



Conservation Strategy and Ecotourism Impact Counseling Mangrove on The Coastal Mangrove Beach of Nipah Village District Serdang Various Sumatera North

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Abstract. *Sei Naga Lawan is a coastal village that has natural tourism potential and is included in an ecotourism conservation area that can revive the economy, especially on the mangroves coast of Kampung Nipah, Serdang Bedagai Regency, North Sumatra. To increase the participation of the Kampung Nipah Village community, the researchers initiated a mini community service program that is directly related to the empowerment of natural tourism potential in Sei Naga Lawan Village, especially the development of the beach area in Village Nipa palm. In connection with the above, researchers conducted socialization and strategies for conservation and management of mangrove forest using lecture and discussion methods followed by mangrove planting activities. The results of the activity show that the implementation of the Community Service Program in Kampung Nipah, Sei Naga Lawan District has been successfully carried out well. This can be seen from the enthusiasm of community members during lectures and discussions. During the seedling planting stage, they also worked together to plant according to what the service team directed. It is hoped that this service can provide knowledge and provide understanding and skills to the local community that Kampung Nipah, Sei Naga Lawan District has an important role as an economist buffer in the future.*

Keywords: *Mangrove Conservation, Ecotourism, Coastal, Village Nipa palm*

1. BACKGROUND

Village Nipa palm located in Regency Serdang Different Province North Sumatra. Sei Naga Lawan Village which located in end East region limit subdistrict. Subdistrict Fragrance from surface Sea + 0 - 65 meters, as for limit region adjacent North bordering with Pantai Cermin District; Next to South bordering with Subdistrict Elephant; Adjacent East bordering with Subdistrict Bay Noni; The west side borders the District Fence Merbau Serdang. Mangrove in Village Nipa palm No only functioning as protector experience from abrasion And storm, but Also become Wrong One source main livelihood for inhabitant local Majority resident in Coast Village Nipa palm depends on ecosystem mangrove For eye livelihood. Economic activities carried out include: fisheries, harvesting forest products such as wood mangrove, as well as cultivation crab And fish. Besides That, emergence ecotourism based on mangrove open opportunity economy new for public. With utilise beauty natural as well as uniqueness of mangrove ecosystem, community successfully developing the tourism sector which not only attracts tourists but Also support conservation environment. Program planting mangrove is the focus of the Community Service Team to the people of Kampung Nipah. Program planting mangrove is as a means of social engineering to increase awareness public about mark conservation mangrove For sustainability biota sea And eye livelihood public local. economy. In this case, resources forest mangrove has give important contribution to livelihood public local (Idrus et al., 2019). Furthermore explained, utilization service mangrove is strategy utilization For reach objective conservation And diversification of community livelihoods local. Besides That, planting mangrove own impact positive on recovery condition environment condition, like diversity fauna And level success planting mangrove reaching 80% (Idrus et al., 2019). can

ByTherefore, a community service program is needed with scheme partnership with Topic "Counseling Strategy Conservation And The Impact of Mangrove Ecotourism in the Village Nipa palm Village Sei Dragon Against Subdistrict Fragrance Regency Serdang Different Sumatra North".

2. THEORETICAL STUDY

The theoretical study in this study refers to the basic concepts of environmental conservation, ecotourism, and community empowerment. Some relevant theories are:

a) *Conservation Theory Mangrove*

ecosystem is one of the coastal ecosystems that has important ecological functions, such as protecting the coast from abrasion, being a habitat for marine biota, and supporting the global carbon cycle. According to Idrus et al. (2019), mangrove conservation provides long-term benefits in maintaining ecosystem balance and increasing biodiversity.

b) *Ecotourism*

Ecotourism is an approach to tourism that aims to provide economic benefits to local communities while preserving the environment. Based on the principles of ecotourism, active community participation in sustainable tourism management is a key factor for success. It also includes community empowerment through responsible management of natural resources.

c) *Theory*

Community empowerment aims to increase the capacity of individuals and groups to take advantage of economic, social, and cultural opportunities. Socialization and training are effective methods to provide understanding and skills to communities so that they can be actively involved in conservation programs.

d) *Model*

Social engineering is used to change the mindset and behavior of people in utilizing natural resources wisely. In this context, the mangrove planting program is one of the strategic steps to increase public awareness of the importance of conservation.

3. RESEARCH METHODS

Preparation

Plan program devotion on public in Village Sei Dragon Against aboutdevelopment of tourist attractions as a source eye livelihood public based on ecotourism, in matter This TEAM devotionwill prepare a number of matter Which covering material, consolidation

with government village, public as a group target from activity devotion on public.

Implementation

Development ecotourism in Village Nipa palm based on solution from problems as described on need method implementation Which relevant. A number of method Which will used is:

1. **Socialization**, on stage This Team socialize theme program on public. Method Which used is discussion, interview, observation, documentation, study literature And planting mangroves. Objective on program socialization is For to obtain understanding Which The same about importance mangrove as object ecotourism And source eye livelihood public in Village Nipa palm. In matter This, the material consists of from:
 - (a) Description Which explain about function ecosystem mangroves, And How its development as mangrove ecotourism object in Kampung Nipah as a buffer zone in support the economy in the Village Nipa palm
 - (b). Description Which explain about stages in process conservation mangroves.
2. **Interview**
The interview was conducted for knowing to complete the data and effort to obtain data Which accurate And source data Which appropriate. In study This, researcher interview public around Village Nipa palm, Which consists of from Moms And Father- father a number of 5 person.
3. **Observation**
Observation Which done in study This is observation. Observations are made directly in Village Nipa palm. Researcher carry out observation with method observing the physical and social environment in region Coast Mangroves.
4. **Study Literature**
Researcher Which done by researcher with gather a number of book, journal, article, magazine Which related with topic, problem And objective study.
5. **Study Documentation**
Studies documentation study This needed to sharpen the analysis study Which related with activity Which done during do study
6. **Planting Mangrove**
use method participation community with planting techniques Which customized with condition environment in Village Nipa palm.

4. RESULTS AND DISCUSSION

Results Program Devotion Public

Results Community Service Program Public Implementation of community service programs the community in Kampung Nipah Village, Subdistrict Sei Dragon Against, Regency Serdang Different, Sumatra North, has implemented well and shows satisfactory results. This activity began with socialization involving all levels of society Village Nipa palm, followed with stage planting mangrove in around Coast beach mangrove Which become focus main. Some indicators of success can be seen from the results following:

- On stage First, that is socialization, the community is very active in participating. They very interested with material Which delivered about function mangrove as retainer abrasion, place life various species, And How management mangrove can support economy they through ecotourism. Presence inhabitant Which Enough Lots show that society is increasingly aware importance management source Power nature sustainably. During the session ask answer, Lots inhabitant who submitted question about method nurse mangrove And potential development ecotourism in area they. This show that public the more open For accept new ideas related to sustainability ecosystem And potential economy Which can obtained from conservation mangroves.
- On stage furthermore, that is planting mangroves, public Work The same with team devotion For plant seed mangrove in throughout Coast beach. Activity This implemented in a way mutual cooperation work together, with every group inhabitant responsible for planting a number of seed in location Which has determined. Field observations show that more than 80% of the seeds planted survival, which is an indicator success stage beginning from effort conservation This. Besides That, public looks enthusiastic in nurse seed Which has planted, show their commitment to the success of this program. Success This can also be seen from the number of seeds Which succeed planted, as well as effort For guard And look after area mangrove which are already There is.
- Another very encouraging result is a change in mindset public to mangroves. Previously, part big public consider forest mangrove only as source Power natural Which Can exploited in a way direct For interest term short, like taking wood mangrove. However, after follow socialization And mangrove planting activities, they start understand that mangrove own mark ecology And economy Which bigger if managed properly. Public now see that existence mangrove No only useful for preservation environment, but Also

for development ecotourism Which can increase income they.

a. Potential Ecotourism Mangrove in Village Nipa palm

Nipah Village has great potential For develop ecotourism mangrove based. Ecosystem mangrove Which There is in village This No only functioning as protector experience from abrasion beach, but Also as habitat for various species fauna Which can become Power pull for traveler. Diversity biological Which There is in forest mangroves, like crab, fish, bird, And various type plant, give opportunity to make this area a objective tour natural Which interesting. View forest mangrove Which Still experience, added with the beauty of the coast, making it an ideal location for developed become a destination ecotourism. Ecotourism based on mangrove can become alternative eye livelihood Which sustainable for public Village Nipa palm. During This, part big resident depends on activity fishery, forest product extraction, and cultivation crab And fish. However, with the more development interest traveler to ecotourism, society can get income addition through service guide tour, lodging based on community (like homestay), And efforts small other Which support ecotourism, like shop souvenirs or food stalls. Beauty natural And riches ecosystem mangrove in Village Nipa palm Can interesting attention traveler, Good domestic and also international, Which look for experience tour Which friendly environment and sustainable. Development ecotourism This Also potentially increase awareness public will importance guard sustainability natural. With existence potential income from tourism, people tend to more care to effort mangrove conservation and sustainability ecosystem the. Management ecotourism Which Good can give benefit term long Which more big compared to with exploitation source Power natural Which nature temporary. By Because That, Mangrove conservation must be integrated into development sector tourist so that both of them can each other support.

b. Mangrove Conservation as Source Economy Sustainable

Wrong One findings main in program This is increasing understanding public Village Nipa palm that conservation mangrove No only A obligation environment, but can also function as source economy Which sustainable. Previously, the community tend utilise mangrove For wood mangrove And results forest other without consider impact term long to ecosystem. However, through program devotion This, they start realize that with manage mangrove in a way wise, they can utilise source Power This in term long without damage environment. Mangrove conservation has many benefit direct for public, between other with prevent erosion beach Which can damage land agriculture and settlements. In addition, forest mangrove Which awake can increase results fishery And cultivation crab

Because ecosystem This become a fertile place for life various type biota sea. With understanding Which more Good about benefit mangroves, public now can develop ways that more friendly environment inutilise results natural. Program mangrove planting its preservation will give positive impact on balance ecosystem And eye livelihood public in term long. On the other hand, mangrove-based ecotourism give opportunity for public to generate income without damage source Power natural they. Traveler Which come to Village Nipah can be involved in activities planting mangroves, observation flora and fauna, or other activities that support conservation. With method This, public can feel direct benefit from activity tourist Which based on sustainability And preservation natural.

c. Role Participation Public in Management Mangrove

Wrong One factor main success program devotion This is participation active public in every stages activity, start from socialization to planting mangroves. Mutual cooperation work together Which demonstrated by the village community Nipa palm during activity planting mangrove show commitment them towards the sustainability of the project This. With involving public in a way direct, they feel more own And responsible answer to success conservation mangroves. This participation is very important because successful mangrove management need involvement all over party, especially public local Which daily life in around ecosystem the. Public Which involved in management mangrove. This participation is very important because successful mangrove management need involvement all over party, especially public local Which daily life in around ecosystem the. Public Which involved in management mangrove will feel more educated And motivated to protect the area said, not only as part of from conservation environment but Also as source income Which can support life they. Through program This, the community is also given knowledge about method plant, nurse, And look after mangrove with technique Which appropriate, Which later can applied in a way independent.

d. Challenges In Development Ecotourism Mangrove

Although the result very positive, there is a number of challenge Which must faced For develop ecotourism mangrove in Village Nipa palm. Wrong One challenge main is infrastructure Which Still limited, like road Which Not yet adequate And facility tour Which not enough develop. For interesting more Lots traveler, needed facility Supporter like center information, parking areas, public toilets, and facility accommodation Which friendly environment. Besides That, although public has begin to understand the importance of conservation, needed time And effort more carry on For to educate they

continuously about management ecotourism Which Good. Management Which not enough professional can cause impact negative to ecosystem mangroves, like rubbish plastic or damage consequence development that is not in accordance with principles ecotourism.



Figure 1. Documentation

RECOMMENDATION

Based on results from program devotion public Which has implemented in Village Nipah, there is a number of recommendation Which can strengthen management and development ecotourism based on mangroves, as well as support sustainability conservation forest mangrove in time front.

1. ***strengthening infrastructure*** is very required For support accessibility And comfort tourists who come to the area ecotourism mangroves. Improvement road going to location tour must become priority main, especially For to smoothen access on season Rain. Besides That, facility Supporter like area parking, toilet general, place Rest, And center information tour need built with design Which friendly environment, so as not to damage beauty natural And ecosystem mangroves. For increase Power pull And comfort visitors, it is also recommended to build accommodation in the form of homestay or accommodation based community Which managed by public local, Which will provide a local experience that authentic for for traveler.
2. ***improvement capacity community in ecotourism management*** become the main key for ecotourism in Village Nipa palm can develop in a way sustainable. Program training management ecotourism need to be continued For introduce public on management principles sustainable tourism, including management rubbish, maintenance facility tour, as well as method promoting

ecotourism potential they. Besides That, important For develop local tourism products Which diverse, like tour bird watching, educational tours about ecosystem mangroves, as well as activities Which involving tourists in conservation efforts, such as planting mangrove seedlings. Effort This will enrich experience traveler at a time give mark plus economy for public.

3. *Work The same with government and the private sector*

Also very important in strengthen development ecotourism in Village Nipa palm. Government area need give support more in form funding For development infrastructure Which support ecotourism, as well as facilitate compilation policy Which support conservation mangrove And management ecotourism Which sustainable. In side other, sector private Can invited For invest in development facility tourist And marketing ecotourism based on mangroves. Besides That, cooperation with non-governmental organizations public (NGO) Which own focus on preservation environment Also Can strengthen effort conservation, as well as give education to the community about importance guard ecosystem mangroves.

4. *To strengthen public understanding will importance conservation mangroves ,*

education and ongoing counseling need Keep going carried out. Socialization about benefit mangrove forecosystem sustainability and economy local must become part from effort empowerment public. Besides That, generation young must become target main in counseling, so that they can own understanding Which Good about importance mangrove And follow as well as in activity conservation. Programs environmental campaigns and activities planting mangrove Which involving school children can become method Which effective For to plant awareness since early. In addition, the provision of educational materials Which easy understood, like brochure, book guide, or video educative, will make it easier public And traveler For understanding the value of ecosystem mangroves.

Management mangrove in a way sustainable Also need effort restoration to forest damaged mangroves. Restoration and maintenance of mangrove forests has degraded must become priority For ensure function ecologically still awake. Program planting return mangrove in area Which damaged or degraded will help increase environmental quality improve balance ecosystem. In management In this, the community must be involved active, so that they feel own not quite enough answer to sustainability mangroves. Besides That, management rubbish Which more effectively needs to be implemented in

the region ecotourism, with build system management rubbish Which adequate And give educationto visitors For Nothrow away rubbish haphazard.

In terms of marketing and promotion ecotourism, Village Nipa palm must take advantage of technology digital For introduce potential tour mangrove to audiencewider. Website creation official displaying information about ecotourism, facility, as well as activity Which can followed by traveler will very help in introduce destination Thisto market traveler domestic and also international. Besides That, cooperation with agent journey tourism and tour operators can also help in market package tour based on mangroves. VillageNipa palm Also can participate in exhibition tourist Good in local and national levels forinteresting more Lots attentiontowards ecotourism potential mangrove. the importance of the mangrove ecosystem, both from aspect ecology and also economy. Through a series activity Which involving public in a way direct, like socialization about benefit mangroves, discussion, And planting seed mangroves, the people of Kampung Nipah showed enthusiasm And commitment Which tall to sustainability ecosystem Coast they. In general special, activity planting mangrove Which done in a way mutual cooperation Cooperation by the community shows feelingnot quite enough answer Which tall to preservation environment. Public Which previously only know mangrove as source Power natural Which can used traditionally, now starting to realizing that mangroves have value ecosystem Which very important Formarine biota conservation, coastal protection from abrasion, as well as as source livelihood.

Diagram Ekowisata Kampung Nipah

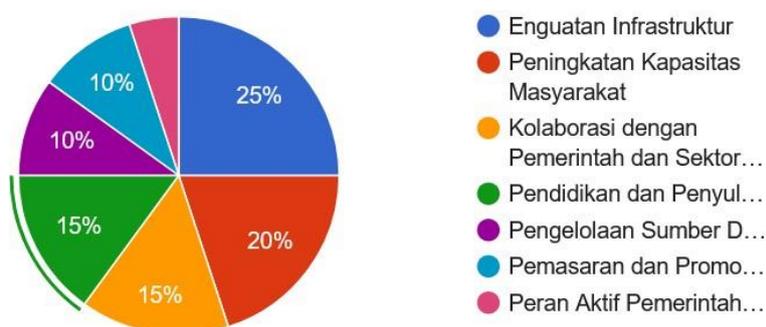


Figure 2. Diagram

5. CONCLUSION

community service programsa community focused on conservation mangroves and ecotourism development in Village Nipa palm, Subdistrict Sei DragonOpponent, Serdang Bedagai Regency, has give results Which very positive. Activity This succeed increase

public understanding of livelihood through development ecotourism. Program This Also has prove that integration between conservation natural And ecotourism development based on mangrove can give benefit double for public coast. From side economy, development ecotourism based mangrove potential For increase people's income, both from traveler domestic and also overseas. With utilise beauty natural And uniqueness ecosystem mangroves, public Village Nipa palm can create field work new, like guide tour, provider accommodation, And business culinary based on local products. This will have an impact on repair level life public And at a time reduce dependence them in activities that can be damaging ecosystem, like logging mangrove or arrest fish in a way No sustainable.

Besides That, success program This Also reflect importance empowerment public in management source Power natural. Public No only involved in activity planting mangroves, but Also given understanding of the ways management mangrove Which friendly environment And sustainable. Education Which given by team devotion public about mark conservation mangrove No only change method community's view of the environment, but also provide new skills which is useful for ecotourism management to front of it.

However, to ensure that the program This can develop more carry on And give impact Which more big, there are still some challenges that need to be overcome. Wrong the only one is strengthening infrastructure tour in Village Nipa palm. Accessibility going to location tour, Good through road land and also facility Supporter other, need fixed so that traveler more easy access area the. Besides That, facility Supporter like place parking, area rest, and other public facilities are needed developed so that experience traveler more comfortable And fun. Besides That, improvement capacity public Also become factor Which very important. The people of Nipah Village must continue to be encouraged to take training And education about management ecotourism And management environment Which more professional. Matter This aiming so that they can manage And develop potential ecotourism Which there in a more structured way and sustainable. Training about marketing ecotourism, management rubbish, as well as counseling on the importance of cleanliness And preservation environment will really helps the community to be more independent in manage potential tour Which they have. Collaboration between government area, society, and the private sector must also reinforced to support development ecotourism mangroves. Support from government in form policy Which support conservation mangrove And ecotourism very

needed. So also with private sector involvement in investment infrastructure, promotion tour, And provision facility supporters. Work The same Which solid between third party This will ensure sustainability program And push Village Nipa palm For develop as destination tour Featured based on natural. Success program This Also shows that the importance of awareness ecological Which tall in circles generation young. By Because That, counseling And education about conservation mangrove And ecotourism need started since early, especially in schools in around area coast. With to plant environmental awareness in the younger generation, expected they will become agent change Which care to sustainability environment And can continuing these conservation efforts into the future front. In overall, program devotion this has made a significant contribution to preservation mangrove And development ecotourism in Village Nipa palm. With existence involvement active community and support from various parties, program This can made into model for villages Coast other Which own potential ecotourism based on natural. To in the future, with infrastructure improvements, improvement capacity public, as well as collaboration Which more intense between government, public, And sector private, Village Nipa palm can develop become destination ecotourism Which sustainable And give benefitterm long for welfare public Coast And sustainability environment.

SAYING THANK YOU

We to pronounce accept love Which as big as possible to all over party Which has give support And contribution in implementation program devotion public This. Program This No will can walk with success without help And participation active from Lots party.

First of all, we say thank you love to Government Village Sei Dragon Opponents and the Serdang Regency Government Different, specifically to Head Village Nipah Village and its staff give permission, support, And facility adequate in implementing activities This. Without cooperation Which Good from government local, program This No will come true with Good.

We Also to pronounce accept love to public Village Nipa palm Which has shown enthusiasm, participation, And commitment tall in follow all over series activity, start from socialization, discussion, until planting mangroves. Without role active public, ecotourism development based on mangrove in Village Nipa palm No will walk with success. Spirit the mutual cooperation that has been shown is proof real that success program This depends on cooperation between all party, especially public local.

We also thank you team devotion public Which has Work hard in to design And carry out activity This. Experience, knowledge, And dedication Which has shown during program in progress very valuable And has give impact positive Which significant for success program This. We Also want to pronounce Thank You to sector private And parties related Which give support in matter marketing, development infrastructure, and funding for smooth running of activities this. In the future, we hope that the partnership This can continue to be established for development ecotourism Which sustainable. Finally, we would like to thank you to all party Which has give input, criticism, And suggestion Which build in every stage implementation program This. Hopefully Work The same Which Good This can Keep going intertwined For program sustainability devotion public Which beneficial for welfare public And preservation environment in Village Nipa palm. With all respect, we hope May all hard work and contribution party Which involved in program This can provide long term benefits for Village Nipa palm And all over public Coastal areas in the Regency Serdang Different.

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