SUMMARY

WINDY MARDIQA RIANI. Mechanism of Stakeholder’s Relationship in Natural Tourism Management in Bandar Lampung Municipality and It’s Surrounding, Lampung Province. Under Supervision of E.K.S HARINI MUNTASIB and RINEKSO SOEKMA

Bandar Lampung Municipality (BLM) is one of areas in Lampung Province which has high diversity of natural resources and is located in a strategic area. It’s second highest of local revenue come from tourism sector. In 2011, Lampung Governance compose Tourism Development Master Plan (TDMP) to replace the 2002 TDMP. Composing Lampung TDMP wouldn’t give major impact on tourism development, particularly BLM’s natural tourism if Lampung Governance only gave responsibility to one of stakeholder. The aim of this research was to formulate mechanism of stakeholder’s relationship on natural tourism management in Bandar Lampung Municipality and It’s surrounding.

This research was done in Bandar Lampung Municipality on September until November 2011. Informant’s was determined by purposive sampling method. Data was collected through interview key informant, field observation, and document study. Key informants were determined through snowball sampling method. Stakeholder analysis, content analysis, and descriptive analysis were used in data analysis.

The research revealed that stakeholder which involved on natural tourism in BLM were Disbudpar Lampung, BKSDA Lampung, Disbudpar Bandar Lampung, Local Technical Implementation Unit Wan Abdul Rachman Green Forest Park, DKP Bandar Lampung, Bappeda Bandar Lampung, Watala, WWF, PT Bumi Kedaton, Wira Garden Company, Indonesia Crocodile Park Foundation, PT Sutan Duta Sejadi, Natural Friend Foundation, PT Alam Raya, Sukamenanti Employers, PHRI, ASITA, HPI, Tourism Awareness Group of Tirtosari Monkey Forest Park, and communities. The type of relationship between stakeholders was subordinate and independent, which cause the absent of relationship mechanism of several stakeholder with the others. The formulation of stakeholder relationship mechanism in natural management in BLM was prepared to change the subordinate and independent relationship into subordinate and dependent relationship. The change of relationship mechanism could be done within the consortium. Consortium was driven by Disbudpar Bandar Lampung in implementing which the joint program was composed based on descriptive analysis of stakeholder’s need. Joint program should be synchronized with TUPOKSI/role of institutional each stakeholder which produce stakeholder’s participation. After that it should be implemented the phases of organization, implementation, monitoring and evaluation.

Keywords : Mechanism, Relationship, Stakeholder, Natural Tourism, Bandar Lampung Municipality