai IFAS EFAS.

Hasil penelitian menunjukkan habitat peneluran penyu dalam kondisi ideal, dengan rerata suhu pasir 29,4°C, suhu udara 28,5°C, kelembapan 78,4%, kemiringan pantai 3–5%, serta vegetasi berlapis yang menstabilkan iklim mikro dan predator yang masih bisa dikendalikan. Persepsi Generasi Z terhadap konservasi penyu memiliki skor rata-rata 62,48 (kategori sedang), sedangkan partisipasi memiliki skor rata-rata 41,97 (kategori rendah). Faktor signifikan terhadap persepsi meliputi usia, pendidikan, jarak tempat tinggal, dan frekuensi akses informasi, sedangkan faktor signifikan terhadap partisipasi adalah pekerjaan dan jarak tempat tinggal.

Strategi penguatan persepsi dan partisipasi Generasi Z berada pada Kuadran III (*Weakness Opportunities*), berdasarkan nilai IFAS dan EFAS ( $X = -0,05$ ;  $Y = 1,25$ ), yang menuntut penerapan *turnaround strategy* melalui digitalisasi edukasi lingkungan, kaderisasi agen konservasi muda, serta kolaborasi multipihak. Temuan ini menegaskan pentingnya integrasi aspek ekologis dan sosial dalam pengelolaan konservasi penyu berkelanjutan di KEE Pantai Taman Kili-Kili Trenggalek. .

**Kata kunci:** Generasi Z, Konservasi Penyu, Persepsi, Partisipasi

## ABSTRACT

The Essential Ecosystem Area (KEE) of Taman Kili-Kili Beach is an important habitat for four protected sea turtle species. Although it has been designated as a conservation area since 2020, ecological threats and the low level of youth engagement remain significant challenges, including the need for regeneration of community-based surveillance groups (*Pokmaswas*) as the main drivers of conservation efforts. This study aims to analyze nesting habitat conditions, Generation Z perceptions and participation in sea turtle conservation, the factors influencing these perceptions and participation, and strategies to strengthen Generation Z engagement in sea turtle conservation.

The study employed a quantitative descriptive approach through habitat analysis and social surveys. Habitat characteristics were measured over three days across three beach segments, including sand temperature, air temperature, humidity, slope, beach width, vegetation, and predators. The survey involved 95 Generation Z respondents using a Likert-scale questionnaire (1–5) that had been tested for validity and reliability. Scores were analyzed using Likert scoring and categorized according to Sturges rule. The effects of socio-demographic variables were tested using multinomial logistic regression, while conservation strategies were formulated through SWOT analysis based on IFAS and EFAS scores.

The results indicate that the sea turtle nesting habitat is in optimal condition, with an average sand temperature of 29.4°C, air temperature of 28.5°C, humidity of 78.4%, beach slope of 3–5%, layered vegetation stabilizing the microclimate, and predators that can still be controlled. Generation Z perception of sea turtle conservation has an average score of 62.48 (medium category), while participation has an average score of 41.97 (low category). Significant factors influencing perception include age, education, distance from residence, and frequency of information access, whereas significant factors affecting participation are occupation and distance from residence.

Strategies for strengthening Generation Z perception and participation fall in Quadrant III (Weakness-Opportunities), based on IFAS and EFAS scores ( $X = -0.05$ ;  $Y = 1.25$ ), requiring a turnaround strategy through digital environmental education, the development of young conservation agents, and multi-stakeholder collaboration. These findings highlight the importance of integrating ecological and social aspects in sustainable sea turtle conservation management at Taman Kili-Kili Beach KEE Trenggalek.

**Keywords:** Generation Z, Sea-turtle Conservation, Perception, Participation