

## **PENGEMBANGAN MANGROVE ANGKE KAPUK SEBAGAI DAYA TARIK WISATA ALAM DI PENJARINGAN JAKARTA UTARA**

### **ABSTRACT**

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*The purpose of this research to be able to find out the role of the government, organizer, and communities in the development of Angke Kapuk mangrove.*

*The formulation of the problem is, the role of the government and the community is very active but lack of promotion of Angke Kapuk mangrove.*

*The method that will be used in this study is a qualitative method and data collection using observation, interview, documentation, and questionnaires. Data analysis using SWOT.*

*From the results of research conducted in the mangrove the promotion strategy, create new events that support tourism activities, collaborate with tour and travel, create new creations such as souvenirs typical of mangrove forest. The government has set regulations on mangrove natural tourism forest as tourist destinations and hopes that the community can participate and synergize with the government in realizing the mangrove natural forest area into an environmentally friendly and sustainable tourism area*

**Keywords : Strategy, Development, Community, Government**

### **ABSTRAK**

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Tujuan penelitian ini untuk mengetahui peran pemerintah, pengelola dan masyarakat dalam pengembangan Mangrove Angke Kapuk.

Rumusan masalahnya adalah peran pemerintah dan masyarakat sangat aktif dalam pengembangan tetapi kurangnya promosi terhadap Mangrove Angke Kapuk.

Metode penelitian yang digunakan adalah kualitatif dan pengumpulan data menggunakan observasi, wawancara, dokumentasi, dan kuesioner. Analisis data menggunakan SWOT

Hasil penelitian di Hutan Wisata Alam Mangrove perlunya meningkatkan strategi promosi, membuat acara baru, kerjasama dengan Tour and Travel, membuat oleh – oleh ciri khas mangrove. Peran pemerintah juga sudah memberikan regulasi kepada Mangrove Angke Kapuk dan diharapkan partisipasi masyarakat dalam meningkatkan peminat Mangrove.

**Kata Kunci : Strategi Pengembangan, Masyarakat, Pemerintah**