

## **ABSTRACT**

*Karimunjawa Islands Region has a Marine National Park with an area of 4,694,947.55 (ha). With a high tourist attraction, the Karimunjawa Islands Region is a favorite place for foreign and local tourists. With a high level of tourists making damage to ecosystems, especially coral reefs.*

*This study aims to determine the condition of coral reef ecosystems and the management of coral reef ecosystems, analyze the benefits of coral reef ecosystems, design proposals for alternative ecosystem management and analyze the impact of damage to coral reef ecosystems in the Karimunjawa Islands Region.*

*This study uses the Mixed Method method, a combination of Qualitative Analysis and Quantitative Analysis approaches, an approach is applied to determine the amount of willingness to pay the community with stakeholders using the Contingent Valuation Method method and determine the best solutions and benefits that can be applied to coral reef conservation in the Karimunjawa Islands Region.*

*The results of the study based on the ecological conditions of coral reefs in the Karimunjawa Islands Region are seen from hard coral cover experiencing a category of coral reefs with low conditions. With Willingness To Pay Analysis and Willingness To Accept Analysis of the community and related stakeholders willing to pay contributions for conservation and safeguarding protection zones, especially coral reefs in the Karimunjawa Islands Region, an average of Rp. 48,000.00 per year. This research suggests that the best solution that the government needs to do is collaborate with the community to carry out joint supervision and act more decisively to reduce violations.*

*Keywords: Willingness To Pay, Willingness To Accept, Coral Reefs, Karimunjawa, Jepara, Indonesia*