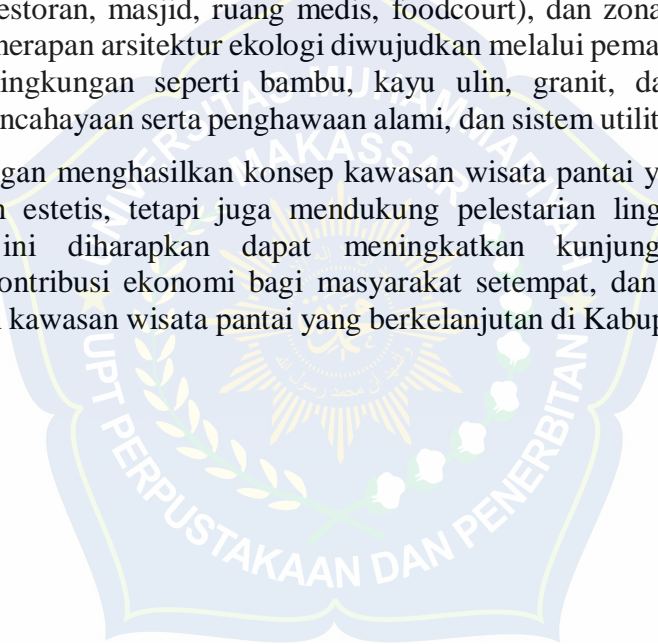


ABSTRAK

Perancangan kawasan wisata Pantai Birtaria Kassi di Kabupaten Jeneponto dilakukan sebagai upaya pengembangan destinasi wisata yang mampu meningkatkan daya tarik pariwisata sekaligus menjaga keseimbangan lingkungan. Kabupaten Jeneponto memiliki potensi alam berupa pantai berpasir, panorama laut, dan aksesibilitas yang baik sehingga layak dikembangkan sebagai kawasan wisata unggulan. Permasalahan utama dalam perancangan ini adalah bagaimana merancang kawasan wisata pantai yang ramah lingkungan melalui penerapan prinsip arsitektur ekologi.

Metode perancangan meliputi pengumpulan data melalui observasi lapangan, studi literatur, dan analisis tapak yang mencakup orientasi matahari, arah angin, aksesibilitas, kebisingan, serta kebutuhan ruang. Konsep desain menekankan pada zonasi yang terdiri dari zona inti (pantai, dermaga, kolam renang), zona penunjang (penginapan, restoran, masjid, ruang medis, foodcourt), dan zona hijau (vegetasi pelindung). Penerapan arsitektur ekologi diwujudkan melalui pemanfaatan material lokal ramah lingkungan seperti bambu, kayu ulin, granit, dan daun lontar, optimalisasi pencahayaan serta penghawaan alami, dan sistem utilitas hemat energi.

Hasil perancangan menghasilkan konsep kawasan wisata pantai yang tidak hanya fungsional dan estetis, tetapi juga mendukung pelestarian lingkungan pesisir. Perancangan ini diharapkan dapat meningkatkan kunjungan wisatawan, memberikan kontribusi ekonomi bagi masyarakat setempat, dan menjadi model pengembangan kawasan wisata pantai yang berkelanjutan di Kabupaten Jeneponto.



ABSTRACT

The design of the Birtaria Kassi Beach tourist area in Jeneponto Regency was carried out as an effort to develop a tourist destination that can increase tourism appeal while maintaining environmental balance. Jeneponto Regency has natural potential in the form of sandy beaches, panoramic sea views, and good accessibility, making it worthy of being developed as a leading tourist area. The main problem in this design is how to design an environmentally friendly coastal tourist area through the application of ecological architecture principles.

The design method includes data collection through field observations, literature studies, and site analysis that includes sun orientation, wind direction, accessibility, noise, and space requirements. The design concept emphasizes zoning consisting of a core zone (beach, pier, swimming pool), supporting zones (lodging, restaurants, mosque, medical room, food court), and a green zone (protective vegetation). The application of ecological architecture is realized through the use of environmentally friendly local materials such as bamboo, ironwood, granite, and palm leaves, optimization of natural lighting and ventilation, and energy-efficient utility systems.

The design results in the concept of a coastal tourist area that is not only functional and aesthetic, but also supports the preservation of the coastal environment. This design is expected to increase tourist visits, provide economic contributions to the local community, and become a model for the development of sustainable coastal tourism areas in Jeneponto Regency.

