

INTERNAL COMMUNICATION STRATEGY TO INCREASE COMMUNITY PARTICIPATION CONSERVING MANGROVE FORESTS IN SERDANG BEDAGAI

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ABSTRACT

The importance of planting mangroves is to reduce wave energy, protect beaches from abrasion, improve the coastal environment and improve habitat in coastal areas. It is feared that the continuous destruction of mangrove forests will threaten the sustainability of the mangrove forest ecosystem. The existence of mangrove forests is increasingly damaged due to a lack of public awareness, therefore it is necessary to design a program to increase awareness of preserving mangrove beaches as ecotourism objects. The research aims to find internal communication strategies in preserving the Serdang Bedagai mangrove beach. The research used observation and interview data collection instruments whose results were analyzed using SWOT to obtain the design of a mangrove forest conservation campaign program. The results of the study show that: 1) the Muara Baimbai cooperative in increasing community participation in preserving mangrove forests currently still uses verbal communication media in the form of oral communication as an internal communication medium 2) The public's view of preservation that mangrove forests are only the responsibility of the cooperative is not a shared responsibility 3) The strategy designed involves the role of community participation in preserving mangrove forests and the role of the local government in carrying out the program, so that it can provide benefits to the local community and the sustainability of mangrove beach ecotourism.

***Keywords:* Ecotourism, Mangrove Forest, Campaign Strategy**