SUMMARY

CHERRYTA YUNIA, Strategic Development Model of Marine National Park Sustainable Management. Guided by AKHMAD FAUZI, KIRBRANDOKO, dan AHMAD MUKHLIS YUSUF.

National parks both land and water as a nature conservation area with a certain characteristic and unique characteristics of its natural resources has been established by decree of the Minister of Agriculture and Forestry. Potential of its natural resources for the benefit of and be prepared for ecological benefits, social, cultural, and economic well-being of future generations in a sustainable manner. For more than twenty years of management implementation in Indonesia has not reveal the ideal achievement of success. This is indicated by problems and conflicts that occur from time to time.

Management of existing models such as ecosystem-based management, species, community empowerment and the establishment of the National Park as well as the establishment of Model Conservation Villages have not been able to suppress the problem optimally. Function corresponding National Park is a provider of environmental services livelihoods, nature, biodiversity, and the ecosystem has not been used optimally. The issue of conservation of biological resources in Indonesia are highlighted at this time is an issue related to the management of natural resources and biodiversity are critical over-exploitation. Especially ocean and coastal area, there is also the problem of technology development, and integrated utilization in the area that often lead to conflict of interest.

The function value and its benefits of a conservation area is to protect the population from over exploitation and improve seed production which helps restocking, as container spillover of fish, providing protection for sensitive species to capture, habitat restoration, maintaining biodiversity, help restore damaged ecosystems by natural and human disturbances, also resilience effect. The purpose of this study is to assess the condition of the real and strategic issues in the management of TNL Bunaken, Bunaken TNL formulate development policies, strategies model of sustainable park management based approach of Process Analytical Networking Opportunity Cost-Benefit Risk (ANP-BOCR) and ANP-Balanced Scorecard (ANP-BSC).

Research results indicate the analysis and synthesis of the results of ANP BOCR pairwised comparisons obtained through data processing is done one by one by each of respondents. With the help of software Super Decisions of data processed per respondent to produce supermatrix. Supermatrix the display order of priority clusters of the most important factors related to the development of models of Bunaken TNL as needed at a low cost at minimal risk. Looks criteria strategy "Environmental Sustainability" is a top priority with the composite weight of 0.3601, while the criteria for the Governance and Institutional composite weights 0.2083 followed by the criteria of Government Policy, Environmental Sustainability with composite weights 0.1647, Social and Cultural Society of 0.1054, 0.0826 and Economics of Marketing at 0.0579.

On the weight value of each element and Benefits criteria, opportunities, Costs and Risks (BOCR). Benefit has six Control Criteria and six Alternative
Strategies. BOCR analysis results after testing, showed that the strategy chosen priority or ranking first on the "benefit" element of "sustainable tourism development and management (environmentally sound)". Normalized values generated at 0.2609. As for the lowest ranking with Normalized values generated at 0.0746 is the element of "Global Marketing". Opportunity has six Control Criteria and six Alternative Strategies. BOCR analysis results after testing, showed that the strategy chosen priority or ranking first on the "opportunity" elements of "sustainable tourism development and management (environmentally sound)". Normalized values generated at 0.3328. As for the lowest ranking with Normalized values generated at 0.0710 is the element of "Global Marketing".

Cost has six Control Criteria and six Alternative Strategies. BOCR analysis results after testing, showed that the strategy chosen priority or ranking first on the "cost" element of "Networking". Normalized values generated at 0.2588. As for the lowest ranking with Normalized values generated at 0.0769 is the element of "sustainable tourism development and management (environmentally sound)".

Risk has lima Control Criteria and six Alternative Strategies. BOCR analysis results after testing, showed that the strategy chosen priority or ranking first in the "risk" element of "Excellent Service". Normalized values generated at 0.2475. As for the lowest ranking with Normalized values generated at 0.0796 is the element of "capacity building TNL Bunaken". Based on the results of each element BOCR alternative strategies calculated to obtain the over-all outcomes, the overall results of the selected alternative strategy is both optimistic scenario at 0.1362 which is the alternative strategy of development and management of sustainable tourism area.

ANP-BSC analysis results obtained that the internal business perspective is important and must be considered in the management and operations and process innovations from the managers to establish the vision, mission, and goals of the organization. Perspective of consumers (customers or tourists) is a product or package tours and customer satisfaction. In a business perspective is the maintenance and improvement of environmental management (Preserve the Natural Resources). Perspective of the organization continues to grow and expand is to increase competence of employees and HR as a whole, an increase in personal communication and information as well as increasing the capability of the organization according to the vision, mission, and goals of the organization Marine National Park.

Keywords: Marine National Park, sustainable management, ANP-BOCR, BSC