STAKEHOLDERS ANALYSIS: MANAGING COASTAL POLICY IMPLEMENTATION IN REMBANG DISTRICT

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Abstract

Karimunjawa is one of archipelagoes in Indonesia, which is rich in natural resources. Although it has been a policy as a national park area, there are still severe environmental degradations. This study aims to analyze how sustainable development based on ecological, economic and social are implemented in Karimunjawa archipelago; and to analyze several alternative development policies in order to select the most appropriate policy that can be recommended to the government, considering that sustainability is maintained in Karimunjawa archipelago; also to make strategy for implementation. The method used to analyze policy alternatives is by Multi Criteria Decision Making (MCDM). This method is a kind of policy analysis techniques which accommodates a variety of criteria. In this study, the criteria used are ecological, economic, and social dimensions. SWOT analysis is used to obtain an implementation strategy.

The results showed that the development of the Karimunjawa archipelago when it is analyzed from the social and economic dimensions, it showed that the economic and social growth in Karimunjawa archipelago could be perceived by the public. In contrast, from ecological dimension, it is showed that the ecological condition is in severe environmental degradation. There are several potential alternative development policies to be developed in Karimunjawa, namely: the development of tourism, economic development efforts based on the potential of local

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communities, and traditional marine fisheries development. From the results of the MCDM analysis, it shows that the economic development efforts of communities based on local potential is in the top priority for development policies. SWOT analysis is obtained in the form of policy strategies for the empowerment of local communities for business development with mentoring and coaching.

1. Introduction

The state of coastal areas in Indonesia can be regarded as a paradox, that many coastal communities have rich natural resources but its people are poor. this happens because the formal institutions are not able to promote the management of natural resources effectively for the welfare of the people through their policy [1]. The role of government is necessary to create and implement an appropriate policy [2] [3] [4]. Noting the importance of coastal areas as the development resource and the nature of its vulnerability on the various development activities, it needs the right policy for coastal areas to regulate the utilization of existing resources in order to provide purposeful use, efficient use and enable it to achieve the goals of the development [5].

The Indonesian government has made a policy on the management of coastal areas, stipulated in Law No. 27 Year 2007 about Management of Coastal Area and Small Islands. However, regulation/policy must either be accompanied by good implementation efforts also [6] [7] [8] [21].

Rembang district is one of regencies in Central Java which has coastal and marine areas are quite spacious, with long beaches ± 65 Km. The potential of fishery products is very abundant, especially marine fisheries sector. However, capture fisheries production in recent years has decreased. This is due to the impact of damage to coral reefs and environmental degradation that occurs along the coastal in Rembang district . Eighty percent of coral reefs have been damaged in Rembang. As a result of damage to coral reefs was very severe, resulting in a difficult fish to breed Another problem is the reduction in mangrove area in Rembang [9].

Various development activities carried out in the coastal districts Rembangg, including industrial activities, residential, agriculture, aquaculture, fishing port, tourism, mining, power generation, and conservation of natural resources. Each of these activities may not necessarily mutually beneficial, even it can harm each other mutually. Thus, coastal areas in Rembang district beside to the "center of activity" can also be a "center of conflict or clash" between the interests of one sector to another. Hence the need for regulation by the Government for the benefit of coastal zone management in order to effectively management to achieve sustanable development.

Stakeholder analysis is a systematic method for obtaining and analyzing stakeholders (individuals, groups and organizations). in neat arrangement to identify key stakeholders and actors in a system, to assess the level of respective interest/concern, and to estimate the potential to influence policy implementation [10][11]. Considering the complexity of stakeholders in managing coastal areas policy, stakeholder analysis as presented is very helpful to promote the result of coastal management policies to be more effective.

Stakeholders are all parties whose interests are affected by the impact, both positive and negative, which is caused by a policy. Broadly speaking, stakeholders can be divided into three groups, namely: 1) main stakeholders, namely those who receive a positive or negative impact (beyond the willingness) of an activity. 2) Supporting stakeholders, those who mediate in helping the the process of implementing the activity. They can be classified as the funders, implementers, regulators, and advocacy organizations; such as governmental organizations, NGOs, and the private sectors. In some activities, supporting stakeholders can be key individual or group who has both formal and informal interests. 3) Key stakeholders, those whose strong or significant effect related to the problems, needs, and attention to the continuity of the activity [12].

Development of a model of the degree of participation of stakeholders at the local/regional government level. This participation model refers to two main points, namely the level and form of participation of certain stakeholders in the stage of public policy process. Various studies show that participation is related to the quality of a project [13], and later it is also found a connection between participation and the efficiency rate and also the