



Optimizing Ecotourism Management Strategies for Mangrove Forests: A Maqashid Sharia Approach in Batu Bara Regency

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Abstract

Mangrove ecotourism was developed to promote the welfare of local communities by leveraging natural resources in a sustainable manner. This study investigated strategies to increase visitor numbers to Batu Bara Mangrove Park (BBMP) and improve the socio-economic conditions of the surrounding community. A descriptive mixed method was utilized, employing SWOT (Strength, Weakness, Opportunity, Threat) analysis to analyze data collected through interviews, observations, and questionnaires. The research sought to understand key factors contributing to the growth in visitor numbers while addressing challenges faced by park management. Additionally, the study included a welfare analysis based on the principles of Maqashid As-Syariah, which provided an Islamic perspective unique to this research. The findings identified various strategies that could be implemented to better meet visitor needs and preferences, enhancing the overall visitor experience. These strategies focused on improving facilities, services, and aligning development efforts with tourist expectations. By doing so, BBMP could establish itself as a more appealing and sustainable ecotourism destination. The study concluded that addressing visitor satisfaction through tailored development strategies not only holds the potential to increase tourism but also significantly contributes to the economic and social welfare of the local community. This research offers valuable insights into the sustainable management of ecotourism in similar regions.

INTRODUCTION

Batu Bara Mangrove Park (BBMP) is located in Pantai Sejarah, Batu Bara Regency which is one of the mangrove ecotourism destinations in North Sumatra with an area of 456 Hectares. Batu Bara Mangrove Park is a popular ecotourism as a recreational vehicle that prioritizes nature as its main attraction, these attractions are; mangrove trekking, bird watching, selfie spots and mangrove processing. This is what makes this tourist attraction visited by tourists. Ecotourism and tourism in general have differences, namely ecotourism is a tourist trip with the main objective of preserving natural resources and the environment, while tourism is not too focused on the conservation of natural resources and the environment (Wiharso et al., 2020).

Waste from the tourism industry is increasing due to the massive tourism industry (Rai et al., 2020). Waste is a negative drawback of this tourism potential. Mangrove ecosystems are instrumental in helping the economy of coastal communities, including Batu Bara. Based on a sectoral point of view, the diversity of resources in coastal locations contributes greatly to local communities (Suwarsih, 2018). Mangrove forests also have a role as a livelihood for local communities, preservation of flora and fauna and a place for marine biota to thrive (Mukasyaf et al., 2024).

Mangrove ecotourism has developed in almost all regions of Indonesia, but has not been fully optimized. Therefore, research is needed that discusses analyzing the management of mangrove forest ecotourism specifically in the Batu Bara Regency area. Analysis using SWOT can provide assistance to see the situation that occurs which can have an influence on the situation. This research provides new knowledge to the community to preserve the environment with sustainable ecotourism management and realize community welfare. When viewed in the data on the number of visitors in table 1, there is great potential for development.

Table 1. Visitor Data for Batu Bara Mangrove Park Ecotourism in 2021-2023

Year	2021	2022	2023
Visitors to Batu Bara Mangrove Park (BBMP)	35.867	446.476	125.335

Source: Batu Bara Mangrove Park Ecotourism (2024)

Based on the above problems, researchers are interested in researching with the formulation of research problems, namely, how do mangrove ecotourism managers apply the concept of ecotourism and improve the economic welfare of local communities, and how does the Maqashid As-Syariah perspective see this? The research objective is to identify the management of Batu Bara Mangrove Park ecotourism and strategies that can be applied so that mangrove forest ecotourism management in that place develops.

LITERATURE REVIEW

Ecotourism

A trip that has a responsibility to visit natural areas in order to preserve the environment, maintain the welfare of the surrounding community and involves interpretation and education is the meaning of ecotourism (Maesti et al., 2022). The main objective is to support environmental conservation and encourage active participation of the community in its management. Travel by visiting natural areas with the aim of converting or saving the environment and then providing livelihoods for local residents, is the definition of ecotourism according to The International Ecotourism Society.

Ecotourism is used by the government as a strategic concept in terms of developing tourism that does not damage the environment. Tourism activities that occur produce waste problems and management that has not been optimized. Limited landfills, increasing amount of waste generated, low waste management services, waste management institutions and cost constraints are problems that occur in waste management in Indonesia (Mahyudin, 2017).

Maqashid As-Syariah

Maqasid As-Syariah is the goal achieved by Islamic sharia through prohibiting or permitting something. Obtaining benefits, both for individuals and groups, is the goal of Sharia itself. The welfare of the community is a barometer of measuring the level of welfare. If the needs of human life can be fulfilled in a balanced manner, welfare will be realized. Maslahah is the impact of fulfilling the needs of the community. All conditions, both material and non-material, are the definition of Maslahah (Nasution et al., 2022). Maqashid can also be interpreted as mashlahah according to some scholars. The purpose of sharia in more detail explained by Al-Ghazali is to improve the welfare of all humans, which lies in protecting religion (hifz al-diin), soul (hifz al-nafs), intellect (hifz al-'aql), offspring (hifz al-nasl), and property (hifz al-maal) (Inovasi & Perubahan, 2020). Kepentingan publik akan terjamin dengan perlindungan kelima ini. Kesejahteraan dalam Islam mencakup dua hal.

1. Welfare that is holistic and balanced, which includes material and spiritual dimensions, both individual and social
2. The welfare of the world and the hereafter. In Islam, humans experience several realms; the realm of the spirit, the world, the grave and the afterlife. Thus, welfare in the Islamic perspective does not only refer to the life of the world, but the welfare of the hereafter is a priority.

METHODS

This research used descriptive mixed method, conducted from August 01 to August 20, 2024. This research involved visitors to the Batu Bara Mangrove Park (BBMP) Ecotourism in Perupuk Village, Lima Puluh Pesisir District, Batu Bara Regency as the research population. In total, there were 125,335 tourism visitors in 2023. Therefore, the simple random sampling technique was used in the sample determination process. As a result, 30 respondents were selected as research samples with an age range of 23 to 51 years. A feasible sample in the study is 30 to 500 samples (Sugyono, 2019).

The data sources in this research are primary data and secondary data. Primary data is obtained through in-depth direct interviews, field observations, and questionnaires. Meanwhile, secondary data is obtained from various scientific journals obtained using publish or perish. The results of this research instrument were analyzed using SWOT. The goal is to identify internal factors of mangrove ecotourism management, namely strengths and weaknesses, as well as external factors that can affect ecotourism management, namely opportunities and threats. In order to identify and understand the phenomena related to mangrove ecotourism management and take action on a deep understanding of the conditions that have occurred, researchers use this approach.

This research aims to analyze the management of the Batu Bara Mangrove Park Ecotourism from the point of view of Maqashid As-Syariah according to Al-Ghazali which includes the protection of religion (hifz al-diin), soul (hifz al-nafs), reason (hifz al-'aql), offspring (hifz al-nasl), and property (hifz al-maal). To do this, this research needs to analyze the relevant literature on the condition of various things in the existing management in the perspective of Islam.

RESULT AND DISCUSSION

The area of mangrove ecotourism is 456 hectares with the status of 383 hectares of protected forest and 73 hectares of permanent production forest, the distance from the district capital to this area is 11 km. History Beach is included in this ecotourism location. This area has been developed since 2020. The purpose of its development is to protect the beach area from damage. Batu Bara Mangrove Park ecotourism stands on land owned by the Batu Bara Regency Government, but the management in it is under the auspices of the Cinta Mangrove Farmer Group of the Perupuk and Gambus Laut Village communities. Participation from the community has a very important role in terms of managing and preserving the ecotourism patterns developed (Bahrul Ulumi & Syafar, 2021). In its development, mangrove ecotourism so far still depends on revenue from visitor entrance tickets.

Sara infrastructure in Batu Bara Mangrove Park Ecotourism can be said to be quite adequate. These facilities and infrastructure include a large parking lot, management office, nursery, trekking, canteen, prayer room, public toilet, arrow sports area, hall, monitoring tower, signage, counters, mangrove processed souvenir outlets and tourist attraction information mading. Tourists will feel comfortable and at home in a tourist area if the facilities and infrastructure are sufficient (Rijal et al., 2020).

In order to increase the number of visitors to the Batu Bara Mangrove Park tourist area, it must be supported by the right strategy. Some important strategies that can be applied include:

1. Improve the quality of Tourism Products/Attractions
 - a) Ensure the security of the tourist area and the programs offered.
 - b) Innovate and renew attractions to make them more attractive in accordance with the interests of the target tourist target.

- c) Structuring the tourist area environment.
 - d) Diversification of tourism programs offered.
2. Exploring the potential for new tourism products. There are many potentials that have not been maximized from the Batu Bara Mangrove Park ecotourism area, so it is necessary to explore new potentials that are still oriented towards environmental conservation and community welfare. Strategically located within the beach tourism area, it is an added value for Batu Bara Mangrove Park ecotourism.
 3. Improvement and procurement of supporting facilities. The function of the waste bank and the enforcement of existing tourism rules have not been maximized, making the condition of the mangrove forest a lot of waste, especially inorganic types of waste. Some repairs and updates must be made immediately to keep the ecotourism conditions beautiful.
 4. Providing up-to-date information about Destinations and Tourist Attractions. Tourists can easily determine their tour itinerary according to their interests and economic capabilities, and help tourists to make travel decisions.
 5. Provide professional guides (knowledgeable, friendly, and competent), to comprehensively represent tourism objects/products.
 6. Increasingly broad marketing partnerships. The wider the marketing, as a way to market products and instill interest so that tourists visit Batu Bara Mangrove Park, namely by means of promotion. Currently, promotional media is growing rapidly. Promotional media can utilize several internet-based marketing techniques and use information technology more efficiently and effectively this will help reach a larger market segment even more.

From the results of interviews, literature review and filling out questionnaires to produce the right management development strategy in increasing the number of visits, accurate data is needed. After the data is collected, the next process is to collect opinions from respondents regarding the factors that influence the management of mangrove ecotourism which will be followed by SWOT analysis testing which consists of analyzing the strengths, weaknesses, opportunities and threats faced by managers. By using this analysis, a quick glance at the situation of ecotourism management strategies can be produced.

Based on the logic of SWOT analysis, it is used to maximize strengths and opportunities, and can simultaneously minimize weaknesses and threats. In terms of knowing strengths and weaknesses, and being able to reduce existing weaknesses while maximizing strengths can use the analysis of Internal and External factors. This is also the same for threats and opportunities, namely when threats are minimized, the existing opportunities must be enlarged. The IFAS (Internal Strategic Factor Analysis Summary) Matrix is used to analyze the strengths and weaknesses of ecotourism. While the EFAS (External Strategic Factor Analysis Summary) Matrix is used to analyze opportunity and threat factors. The next stage is to organize strategies using SWOT analysis. Everything contained in SWOT will be netted through answers from respondents to the questions asked. The results of the analysis of the conditions faced to develop ecotourism objects are as follows:

Strategy Analysis of Internal (IFAS) and External (EFAS) Factors

After analyzing the internal and external environmental conditions, the next stage is to calculate the weight and rating in order to know the strategic location of the Batu Bara Mangrove Park ecotourism which is deemed necessary for development. The weight of the factor is calculated by tabulating the IFAS (Internal Strategic Factor Analysis Summary) and EFAS (External Strategic Factor Analysis Summary) score data. The IFAS and EFAS matrix consists of columns, weights, ratings and total values which are the result of multiplying the weights and ratings (Astuti & Ratnawati, 2020). Later, the rating and weight columns are filled in according to the value which is the result of grouping internal and external factors based on their level of importance (Imsar et al., 2023). After obtaining the value of each factor, it is then summed up so

that the results of the total IFAS and EFAS values can be obtained, which are described in table 2 and table 3.

Table 2. Calculation of the Internal Strategy Factor Analysis Summary (IFAS) Matrix

Strength	Weight (a)	Rating (b)	Score (c=axb)
1. Potential beauty of the mangrove forest (al-nafs)	0,106	3,87	0,410
There is general information media about tourist attractions (al-'aql)	0,104	3,77	0,392
3. Sale of mangrove preparations by the manager (al-maal)	0,104	3,77	0,392
Local communities that carry out ecotourism management (al-diin)	0,101	3,67	0,371
Availability of adequate infrastructure and supporting facilities (al-nafs)	0,104	3,77	0,392
Total Strength	0,519		1,957
Weakness			
1. Unavailability of adequate trash bins (al-diin and al-'aql)	0,109	3,97	0,433
The manager's inability to consistently present new rides to increase the number of visitors (al-'aql)	0,1	3,63	0,363
The absence of travel regulations and sanctions for visitors (al-'aql)	0,105	3,8	0,399
Lack of a clear tourism program involving visitor participation in the preservation of mangrove ecosystems (al-'aql)	0,093	3,37	0,313
Hospitality services of managers and surrounding communities that have not been maximized (al-nafs)	0,075	2,73	0,205
Total Weakness	0,482		1,713
Total Strength and Weakness	1		3,670

Source: Authors (2024)

From the results of the IFAS matrix analysis in table 2, an analysis score of 3,670 was generated, which shows that the management of Batu Bara Mangrove Park ecotourism is in a strong internal position (more than 3), in utilizing strengths to deal with weaknesses. The main strength of this tourist area is the potential beauty of the mangrove forest with a total score of 0.410, followed by the existence of general information media about tourist attractions, sales of processed mangrove products, the availability of adequate infrastructure and supporting facilities with a score of 0.392 each and the establishment of a local community that carries out ecotourism management with a score of 0.371. The unavailability of adequate trash bins is a weakness of the main Batu Bara Mangrove Park ecotourism area with a total factor score of 0.433. If the need for these bins remains unmet, there will be an increase in waste generation and increase the problems of the mangrove ecosystem.

The habits of tourist visitors who litter and the unavailability of adequate trash bins, especially at crowded points, make people litter the mangrove forest area. In general, plastic waste dominates almost all coastal areas (Alamsyah & Fadli, 2023). Plastic waste production is increasing every year. The Central Bureau of Statistics reports that every year, Indonesia produces around 6.4 million tons of plastic waste (Nurhalisa & Nawawi, 2023). The top five countries with plastic waste mismanagement are China, Indonesia, Philippines, Vietnam, and Sri Lanka (Schmaltz et al., 2020). Waste management institutions, cost constraints, increasing waste, poor waste management services, limited landfills are some of the problematic factors in waste management in Indonesia (Sholihah & Akliyah, 2022). Not only polluting the beach, plastic waste can inhibit mangrove growth by covering the buds on mangroves (Akbar & Maghfira, 2023).

Table 3. Calculation of the External Strategy Factor Analysis Summary (EFAS) Matrix

Opportunity	Weight (a)	Rating (b)	Score (c=axb)
1. As a place of research activities (al-'aql)	0,105	3,73	0,392
The use of social media for ecotourism information and managers in promoting tourist attractions (al-'aql)	0,098	3,5	0,343
Local government policy support and company CSR in management development (al-nafs and al-nasl)	0,098	3,47	0,340
Employment opportunities, increased community income, preservation of the natural environment and community welfare (al-nasl and al-maal)	0,106	3,77	0,400
Provide a sense of peace of mind and comfort for visitors who come (al-nafs)	0,098	3,47	0,340
Total Opportunity	0,505		1,815
Threats			
1. The interests of certain parties (al-'aql)	0,109	3,87	0,422
2. Visitor waste generation in the mangrove forest area (al-diin, al-nafs and al-nasl)	0,106	3,77	0,400
3. Competition with other natural tourist attractions (al-'aql)	0,109	3,87	0,422
4. Direct and indirect impacts of high tourism activity (al-nafs)	0,089	3,17	0,282
5. Community support that has not been maximized (al-'aql)	0,083	2,93	0,243
Total Threats	0,496		1,769
Total Opportunity and Threats	1		3,584

Source: Authors (2024)

From the results of the EFAS matrix analysis in table 3, the total score of the external analysis is 3.584, which indicates that the development of the Batu Bara Mangrove Park ecotourism area is in a high external position (more than 3) in utilizing opportunities and being able to overcome existing threats. Job openings, increased community income, preservation of the natural environment and community welfare are the biggest opportunities owned with a score of 0.400. The main threats of this tourist area are competitors and the interests of certain parties, with a total score of 0.422. Competitors and the interests of certain parties are a big threat because it is located not so far from other tourist destinations in the vicinity such as Bunga Beach, Datuk Beach and Jono Beach. Through Law Number 32 of 2009 concerning the protection and management of the Environment (UUPPLH) needs to be strengthened as a regulation around environmental management and regulation of environmental damage issues (Wahanisa & Adiyatma, 2021).

Internal and External Matrix Analysis

From the results of the total score of the IFAS matrix on the X axis and the EFAS matrix on the Y axis. From the results of the total score, it can be seen the position of the development of the Batu Bara Mangrove Park ecotourism area in Figure 1 below.

	Strong (3,00-4,00)	Average (2,00-2,99)	W (1,00-1,99)
High (3,00-4,00)	I Growing and Developing	II Growing and Developing	III Keep and Maintain
Medium (2,00-2,99)	IV Growing and Developing	V Keep and Maintain	VI Reap or Divest
Low (1,00-1,99)	VII Keep and Maintain	VIII Reap or Divest	IX Reap or Divest

Figure 1. Internal-External Matrix
 Source: Authors (2024)

Based on the total weighting score on the internal-external (IE) matrix, it shows that the Batu Bara Mangrove Park ecotourism is in cell 1 which describes the position of “Growing and developing”. This is the main strategy for developing tourist areas by developing existing potential and exploring new potential to improve the quality and quantity of the attractiveness of the ecotourism area. To find out the ecotourism of Batu Bara Mangrove Park in quadrant I, II, III or IV through the results of calculating the IFAS value of 3,670 and EFAS 3,584, when entered into the SWOT analysis diagram will produce the following calculations:

Internal Analysis Coordinates (X)
 = (Total Strengths - Weaknesses)
 = 1,957 - 1,713
 = 0,244

External Analysis Coordinates (Y)
 = (Total Opportunities - Threats)
 = 1,815 - 1,769
 = 0,046

Then the SWOT coordinates are at point X = 0.244 and point Y = 0.046

Based on the calculation of the SWOT matrix, the Batu Bara Mangrove Park ecotourism is in quadrant I, namely the SO strategy which shows that the tourist area has a strong position in utilizing its strengths and opportunities. For development strategies in increasing the number of visits from the position of Batu Bara Mangrove Park ecotourism, it is shown in Figure 2.

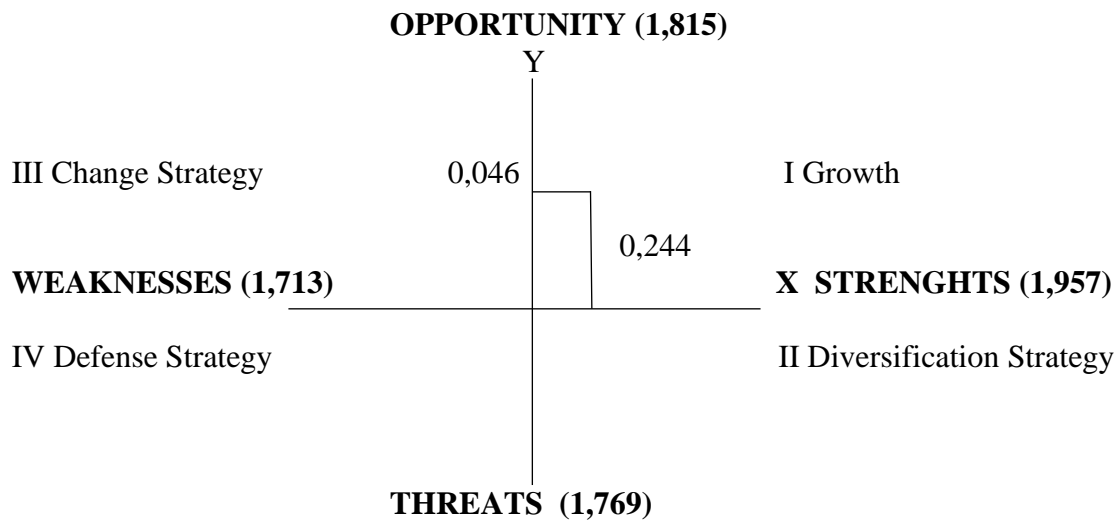


Figure 2. SWOT Analysis Diagram

Source: Authors (2024)

Table 4. Strategy based on IFAS AND EFAS

IFAS	STRENGTHS	WEAKNESS
	<ol style="list-style-type: none"> Potential beauty of mangrove forest that attracts visitors (S1) There is general information media about tourist attractions (S2) Sale of processed mangroves by managers (S3) The existence of a local community that carries out ecotourism management (S4) Availability of adequate infrastructure and supporting facilities (S5) 	<ol style="list-style-type: none"> Unavailability of adequate trash bins, especially at crowded points (W1) The inability of managers to present new innovations systematically in order to increase visits (W2) The absence of travel regulations and sanctions from ecotourism managers (W3) Lack of a clear tourism program involving visitor participation in the preservation of mangrove ecosystems (W4) Hospitality services for managers and the surrounding community that have not been maximized (W5)
EFAS	STRATEGY SO	STRATEGY WO
<ol style="list-style-type: none"> As a place of research activities (O1) The use of social media for ecotourism information and managers in marketing tourist attractions (O2) Local government policy support and company CSR 	<ol style="list-style-type: none"> Implementing government support to maintain the potential of mangrove forest resources to increase employment, environmental preservation, community income, explore new potential, diversify processed mangroves, visitor comfort and 	<ol style="list-style-type: none"> Make management regulations regarding the preservation of the mangrove ecosystem environment and the application of sanctions for visitors who violate (W3, O4). Making mangrove ecotourism booklets to improve directed tourism programs (W2, W4, O2,

<p>in the development of mangrove ecotourism management (O3)</p> <ol style="list-style-type: none"> Employment opportunities, increased community income, preservation of the natural environment and the achievement of community welfare (O4) Provide a sense of peace of mind and comfort for visitors who come (O5) 	<p>achieve welfare and increase the number of visits (O3, O4, O5, S1, S3).</p> <ol style="list-style-type: none"> Improve the quality and quantity of information directly or through social and electronic media regarding infrastructure, location of tourist areas and supporting facilities (S2, O2, S5). Actively involve local communities of mangrove lovers in research activities to support science and technology (S4, O1) 	<p>O5)</p> <ol style="list-style-type: none"> Improve manager services in providing visitor satisfaction values and to increase visits next time (W5, O5)
<p>THREATS</p> <ol style="list-style-type: none"> Interests of certain parties (T1) Visitors' waste (T2) Competition with other ecotourism parks (T3) Direct and indirect impacts of tourism activities (T4) Lack of support from local community (T5) 	<p>STRATEGY ST</p> <ol style="list-style-type: none"> Provide more waste disposal facilities, especially at crowded points, and process waste into compost and handicraft products with the 3R concept (reduce, reuse, recycle) (S5, T2, T4). Conduct human resource training to increase awareness of protecting nature and suppressing damage from the interests of certain parties (S4, T1, T5). Implementation of tourism components (tourist attractions, accessibility, facilities, services) to support tourist attraction (T3, S1, S2) 	<p>STRATEGY WT</p> <ol style="list-style-type: none"> Improve and develop the management service system for visitors (W5, T5) Conducting counseling and strengthening environmental awareness to the community to jointly preserve the mangrove ecosystem (T1, T4, T5, W2,). Widening the collaboration line of mangrove ecotourism management with related agencies in order to deal with waste problems, limited funds in presenting new innovations and law enforcement for perpetrators of mangrove forest destruction (W1, W2, W3, T1, T2, T4).

Source: Authors (2024)

Development of Batu Bara Mangrove Park Ecotourism based on SWOT analysis

SO strategy is to create a strategy using the strengths possessed by utilizing existing opportunities. Preserving the naturalness of the environment by maintaining cleanliness, exploring new potential, diversifying mangrove processed products, improving facilities can create opportunities for increasing the number of visitors which has a positive impact on community income and achieving prosperity. In addition, cooperation with the government, surrounding companies and the community is needed in improving the marketing sector, promotion both directly and through social media and actively involving local communities in research activities to support the science and technology of ecotourism development. The involvement of researchers in particular can help to assess the existing biodiversity that is beneficial to the community and the region. Biodiversity can be studied and then utilized for the benefit of the community and region by involving. The involvement of local governments and surrounding communities has a very important role so that the sustainability and potential of mangrove ecosystem resources are maintained (Ely et al., 2021).

The WO strategy is to create a strategy in overcoming weaknesses in order to take advantage of existing opportunities. Based on these weaknesses and opportunities, the alternative management plan for Batu Bara Mangrove Park Ecotourism is to increase activities related to the concept of ecotourism by presenting booklets and information boards for sustainable tourism guides for visitors, implementing strict regulations and sanctions against visitors who damage the mangrove environment and improving manager

services to visitors. Customer satisfaction from good service can increase their trust and can attract visitors back (Asmita et al., 2023).

The ST strategy is to create a strategy by using strengths to overcome threats and take advantage of existing opportunities. The concept that is put forward to develop ecotourism is conservation, so that tourist destinations are preserved and negative impacts on the environment can be avoided tourism trips must have good waste management (Yuliadi L. P. S. et al., 2023). The availability of adequate landfills will reduce the negative impact of visitor activities. The use of the 3 R concept (reduce, reuse, recycle) can increase community income by processing waste into economically valuable products. Visitors are not comfortable in doing activities in the place if there is a lot of garbage scattered around (Manihuruk et al., 2022). Public awareness of the environment must also be encouraged so that environmental damage can be suppressed and the implementation of tourism components that can support tourist attraction.

The WT strategies involve creating strategies to minimize weaknesses and avoid existing threats. Possible strategies include conducting outreach to local communities about the important role of mangrove forests for coastal environments, evaluating the current visitor service system, and enhancing collaboration with stakeholders to address waste management issues, funding for tourism development, and enforcing laws against the conversion of mangrove forest areas. The government plays a strategic role in developing policies and supporting ecotourism. (Putri et al., 2022).

The results of the study found that mangrove ecotourism has an impact on community welfare in table 5, especially the impact of welfare in an Islamic perspective. This finding supports the notion that mangrove forests not only empower the environment but also have a big impact on people who get income with the presence of ecotourism, this also has an impact on welfare, especially in an Islamic perspective. In Islamic Economics, welfare refers to material and spiritual success, or overall well-being (Nurhalita & Marliyah, 2023).

Table 5. Impact of Mangrove Ecotourism seen from Maqashid Sharia

Maqashid Sharia Dimension	Indicator	Findings
Protection of religion (<i>hifz al-diin</i>)	Practicing religious instruction	<ul style="list-style-type: none"> - Preserving sustainability - Fostering a network of friendship (brotherhood) - Availability of adequate and well-maintained places of worship
Protection of the soul (<i>hifz al-nafs</i>)	Preserve the quality of human life	<ul style="list-style-type: none"> - Coastal abrasion barrier - Wind and storm breakers to the coast - Spawning habitat for marine life - Food source for the species that inhabit it
Protection of the mind (<i>hifz al-'aql</i>)	Improving intelligence	<ul style="list-style-type: none"> - Mass planting by visitors on major anniversaries - As a research site or facility for the general public to learn about mangroves
Protection of offspring (<i>hifz al-nasl</i>)	Protecting the quality of human life	<ul style="list-style-type: none"> - Improve the quality of the environment to maintain the quality of human life - Protect the environment for future life
Protection of property (<i>hifz al-maal</i>)	Community income	<ul style="list-style-type: none"> - Local communities gain income or income from mangrove ecotourism - The opening of many jobs - Increase economic capacity which has an impact on poverty alleviation

Source: Authors (2024)

In the perspective of the development of maqashid as-syariah, in addition to the five main objectives of sharia, namely the protection of religion (*hifz al-diin*), soul (*hifz al-nafs*), reason (*hifz al-'aql*), offspring (*hifz al-nasl*) and property (*hifz al-maal*), there is also environmental protection (*hifz al-bi'ah*). Although its

position is in the last order hierarchy, its existence in a condition determines the objectives of sharia above it. This illustrates that the absence of environmental conservation can lead to natural disasters that will degrade the quality of the higher sharia objectives. Religious protection will not be able to be realized properly if disasters come one after another due to the absence of environmental preservation. Similarly, *hifz al-diin*, *hifz al-nafs*, *hifz al-aql*, *hifz al-nasl* and *hifz al-maal* will also be threatened if humans are unable to preserve the environment and nature properly (Marlia et al., 2024).

Islam is a religion that teaches environmental ethics. Nature was created for the benefit of humans. This can be seen, among others, in QS. Al-Baqarah [2]:164. Allah SWT says:

إِنَّ فِي خَلْقِ السَّمَوَاتِ وَالْأَرْضِ وَاخْتِلَافِ اللَّيْلِ وَالنَّهَارِ وَالْفُلْكِ الَّتِي تَجْرِي فِي الْبَحْرِ بِمَا يَنْفَعُ النَّاسَ وَمَا أَنْزَلَ اللَّهُ مِنَ السَّمَاءِ مِنْ مَّاءٍ فَأَحْيَا بِهِ الْأَرْضَ بَعْدَ مَوْتِهَا وَبَثَّ فِيهَا مِنْ كُلِّ دَابَّةٍ وَتَصْرِيفِ الرِّيْحِ وَالسَّحَابِ الْمُسَخَّرِ بَيْنَ السَّمَاءِ وَالْأَرْضِ لَآيَاتٍ لِقَوْمٍ يَعْقِلُونَ

Meaning: “*Verily, in the creation of the heavens and the earth, the alternation of night and day, the ships that sail the seas with cargoes useful to man, what Allah sends down from the sky in the form of water, with which He gives life to the earth after it is dead (dry), and He scatters in it all kinds of animals, and the winds and clouds that are controlled between the heavens and the earth, (all of that) are indeed signs (of Allah's greatness) for those who understand.*”

Islam strongly criticizes the perpetrators of environmental damage. The Qur'an has explicitly stated that all types of damage that occur on the surface of this earth are the result of human actions in interacting with the environment. This can be seen in the words of Allah SWT in QS. Ar-Rūm [30]:41

ظَهَرَ الْفَسَادُ فِي الْبَرِّ وَالْبَحْرِ بِمَا كَسَبَتْ أَيْدِي النَّاسِ لِيُذِيقَهُمْ بَعْضَ الَّذِي عَمِلُوا لَعَلَّهُمْ يَرْجِعُونَ

Meaning: “*There is destruction on land and in the sea due to the deeds of men. (Through this) Allah makes them feel some of the (consequences) of their actions so that they return (to the right path)*”

In addition, the command to protect nature is also found in the word of Allah SWT QS. Al-A'rāf [7]:56

وَلَا تُفْسِدُوا فِي الْأَرْضِ بَعْدَ إِصْلَاحِهَا وَادْعُوهُ خَوْفًا وَطَمَعًا إِنَّ رَحْمَتَ اللَّهِ قَرِيبٌ مِنَ الْمُحْسِنِينَ

Meaning: “*Do not corrupt the earth after it has been well-ordered. Pray to Him with fear and hope. Verily, the mercy of Allah is very close to those who do good*”.

Humans can make the above verse as material for introspection as living beings who are given the responsibility of Allah SWT to protect the environment as well as possible with good and correct environmental management so that no damage occurs to the universe. Protecting the environment is the same thing as protecting religion according to Yusuf Qardhawi. In the sense that ignoring environmental conservation is the same as giving a stain and denying the religion of Islam, someone who damages the environment then that person has violated the rules of Islam (Indrajati et al., 2023). So the act of littering the mangrove forest area can be categorized as an act of destruction on earth which has an impact on the destruction of the objectives of sharia in improving the welfare of mankind. Guaranteeing the protection of this aspect of Maqashid As-Syariah will also guarantee the public interest.

CONCLUSION

Based on the results of the SWOT matrix calculation, the score of each factor, namely strengths of 1,957, weaknesses of 1,713, opportunities of 1,815, threats of 1,769 and is in quadrant I, namely the SO (Strength-Opportunity) strategy. The SO strategies are: (1) Implement government support to maintain the potential of mangrove forest resources in order to increase employment, environmental conservation, community income, explore new potential, diversify processed mangroves, visitor comfort and achieve welfare and increase the number of visits, (2) Improve the quality and quantity of information directly or through social and electronic media regarding infrastructure, location of tourist areas and supporting facilities and, (3) Actively involve local communities of mangrove lovers in research activities to support science and technology.

From the results of the study, it can be concluded that the presence of Batu Bara Mangrove Park (BBMP) Ecotourism can improve the economic welfare of the community. Mangrove forest ecotourism management is one of the most relevant solutions to maintain a balance between economic development and environmental preservation (hifz al-bi'ah). Through Maqashid As-Syariah analysis, it can be seen that ecotourism management does not only focus on economic aspects, but also on social and environmental aspects that are in line with the objectives of sharia to achieve the benefit of the people. Government support in maintaining the potential of mangrove forest resources is very important. Active community participation in ecotourism management will create synergies between economic needs and environmental preservation. The involvement of local communities in ecotourism management, not only provides employment opportunities, but also empowers them in the protection of mangrove forests. This is in line with the principle of Maqashid As-Syariah which emphasizes the protection of religion (hifz al-diin), soul (hifz al-nafs), reason (hifz al-'aql), offspring (hifz al-nasl), and property (hifz al-maal).

Diversification of mangrove preparations is also a strategic step to increase community income. By exploring new potential, such as processed products from environmentally friendly mangroves can create added value for the community. This not only improves welfare, but also has a positive impact on environmental conservation because people will be more motivated to protect mangrove forests as a source of life. Visitor comfort is an important aspect in the development of ecotourism. By improving infrastructure and supporting facilities, it can attract more visitors to enjoy the beauty of the mangrove forest. Improving the quality and quantity of information both directly and through social media, will help increase public awareness about the importance of mangrove forests and their ecotourism potential. Accurate and interesting information can be a special attraction for tourists, so that visits to mangrove tourism areas will increase.

Extensive benefits can be felt not only for the surrounding community but also for the environment if managing mangrove forest ecotourism is based on the principles of Maqashid As-Syariah. With government support, community participation, and a sustainable approach will be able to achieve common goals to maintain the beauty, sustainability of mangrove forests, improve community welfare and preserve mangrove forests for future generations.

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