

ABSTRAK

MAYA CHINDY LISTYARAHIM. 2025. **“Potensi Jembatan Pelangi *Mangrove* sebagai Objek Wisata di Desa Lontar Kecamatan Tirtayasa Kabupaten Serang”**. Jurusan Pendidikan Geografi Fakultas Keguruan dan Ilmu Pendidikan Universitas Siliwangi Tasikmalaya.

Jembatan Pelangi *Mangrove* sebagai objek wisata di Desa Lontar Kecamatan Tirtayasa Kabupaten Serang. Potensi yang terdapat di Jembatan Pelangi *Mangrove* adalah panorama alam pantai, hutan *mangrove* dan laut, trek jembatan pelangi untuk berkeliling hutan *mangrove*, area pembudidayaan pohon *mangrove* dan edukasi terkait penanaman pohon *mangrove*. Keberadaan potensi-potensi tersebut menjadikan daya tarik objek wisata Jembatan Pelangi *Mangrove* di Desa Lontar Kecamatan Tirtayasa Kabupaten Serang. Masalah dalam penelitian ini adalah (1) Potensi apa sajakah yang dimiliki oleh Jembatan Pelangi *Mangrove* sebagai Objek Wisata di Desa Lontar Kecamatan Tirtayasa Kabupaten Serang. (2) Bagaimanakah pengembangan Jembatan Pelangi *Mangrove* sebagai Objek Wisata di Desa Lontar Kecamatan Tirtayasa Kabupaten Serang. Metode yang digunakan deskriptif kuantitatif dan analisis SWOT. Teknik pengumpulan data yang digunakan yaitu observasi, wawancara, kuesioner, studi pustaka dan studi dokumentasi. Populasi dalam penelitian ini menggunakan teknik *Kuota Sampling* diambil dari 37 KK, 10 pengunjung dan 3 pedagang dengan menggunakan teknik *Accidental Sampling*, 1 kepala desa, 1 pengelola, 1 dinas pemuda dan olahraga provinsi banten dan 1 dinas kelautan dan perikanan provinsi banten menggunakan teknik *Purposive Sampling*. Jumlah keseluruhan sampel 54 orang responden. Berdasarkan hasil penelitian potensi yang dimiliki Jembatan Pelangi *Mangrove* sebagai objek wisata yaitu: panorama alam pantai, hutan *mangrove* dan laut, trek jembatan pelangi untuk berkeliling hutan *mangrove*, area pembudidayaan pohon *mangrove* dan edukasi terkait penanaman pohon *mangrove*. Pengembangan yang dilakukan Jembatan Pelangi *Mangrove* sebagai objek wisata yaitu, meningkatkan sarana dan prasarana, memperbaiki aksesibilitas, partisipasi masyarakat, dan promosi.

Kata kunci: **Potensi Wisata, Jembatan Pelangi *Mangrove*, Pengembangan Wisata.**

ABSTRACT

MAYA CHINDY LISTYARAHIM, 2025. ***“The Potential of Jembatan Pelangi Mangrove as a Tourist Attraction in Lontar Village, Tirtayasa Subdistrict, Serang Regency.”*** Department of Geography Education, Faculty of Teacher Training and Education, Siliwangi University, Tasikmalaya.

Jembatan Pelangi Mangrove is a tourist attraction located in Lontar Village, Tirtayasa Subdistrict, Serang Regency. The tourism potentials of Jembatan Pelangi Mangrove include the scenic panorama of the beach, mangrove forest and sea, the colorful rainbow bridge trekking path through the mangrove forest, a mangrove cultivation area, and educational activities related to mangrove planting. These features serve as the main attraction of the Jembatan Pelangi Mangrove tourism site in Lontar Village, Tirtayasa Subdistrict, Serang Regency. The problems addressed in this research are: (1) What are the potentials of Jembatan Pelangi Mangrove as a tourist attraction in Lontar Village, Tirtayasa Subdistrict, Serang Regency? (2) How is the development of Jembatan Pelangi Mangrove as a tourist attraction in Lontar Village, Tirtayasa Subdistrict, Serang Regency carried out? This study employed a descriptive quantitative method and SWOT analysis. The data collection techniques used were observation, interviews, questionnaires, literature review, and documentation. The research population used quota sampling involving 37 households, 10 visitors, and 3 vendors selected by accidental sampling; 1 village head, 1 site manager, 1 representative from the Youth and Sports Office of Banten Province, and 1 representative from the Marine and Fisheries Office of Banten Province using purposive sampling. The total number of respondents was 54. Based on the research results, the tourism potentials of Jembatan Pelangi Mangrove include the beach panorama, mangrove forest and sea, rainbow bridge trekking, mangrove cultivation area, and educational activities on mangrove planting. The development efforts include improving facilities and infrastructure, enhancing accessibility, encouraging community participation, and increasing promotional activities.

Keywords: *Tourism Potential, Jembatan Pelangi Mangrove, Tourism Development.*