

*IDENTIFY THE MANAGEMENT LEVEL AND
DETERMINATION of MANAGEMENT ACTIVITY PRIORITY
in CONSERVATION EX-SITU AREA
(Case Study in Garden of Margaraya Tinjomoyo Semarang)*

By :
STEPHANUS HANNY REKYANTO
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ABSTRACT

Till in this time the functions of botanical garden and zoo in Indonesia as institute of conservation ex-situ not yet walked better. Being effort of institute development walk directional, regular, and consistent needed by appliance to measure the growth level institute. Priority stipulating needed to improve the usage efficiency of various resource in reaching its target. Garden of Margaraya Tinjomoyo as institute of conservation ex-situ not yet had the appliance to measure the management level, priority of management activity and also strategic choice alternatives.

This research aims are to identify the management level in Garden of Margaraya Tinjomoyo, determining priority of management activity, and also formulate the strategic choice alternatives. Method used by questionnaire (Matrix IDF of Zoo), by entangling key informant and the SWOT analysis (Matrix TOWS), with the focused. group discussion.

Result of research indicate that the management level in Garden of Margaraya Tinjomoyo reside in growth phase, with the index IDF equal to 2,00. Priorities of management activity which require to be done are maintain the performance 21 key components and improve the performance 27 key components. Strategic choice alternatives to more efficient and effective management are : (1) use the potency as tourism object, natural recreation, and environmental education to fulfill requirement of tourism and recreation place, (2) use the strategic local potency with the existence of governmental program in tourism area, (3) use the ticket price enter which cheap relative and entertainment amusement of supporter to net the visitor, (4) use the institute resource performance have the bases which strong enough to cooperate with the third party, (5) use the strategic local potency to ask the fund allocation of APBD II larger ones, (6) use the institute resource performance have the bases which strong enough to overcome the lack of support from related institution, (7) use the potency as tourism object, natural recreation, and environmental education and also the only one zoo residing in Central Java north side to overcome downhill the visitor growth, (8) improving promotion and publication to net the more society requiring of tourism and recreation place, (9) improving performance of institute resource which not yet owned the bases which strong enough with the existence of governmental program in tourism area, (10) overcoming the condition of labile land and gristle slide, the less animal collection, and the less natty settlement of plant collection cooperated with the third party, (11) improving performance of institute resource which not yet owned the bases which strong enough to utilize to ask the fund allocation of APBD II larger ones, (12) improving performance of institute resource which not yet owned the bases which strong enough to utilize to overcome the lack of support from related institution, (13) improving promotion and publication to net the more visitor to overcome downhill the visitor growth.

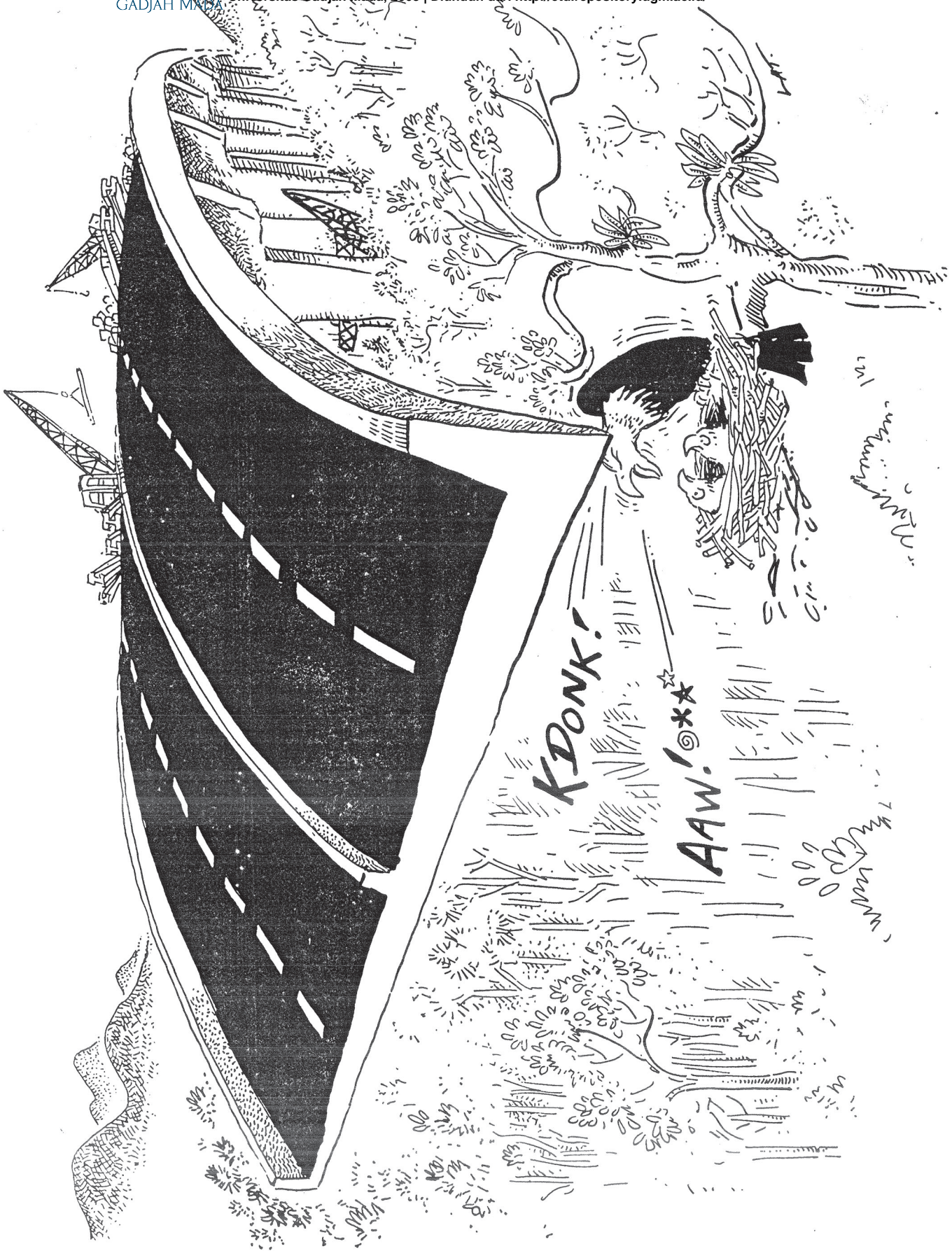


IDENTIFIKASI TINGKAT PENGELOLAAN DAN PENENTUAN PRIORITAS KEGIATAN PENGELOLAAN KAWASAN KONSERVASI

EX-SITU (Studi Kasus di Taman Margareta Tinjomoyo Semarang)

STEPHANUS HANNY REKYANTO, Ir. Lies Rahayu W.F.,M.P. ; Sena Adi Subrata, S.Hut.

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