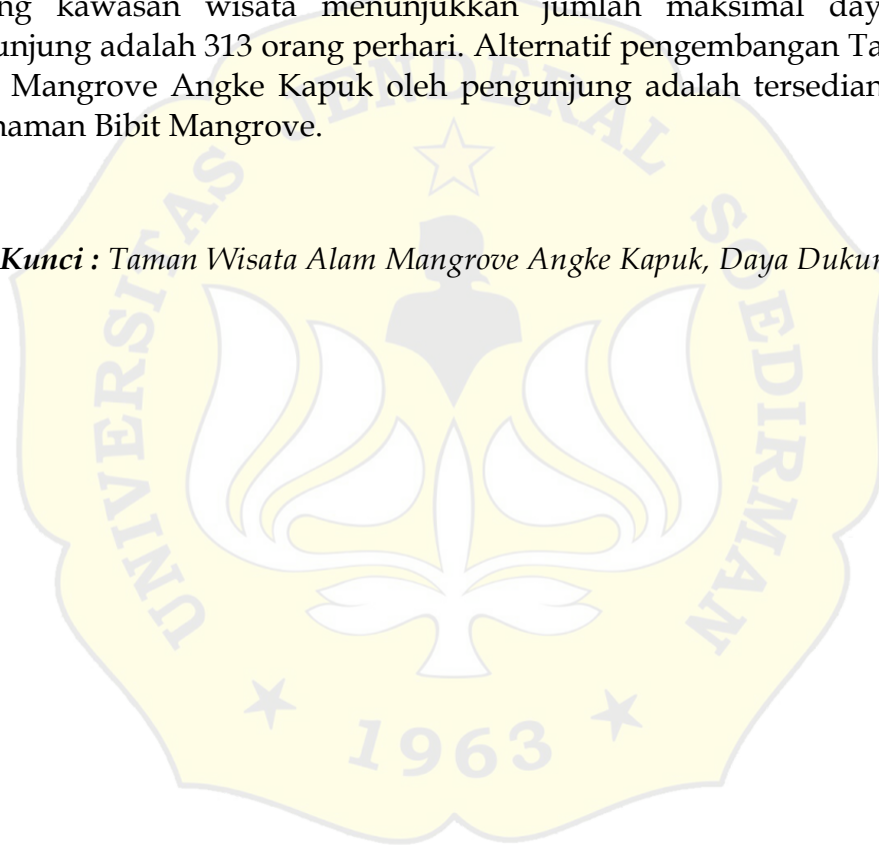


## ABSTRAK

Penelitian ini berjudul Strategi Pengembangan Taman Wisata Alam Mangrove Angke Kapuk, Jakarta Utara. Penelitian ini bertujuan untuk mengetahui daya dukung kawasan wisata, persepsi para pelaku ekowisata dan strategi pengembangan Taman Wisata Alam Mangrove Angke Kapuk. Metode yang digunakan yaitu analisis daya dukung kawasan dan penentuan strategi pengembangan dengan metode *Analitycal Hierarchy Process* (AHP). Responden terdiri 50 pengunjung dan 5 pengelola dengan teknik pengumpulan data melalui observasi, wawancara, kuisisioner dan studi literatur. Analisis daya dukung kawasan wisata menunjukkan jumlah maksimal daya tampung pengunjung adalah 313 orang perhari. Alternatif pengembangan Taman Wisata Alam Mangrove Angke Kapuk oleh pengunjung adalah tersedianya kegiatan Penanaman Bibit Mangrove.

**Kata Kunci :** *Taman Wisata Alam Mangrove Angke Kapuk, Daya Dukung, AHP*



## ABSTRACT

This study is entitled Development Strategy of Angke Kapuk Nature Mangrove Park, North Jakarta. This study aims to determine the carrying capacity of tourist areas, the perception of ecotourism actors and the development strategy of Angke Kapuk Nature Mangrove Park. The method used is the analysis of the carrying capacity of the region and the determination of development strategies with the Analytical Hierarchy Process (AHP) method. Respondents consisted of 50 visitors and 5 managers with data collection techniques through observation, interviews, questionnaires and literature studies. Analysis of the carrying capacity of the tourist area shows that the maximum amount of visitor capacity is 313 people in a day. Alternative development of Angke Kapuk Mangrove Nature Park by visitors is the availability to do mangrove seed planting.

**Keywords:** *Angke Kapuk Nature Tourism Park Kapuk, Carrying Capacity, AHP*

