

**PENGOLAHAN KAKAP BAKAU  
DI MUARA-HILIR KALI COKEL, PACITAN, JAWA TIMUR**

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**ABSTRACT**

*Mangrove Snapper Fish is a potential resource in Kali Cokel, Pacitan, East Java Both from culinary potential and potential special interest attractions. This study aims to find out (1) the Mangrove Snapper Potential as an effort to increase tourist visits in Kali Cokel, (2) Creating the good image of Mangrove Snapper in Kali Cokel.*

*The research methods used are quantitative and qualitative. Data collection techniques were carried out through interviews, observation, documentation, questionnaires and triangulation. Data processing techniques used are data reduction, data presentation, drawing conclusions and verification. The analyst used is the SWOT analysis.*

*Based on the results of the study, it was shown that: (1) Processing the potential of Mangrove Snapper in Kali Cokel was good enough, as seen from the presence of supporting components such as accessibility, attractions, facilities, human resources. (2) In an effort to improve the image of Mangrove Snapper as the potential of Kali Cokel, administrator and tourists can participate in environmental maintenance for the sustainability of sustainable ecosystems.*

*Keywords: Mangrove Snapper, Kali Cokel, potential*

**ABSTRAK**

Ikan Kakap Bakau merupakan sumberdaya berpotensi di Kali Cokel, Pacitan, Jawa Timur Baik dari potensi kuliner dan potensi atraksi minat khusus. Penelitian ini bertujuan mengetahui (1) Potensi Kakap Bakau sebagai upaya peningkatan kunjungan wisatawan di Kali Cokel, (2) Menciptakan citra Kakap Bakau di Kali Cokel.

Metode penelitian yang digunakan adalah kuantitatif dan kualitatif. Teknik pengumpulan data yang dilakukan melalui wawancara, observasi, dokumentasi, kuesioner dan triangulasi. Teknik pengolahan data yang digunakan yaitu reduksi data, penyajian data, penarikan kesimpulan dan verifikasi. Analisis yang digunakan adalah analisis SWOT.

Berdasarkan hasil penelitian menunjukkan bahwa: (1) Pengolahan potensi Kakap Bakau di Kali Cokel sudah cukup baik, terlihat dari adanya komponen pendukung seperti aksesibilitas, atraksi, fasilitas, SDM. (2) Dalam upaya peningkatan citra Kakap Bakau sebagai potensi di Kali Cokel, pengelola dan wisatawan dapat berpartisipasi dalam pemeliharaan lingkungan demi kelestarian ekosistem yang berkesinambungan

Kata Kunci: Kakap Bakau, Kali Cokel, potensi.