ABSTRACT

ISKANDAR MUDA. Natural Park Management Strategy Harau Valley regency of West Sumatra Province. Supervised by SAMBAS BASUNI and DODIK RIDHO NURROCHMAT.

TWA Harau Valley is one of the tourist potential in the District Harau regency of West Sumatra Province. TWA was determined based on the Valley Harau Minister of Agriculture Decree No. 478/Kpts/Um/8/1979 Date August 2, 1979 with an area of 27.5 hectares, which has changed the status from Nature Reserve to Natural Park (MoF 2008).

This research aims to develop management direction TWA Harau Valley sustainable in terms of knowledge about the value of direct benefits that can be felt by communities around the region and for the region. While the specific objectives of this research is to: identify problems in the management of TWA Harau Valley, describing the perceptions of local government/managers, communities around the region, NGOs, private sectors, universities, and visitors to the preservation of the TWA Harau Valley, to analyze costs and benefits of TWA Harau Valley management and formulate the development strategy of sustainable TWA Harau Valley and sustainable in the regency.

Sampling techniques performed intentionally (purposive sampling) with a snow ball method, with consideration that the respondent is residing in communities around the region and actors (individuals or institutions) that influence policy makers, either directly or indirectly in the management of TWA as well. Direct observation of the object of research in the field is how to get a picture of the TWA Harau Valley conditions. In order to analyze the policy of strategy/management is using SWOT analysis (Strength, Weakness, Opportunity, Threat) and analysis of AHP (Analytical Hierarchy Process) by using the software Expert Choice 2000 and to analyze the financial feasibility is using the calculation of net present value (Net Present Value), the net cost benefit ratio (Net Benefit and Cost Ratio/NBCR), and internal rate of return (Internal Rate of Return / IRR).

Based on the research in the field there are four results that can be used, TWA management issues comes from two things. Issues from outside the area are rampant destruction by the community areas around the area by reason of economic motives. A problem of the region is not optimal due to lack of financial resources management. In order to avoid overlapping in the implementation of rights and obligations, there must be collaboration among stakeholders to create clear rules in the management, and Financial analysis on interest rate 14%, indicating exploitation of TWA has not been financially feasible, although the NPV and BCR = 1.598,644.867 = 2,062 but IRR = 11% and The best strategy in TWA management is SO (strength - opportunity) strategy by the way: the construction of supporting facilities and infrastructure, maintaining and optimizing the use of TWA as well as the promotion of the beauty of the TWA Harau Valley

Keywords: TWA Harau Valley, Management Strategy.