

## ABSTRACT

The research was to observe the issue of mangrove damage that caused by human behavior through mangrove wood cutting down. The purpose of the research were : (1) To know the economic social condition of coastal society that cutting down the mangrove wood. (2) To examine the economic social factor of the people that cutting down the mangrove wood toward mangrove cutting down. (3) To examine the economic social factor of the people that cutting down the mangrove wood toward the income from mangrove wood. (4) To examine the status economic of the people that cutting down the mangrove wood toward mangrove wood cutting down activity. (5) To examine the acknowledgement of the people that cutting down the mangrove wood about natural environment toward mangrove wood cutting down activity. (6) To know the point of view of coastal society that cutting down mangrove wood toward the existing of mangrove woods natural resources.

The number of samples was totally 385 peoples with non random technique through accidental way and data collection technique through the interview, which based on questioner that was already prepared. The analys was done with Mann Whitney U and Double Linier Regression.

The result of this research showed that: (1) Economic social factor: the level of education, age, household expenses, days of work for a month, the price of mangrove wood, economic status, the acknowledgment of natural environment and the income from mangrove wood were truly influenced toward the mangrove wood cutting down. (2) Economic social factor: the level of age, days of work for a month, economic status, the acknowledgment of natural environment, the ratio of income toward household expenses, mangrove wood cutting down activities and the price of mangrove wood ware truly influenced toward the income from mangrove wood. (3) There were no actual difference in social economic factor of the people that cutting down the mangrove wood toward their behavior. (4) There were some actual difference in the acknowledgment of natural environment of the people that cutting down the mangrove wood toward their behavior.

**Key words** : the mangrove wood cutting down, economic social factor, the economic status of the people that cutting down mangrove woods, the acknowledgment of natural environment.