

ANALISIS KEBIJAKAN PENGEMBANGAN WISATA BAHARI (KASUS PULAU TAGALAYA DAN PULAU KUMO DI KABUPATEN HALMAHERA UTARA)

Policy Analysis of Marine Tourism Development (Case of Tagalaya and Kumo Islands in North Halmahera District)

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Abstract

Tagalaya and Kumo islands have potential coastal resources to be developed as marine tourism such as coral reef, mangrove, seaweed, sandy beaches and clean freshwater. Unfortunately, the uniqueness of these coastal resources has not been utilized and managed properly. It needs breakthrough alternative policy strategies for the development of marine tourism at Tagalaya and Kumo islands by stakeholder's opinion. The objectives this research are : (1) to assess marine tourism potential in Tagalaya and Kumo Islands, North Halmahera District, (2) to know community participation level within marine tourism development (3) selection of alternative policy strategies for marine tourism development. The strategies from SWOT analysis were combined from internal and external factors, and by stakeholders opinion, the priorities of these strategies become the alternative strategies for Tagalaya and Kumo islands. Result of this research shows that the total sustainability value for Tagalaya island is 708 (S1) and the total sustainability value for Kumo Island is 676 (S2), this value show that Tagalaya and Kumo islands are potential to development marine tourism. Result of *matrix Internal Factors Analysis Summary* (IFAS) to show that total factor internal value in IFAS by $2,7 \geq 2,5$, which means the internal condition has strength to overcome weakness state. Whereas result *External Factors Analysis Summary* (EFAS) shows that the total EFAS value by $2,6 \geq 2,5$, which mean the system capable to response external state. Based on SWOT (*Strength –Weakness, Opportunity-Threat*) and AHP analysis, seven development strategies for marine tourism recommended are: (1) improving marine tourism infrastructure; (2) community base marine tourism management; (3) marine tourism campaign and promotion; (4) inter sectoral cooperation development; (5) training programs for marine tourism; (6) stabilizing regional security; and (7) zoning for fisheries and marine tourism areas.

Keywords: marine tourism, North Halmahera District, policy analysis

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