

**ANGGUN WAHYUNI ISMAIL. 04341711064. POTENSI PENGEMBANGAN EKOWISATA TANJUNG RAPPA PELANGI DI DESA BOBANEHENA KECAMTAN JAILOLO KABUPATEN HALMAHERA BARAT**

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**RINGKASAN**

Pengembangan ekowisata Tanjung Rappa Pelangi di Desa Bobanehena di Kecamatan Jailolo Kabupaten Halmahera Barat sangat membutuhkan partisipasi secara langsung dari masyarakat. Selain itu, untuk menjadi kawasan ekowisata harus memenuhi beberapa kriteria serta memiliki konsep perlindungan, lingkungan dalam pengelolaannya, ekowisata juga dapat memperhatikan dampak yang akan ditimbulkan seperti dampak ekologi, ekonomi dan sosial budaya. Penelitian ini bertujuan untuk mengidentifikasi Potensi Ekowisata PantaiTanjung Rappa Pelangi dan mengetahui upaya pengembangan Ekowisata Pantai Tanjung Rappa pelangi. Penelitian ini menggunakan metode deskriptif. Hasil potensi pengembangan ekowisata Tanjung Rappa Pelangi di Desa Bobanehena Kecamatan Jailolo Kabupaten Halmahera Barat diperoleh nilai sebesar 688 yang artinya ekowisata Tanjung Rappa Pelanggi tergolong potensial yang bisa atau layak dikembangkan. Dapat dilihat oleh enam unsur ekowisata yaitu Sarana dan Prasarana, Aksesibilitas, Kondisi Sekitar Kawasan, Ketersediaan Air Bersih, dan Akomodasi. Unsur penunjang yang berperan optimal yaitu Sarana dan prasarana, daya tarik, Aksesibilitas dan Ketersediaan Air Bersih sedangkan yang belum berperan optimal yaitu Akomodasi dan Kondisi Sosial Ekonomi.

Kata kunci: Potensi, Ekowisata Pantai Tanjung Rappa Pelangi

**ANGGUN WAHYUNI ISMAIL. 04341711064. POTENTIAL FOR  
TANJUNG RAPPAPELANGI ECOTOURISM DEVELOPMENT IN  
BOBANEHENA KECAMTAN JAILOLO VILLAGE, WEST  
HALMAHERA REGENCY**

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**SUMMARY**

The development of Tanjung Rappa Pelangi ecotourism in Bobanehena Village in Jailolo District, West Halmahera Regency, really needs direct participation from the community. In addition, to become an ecotourism area must meet several criteria and have the concept of protection, environment in its management, ecotourism can also pay attention to the impacts that will be caused by ecological, economic and socio-cultural impacts. This study aims to identify the Ecotourism Potential of Tanjung Rappa Pelangi Beach and toknow the efforts of the Tanjung Rappa Rainbow Beach Ecotourism Development . This study used a descriptive method. The results of the potential development of Tanjung Rappa Pelangi ecotourism in Bobanehena Village, Jailolo District, West Halmahera Regency, obtained a value of 688, which means that Tanjung Rappa Pelangi ecotourism is classified as potential that can or is worthy of development. It can be seen by six elements of ecotourism, namely Facilities and Infrastructure, Accessibility, Conditions Around the Area, Availability of Clean Water, and Accommodation. Supporting elements that play an optimal role are facilities and infrastructure, attractiveness, accessibility and availability of clean water while those that have not played an optimal role are accommodation and socio-economic conditions.

Keywords: Potential, Ecotourism Tanjung Rappa Pelangi Beach