ABSTRACT

Fishing activities do not use environmentally friendly tools that cause damage to the ecological quality of the core zone with a marked decrease in coral cover and coral fragments. this situation can occur due to ignorance of the community as users of the Karang Jeruk KKP who are constantly using tools that are not environmentally friendly. This certainly threatens the sustainability of the Karang Jeruk watershed conservation area. The objectives of this study are to: (1) Determine Zoning, Capture fisheries production and capture gear in Karang Jeruk MPA (2) Analyze the level of willingness to pay the PAPs of the community in order to manage the sustainability of the Karang Jeruk MPA (3) Develop a hypothetical market design in the sustainability management strategy Karang Jeruk MPA (4) The best scenario model and invites fishermen in the management of the Karang Jeruk MPA sustainability.

This research uses a mixed method method by combining qualitative analysis and quantitative analysis. Quantitative analysis to determine the amount of public and stakeholder willingness to pay in rupiah uses the Contingent Valuation Method, while the qualitative analysis is to determine the best solution for managing the sustainability of the Karang Jeruk watershed conservation area.

The results of this study are based on a literature review analysis, for the analysis of willingness to pay of the fishing community related to being willing to pay contributions for the management of the sustainability of the Karang Jeruk watershed conservation area at an average of Rp34,500.00 per year and has a total WTP value for the population of Rp. 85,422,000.00 in one year. Then the results of qualitative analysis using ATLAS software 7.0 can be concluded that there is a sustainability management strategy that is regular guidance and socialization of fishermen, collaborative supervision involving fishermen in it, there is a synergy of cooperation between the Tegal district government with the provincial government, and firm action for those who breaking up.

Keywords: Sustainability Management, WTP, CVM, Karang Jeruk Conservation Area, Tegal Regency, Central Java.