

ABSTRACT

This study aims to: 1). explore existing resources in Karimunjawa, 2). Explore the externalities of tourism activities that impact Karimunjawa. 3) Explore tourism potential in Panjang Island; 4). Design a resolution to make Panjang Island one of the tourism choices for the community to create a movement; 5). Designing Panjang island governance towards sustainable tourism so that it can become an alternative tourism for Karimunjawa. This research uses a mixed method with primary data and secondary data. The samples in this study were taken by semi-structured interview method and documentation studies consisting of tourists and stakeholders. The scenario design contains an increase in the selling value of Panjang island with a hypothetical market design using an approach contingent valuation method. The role of stakeholders in interests related to sustainability goals is analyzed with MACTOR. The results of this quantitative approach are then strengthened by qualitative analysis through in-depth interviews with informants consisting of A-B-G-C (Academics – Business – Government – Society) and analysis using ATLAS.ti. The final result of this study is in the form of movement strategy recommendations through efforts to increase the selling value of Panjang island as alternative tourism to reduce the burden in Karimunjawa. Based on the analysis, it can be concluded that Karimunjawa tourism causes socioeconomic and environmental impacts for Karimunjawa, which is explored using photovoice, equipped with portraits of coral reef conditions at tourist points using GIS. Based on the analysis, it can be concluded that Karimunjawa tourism causes socioeconomic and environmental impacts for Karimunjawa, which is explored using photovoice, equipped with portraits of coral reef conditions at tourist points through GIS. On the demand side, it shows the higher number of tourist visits to Panjang island tourist destinations before the Covid-19 pandemic, which shows good prospects for Panjang island demand as a tourist destination; the CVM value available to be paid by tourists is 3.85 USD for domestic tourist and 7,70 USD for foreign tourist, the results of stakeholder analysis involving 14 actors and six objectives are grouped from actors involved into four roles: 1). create and define policies; 2). as a party that implements programs for the achievement of objectives; 3) as a supporting party for the program and implementation of activities; and 4) as the end user of the program by remaining open to tourism activities, tourism movement in Karimunjawa through the sustainability of Panjang island by looking at the condition of Panjang island tourism (supply side) and the number of tourist visits, their Intention to revisit, and the Intention of Karimunjawa tourists to go to Panjang island (demand side) by involving stakeholders in their respective roles. The strategy suggested by stakeholders is to increase the selling value of Panjang island with its sustainable development to create attractive tourism to encourage tourism movement from Karimunjawa to Panjang island