

**VALUASI EKONOMI DAN STRATEGI PENGEMBANGAN  
EKOWISATA HUTAN MANGROVE DI DESA JANGKARAN,  
KECAMATAN TEMON, KULONPROGO**

**oleh :**

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**INTISARI**

Hutan mangrove di Desa Jangkaran Kabupaten Kulonprogo saat ini dimanfaatkan sebagai destinasi wisata yang dikelola oleh empat kelompok masyarakat. Hal tersebut tidak hanya memberikan manfaat bagi masyarakat, tetapi juga dapat menimbulkan konflik antarpengelola dan mengancam kelestarian lingkungan. Oleh karena itu, perlu dilakukan penelitian terkait perhitungan nilai ekonomi ekowisata hutan mangrove dan strategi untuk pengembangannya. Tujuan penelitian ini adalah untuk menghitung nilai ekonomi ekowisata hutan mangrove dan mengidentifikasi strategi pengembangan ekowisata hutan mangrove di Desa Jangkaran, Kulonprogo.

Penelitian ini dilakukan dengan menggunakan metode biaya perjalanan (*travel cost method*/TCM) dalam perhitungan nilai ekonomi. Metode valuasi kontingensi (*contingent valuation method*/CVM) dilakukan untuk mengetahui nilai kesediaan membayar wisatawan. Selain itu, analisis SWOT digunakan untuk mengidentifikasi strategi pengembangan ekowisata hutan mangrove di Desa Jangkaran.

Berdasarkan hasil perhitungan diperoleh bahwa nilai ekonomi ekowisata hutan mangrove di Desa Jangkaran sebesar Rp 13.389.608.596,00,00 per bulan dan rata-rata kesediaan membayar wisatawan sebesar Rp 10.717,00 dengan variabel biaya perjalanan yang berpengaruh signifikan terhadap jumlah kunjungan. Strategi untuk pengembangan ekowisata hutan mangrove di Desa Jangkaran, yaitu dengan fokus terhadap pengembangan daya tarik pariwisata berupa pengembangan spot foto dan jembatan serta memproduksi oleh-oleh ciri khas, memperluas jalan menuju lokasi ekowisata, pengembangan fasilitas pendukung ekowisata, pengembangan sumberdaya manusia melalui pelatihan, dan menjalin kemitraan antara pemerintah dan pihak swasta untuk berinvestasi di lokasi ekowisata.

**Kata kunci:** Ekowisata, Mangrove, Jangkaran, Valuasi, SWOT

**ECONOMIC VALUATION AND DEVELOPMENT STRATEGY OF  
MANGROVE FOREST ECOTOURISM IN JANGKARAN VILLAGE, TEMON  
SUB-DISTRICT, KULONPROGO**

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**ABSTRACT**

*Mangrove forest in Jangkaran Village Kulonprogo Residence is currently used as one of tourism destinations. It is now managed by four different groups in the community there. The use of mangrove forest as tourism destination is very advantageous for the community. On the other hand, this activity can trigger conflict between the managements. Moreover, it also can threaten the environmental sustainability. Hence, it is necessary to conduct the research concerning the calculation of economic value and the development strategy of mangrove forest ecotourism. The objectives of this research are to calculate the economic value and to identify the development strategy of mangrove forest ecotourism in Jangkaran Village, Kulonprogo.*

*This research is conducted by using travel cost method (TCM) in calculating the economic value. Contingent valuation method (CVM) in this research is conducted to determine the value of tourist's willingness to pay. Besides, SWOT analysis is used to identify the development strategy of mangrove forest ecotourism in Jangkaran Village.*

*Based on the result from 100 respondents of tourist, the economic value of mangrove forest ecotourism in Jangkaran Village is obtained as much as IDR 13.389.608.596,00,00 per month and the average of tourist's willingness to pay is IDR 10.717,00 with the variable of travel cost which significantly influences towards the visit amount. There are several development strategies of mangrove forest ecotourism in Jangkaran Village; focus on the development of attractive tourism by building bridges and spots for taking good pictures, produce typical souvenirs, widen the access road to the location, build supportive facilities, improve the human resources by training, and establish the partnership between the government and private party to invest in the ecotourism location.*

**Keywords:** Ecotourism, Mangrove, Jangkaran, Valuation, SWOT