

INTISARI

Telaga Biru Cisoka yang berada di Kecamatan Cisoka, Kabupaten Tangerang merupakan salah satu tempat wisata yang terbentuk akibat adanya aktivitas tambang pasir. Telaga Biru Cisoka memiliki keindahan dan kejernihan air yang dapat berubah warna serta kondisi alam yang indah berupa lanskap persawahan memberikan daya tarik wisata bagi masyarakat sekitar. Kegiatan wisata Telaga Biru Cisoka terus meningkat setiap tahunnya sehingga menyebabkan wisatawan yang berkunjung juga semakin meningkat. Akan tetapi, peningkatan aktivitas wisata tidak seimbang dengan peningkatan kesadaran masyarakat terhadap kelestarian lingkungan. Kondisi eksisting Telaga Biru Cisoka mulai mengalami gradasi lingkungan seperti lingkungan yang tercemar sampah serta daya serap air yang buruk yang diakibatkan oleh semakin banyaknya area terbangun sekitar telaga, manajemen sampah yang kurang baik dan tidak adanya pembatasan kegiatan. Peningkatan aktivitas wisata juga tidak dibarengi dengan peningkatan kualitas dan kuantitas sarana dan prasarana wisata. Selain itu, belum adanya integrasi antara Telaga Biru Cisoka dengan kawasan sekitarnya terutama dengan kebudayaan masyarakat setempat, kelembagaan serta destinasi wisata lainnya menyebabkan dapat menurunkan daya tarik wisata Telaga Biru Cisoka. Oleh karena itu diperlukan perencanaan untuk menata kembali kawasan Telaga Biru Cisoka untuk meningkatkan daya tarik yang ada serta mengembangkan potensi yang ada dengan tetap memperhatikan kelestarian lingkungan.

Konsep *integrated ecotourism planning* merupakan konsep yang memfokuskan perencanaan wisata dengan tetap memperhatikan kelestarian alam dan budaya serta dapat memberikan edukasi terhadap masyarakat dan wisatawan. Konsep ini juga memperhatikan integrasi destinasi yang berada di dalam dan luar Telaga Biru Cisoka. Konsep ini juga didukung oleh metode *Soft System Methodology* (SSM) yang memiliki hasil akhir berupa *masterplan*, rencana detail elemen desain, kelembagaan dan rencana aktivitas wisata.

Kata Kunci: Ekowisata, Integrasi Wisata, SSM, Konservasi Alam, Preservasi Budaya

ABSTRACT

Telaga Biru Cisoka which is located in Cisoka Subdistrict, Tangerang Regency is one of the tourist attractions formed due to sand mining activities. Cisoka Blue Lake has the beauty and clarity of water that can change color and beautiful natural conditions in the form of rice fields so that it can provide a tourist attraction for the surrounding community. Cisoka Blue Lake tourism activities continue to increase every year, causing tourists to visit also increasing. However, increasing tourism activities is not balanced with increasing public awareness of environmental sustainability. The existing condition of Telaga Biru Cisoka began to experience environmental gradations such as an environment that was polluted by garbage and poor water absorption caused by the increasing number of built-up areas around the lake, poor waste management and no activity restrictions. The increase in tourism activity is also not accompanied by an increase in the quality and quantity of tourism facilities and infrastructure. In addition, the absence of integration between Cisoka Blue Lake and the surrounding area, especially with the local culture, institutions and other tourist destinations, can reduce the tourist attraction of Cisoka Blue Lake. Therefore, it is necessary to plan to rearrange the Cisoka Blue Lake area to increase the existing attractiveness and develop the existing potential while still paying attention to environmental sustainability.

The concept of integrated ecotourism planning is a concept that focuses on tourism planning while still paying attention to the preservation of nature and culture and can provide education to the public and tourists. This concept also takes into account the integration of destinations inside and outside Cisoka Blue Lake. This concept is also supported by the Soft System Methodology (SSM) method which has the final result in the form of a master plan, detailed plans for design elements, institutions and plans for tourism activities.

Keywords: Ecotourism, Tourism Integration, SSM, Nature Conservation, Cultural Preservation