

## ABSTRACT

Lisdayanti, 2021, The Symbolic Meaning of Alu Bamboo Forest Ecotourism in the Community in Alu Sub-district, Polewali Mandar Regency. Faculty of Teacher Training and Education, University of Muhammadiyah Makassar, Supervisor I H. Nurdin, and supervisor II. Samsuriadi.

The symbolic meaning of Alu bamboo forest ecotourism in the Alu sub-district community is an object that is still used by the local community, including the symbolic meaning of bamboo forest ecotourism which has become a separate icon in Alu sub-district, Polewali Mandar Regency. apart from its meaning, bamboo is also used as an object for bamboo craftsmen to be preserved and used as a source of community economic income.

This thesis uses a qualitative research with a phenomenological approach which aims to reveal the symbolic meaning of Alu bamboo forest ecotourism in the Alu District community in the midst of a pandemic and the times. The location of this research is in one of the Polewali Mandar Districts, namely Alu District, the informants in this study are the Village Head, Chair of the Alu Youth Communication Forum, Craftsmen, Traders, Community and Visitors of Alu Bamboo Forest Ecotourism. The data collection technique uses three events, namely, observation, interviews, and documentation.

The results of this study are about the symbolic meaning of Alu bamboo forest ecotourism in Alu District, namely its existence as an object that is maintained and utilized now not only in terms of tourist objects but also meaningful and useful for the community, especially the bamboo craftsmen themselves. Thank God this bamboo forest is still preserved until now by the people and young people of Alu who always preserve and introduce this bamboo forest ecotourism and it is well maintained.

**Keywords:** Symbolic meaning, Bambo forest ecotourism, Community.