

ABSTRACT

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This research describes ecotourism-based development on Mahitam Island. Mahitam Island is one of the new tourist destination areas in Pesawaran Regency which is managed by PT. Asita Kala Pillar. The distinctive feature of Mahitam Island is the raised sand that connects the mainland to the island. Mahitam Island is located in Batu Menyan Village, Teluk Pandan District, Pesawaran Regency.

As a new tourist attraction, Mahitam Island needs to be developed as an ecotourism attraction and to attract tourist visits so that Mahitam Island will become a leading tourism post-Covid-19. In this study using a qualitative descriptive method, data collection used is the technique of observation, interviews, documents, and questionnaires. Then the data is processed using a SWOT analysis, interview sampling is taken from the community, visitors, and managers.

Based on the SWOT analysis used in this study, it can answer the problem, namely improving access (transportation availability) by adding special transportation to get to Mahitam Island and its surroundings, adding to the existing facilities and infrastructure by making boat routes so as not to endanger tourism and make lodging, managers must innovate and develop the potentials that exist on Mahitam Island, namely Mangrove Forest, mangrove planting land, and coral reef cultivation, in collaboration with Travel Agents and or other media to attract tourists from outside the region, to increase promotion for Mahitam Island by relying on technology that has developed using the current platform, provides education to the public and managers about government regulations so that the development of Mahitam Island can run according to the plan that was determined at the beginning, the government needed to make regulations governing the Regarding the competition agreement between tourist objects signed on stamp duty by all parties, this aims to prevent unhealthy competition, develop Mahitam Island tourist objects, and tighten tourist supervision regarding health protocols in accordance with the stipulated provisions by giving warnings and sanctions to violators. health protocols from both tourists and tour operators.

Keywords: Mahitam Island, Ecotourism, Covid 19, Pesawaran.