

# Coastal Management Strategy of Bantul District Based on Sustainable Development

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## ABSTRACT

This research was conducted with the aims of: (1) identifying the coastal potential of Bantul District, (2) analyzing coastal management of Bantul District, and (3) developing a strategy for coastal management of Bantul District based on sustainable development. The method in this research uses a quantitative and qualitative descriptive approach. A total of 100 tourists were used as research respondents to see the coastal potential of Bantul District in supporting tourism, seen from the aspects of attraction, amenities, accessibility, and ancillary. Representatives of the community and related agencies are used as informants so that an assessment of the coastal management that has been carried out can be carried out. The data obtained is then analyzed to develop a coastal management strategy based on sustainable development. The results of the research show that: (1) the coastal potential of Bantul District, seen from the aspect of attraction are in the good category (90%), amenities are in the good category (85%), accessibility are in the good category (77%), and ancillary are in the good category (82%). (2) Coastal management in Bantul District, local communities carry out cooperation efforts as a form of local wisdom, namely mangrove management and arts and culture to support the economy of coastal communities and promote fishing with traditional fishing gear. The Bantul District Government has also implemented the concept of sustainable development in managing the biodiversity of coastal ecosystems, efforts made include maintaining mangrove ecosystems to support ecotourism, turtle conservation, as well as breeding and protecting flora and fauna. (3) The recommended sustainable development-based coastal management strategy for Bantul District is to make coastal areas a superior product, considering that beach tourism destinations on the coast of Bantul District are still an alternative visit for tourists visiting D.I. Yogyakarta. Attraction, amenities, accessibility and ancillary, involvement of local communities and local government are important in coastal management in Bantul District.

Kata Kunci: *strategy, management, coast, sustainable development, Bantul District*