

# **Pengembangan Rintisan Income Generating melalui Layanan Ecoeduwisata Laut untuk Meningkatkan Literasi Kelautan**

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## **ABSTRACT**

Income generating at PTNBH to support UNY financing by optimizing the acquisition of funds through various professional businesses. The acquisition of funds coordinated by the Business Management and Development Agency (BPPU) consists of assets at the university, faculty and other unit levels. This research aims to develop an Income Generating pilot through Marine Eco-tourism Services to Increase Marine Literacy which will later become a business entity owned by FMIPA. The sea is part of life. Not just physically, the sea for recreation for example, but its role in all life and climate protection. Karimun Jawa is the oldest marine park in Indonesia. The potential for marine biota in Karimun Jawa is very diverse, coral reefs, seagrass, mangroves, coral fish, are the biota that attract tourist interest in this archipelago. The research carried out is development research (research and development research). The research design used is a 4D research design (define, design, development, disseminate). The define and design stages will be implemented in the first year. The activities in the first year can be described as follows: 1) drawing up a research plan, 2) drawing up a collaboration agreement with partners namely Karimun Jawa District, 3) compiling a needs analysis instrument, 4) determining samples and research locations, 5) preparing data collection personnel, 6) collecting needs analysis data, 7) analyzing data, 8) compiling and developing applications, 9) compiling and sending articles, 10) compiling and compiling reports. The research stage is continued with the development stage. At this stage, the product which is still in the form of a prototype is developed into a final product. Before becoming a final product, the product prototype will be reviewed for suitability by experts. This conformity testing stage is called expert appraisal. At this stage, the product will be validated by experts; media and material experts to determine the suitability of the product being developed. After being tested by experts, the product is then tested on users. This stage is called developmental testing. The results of expert validation and testing become the basis for improving the product to become a product that is ready to use. The final stage of this research is dissemination or dissemination of research results. There are three activities in the final stage of this research, namely 1) validation testing, 2) packing, and 3) adoption. The level of technological readiness (TKT) in this research is 3. This research activity will contribute to the achievement of UNY's IKU, especially Lecturers with Off-Campus Activities (3 Lecturers), 5 Students Recognized as Marine Biology Subjects (3 Credits), and additional Implementation of Arrangement (IA) between FMIPA UNY and Karimun Jawa District

*Kata Kunci: Income generating, ecoeduwisata, biologi laut, literasi kelautan*