

Management Policies of Mangkang Wildlife Park in Semarang, Central Java

Tri Yuniningsih

Public Administration Doctoral Program, Faculty of Social and Political Science
Diponegoro University
Semarang, Indonesia
(Office Email:prodidap@gmail.com)

Abstract—The policy is made bases on Local Regulation number 3 in 2010 on tourism. An interesting phenomenon is policies management related to Mangkang wildlife parks whose haven't been optimal in the implementation, especially in order to improve tourism attraction in Semarang city. The study aimed to describe and analyze the tourism policy management and giving recommendations to policy makers. The goal of the policy tourist management is able to increase original income and developing tourism sector accordance with Tourism Office vision and mission. The three major problems faced are clan is a matter of hardware, software, and human perpetrator. This research uses qualitative descriptive approach. Data collection is done by interview. The technique of informant determination is purposive. The data presented with narrative technique and analyzed with taxonomy techniques. Input for future policies namely an increasing cooperation with third parties, repair facilities and infrastructure and changing UPTD into other form.

Keywords—Implementation; Local Regulation; Mangkang Wildlife Park; Policy Management

I. INTRODUCTION

Implementing technical area known as UPTD of wildlife parks area regulations are formed bases on the Mayor of Semarang Number 68 in 2008 about the Organization and the work implementation technical service of the wildlife parks in Semarang city. They have function of carrying out the most technical operational activities of Department of culture and tourism in this management area and providing service objects at Mangkang Wildlife Park, and a policy that made as guidelines is Local Regulation number 3 of 2010 on tourism. An interesting phenomenon is researched for management policies relates to Mangkang wildlife parks that has not been optimal in the implementation, especially in order to improve tourism attraction in Semarang city. These symptoms can be seen from the lack an existing collection, infrastructure parks that are less worthy. cage and infrastructure lacking, and the lack of hygiene in Mangkang, Wildlife Park area, Therefore in order to overcome existing problems required a policy management sights capable of advancing the Mangkang Wildlife Park that later is better in management so that policy objectives can be achieved.. Base on existing problems in the field, this is the underlying research is done. This study aimed to describe and analyze about policy management of Semarang city tourism focuses on Mangkang Wildlife Park located in

Central Java province and give recommendations to policy makers.

Public policy, James Anderson, in Bambang Sunggono (1994:22) states: "Public Policies those policies developed by governmental bodies and officials." (The policies developed by the agencies and Government officials). Public policy objectives are: Maintaining public order (as stabilizer), advance the development of society in things variety (the State as stimulator), combining activities range (as Coordinator), pointing and divide the material and non-material things (the State as a distributor). From the above reasoning, it is clear that a central goal of public policy is a public interest (Bambang Sunggono, 1994: 12). While the public policy nature in the form of positive public policy, base on legislation and authoritative nature. The policy nature can be specified into five categories namely: requirements policy (policy demands), decision-policy making (policy decisions), policy statements (policy statements), results (outputs), policy and its impacts (outcomes).

The policy management of the tourism places Mangkang wildlife parks aimed is able to increase original revenue and developing tourism sector accordance with the Tourism Office vision and mission in Semarang city. This research results can be known that Mangkang wildlife park management policies relates to financial Income for wildlife parks other than from admission sale also from another source, like the photos contribution, box shower, and lease of land used for food stalls and kiosks. The three major problems faced by the Park Manager of Mangkang Wildlife Clan is a matter of hardware, software, and human perpetrator. Hardware includes: physical infrastructure and facilities, the trash, the gardens arrangement, the species diversity and the game type, lighting, and access roads. Software included: Dissemination and promotion, the Government budgets, duplication of work, Job, employee management of Mangkang, wildlife parks income has not yet reached the target, security, convenience, and cooperation with third parties. While the human perpetrators are consist of personal ability, human resource quantity, employee performance, security officers, and public participation/visitors. Bases on the General conditions, existing social analysis and evaluation to the Zoo Manager Mangkang Wildlife Park, there are several actionable management policies in order to optimize it. As a children's recreation, conservation and

education, then it is still very need developed primarily of thrill rides and attractions, play as a conservation Park need the additional animal collection. As the children's education needs to be a touch technology and educational demonstrations, namely with the tools addition and the land expansion if possible. To perform the necessary development land re arrangement, organization forms and the provider management and take considerable funds or co-operation enhancement with third parties.

To draw up policy ahead of this research result can be done by combining and modifying the Mangkang wildlife park management policies. The necessity efforts to create or revise existing policy by entering or further enhance collaboration with third parties, repair infrastructure and if it is possible to change the implementing technical area form to another form. In order for recommended policy input this can run either in its implementation, necessary steps/action to the next. Action steps that can be taken are: first, local governments need to convey the problems occurred to the House of Representative of this Policy area would be advantageous for the Government and society in Semarang city. Second, the Government is addressing the need to Semarang with positivity and good will to open up opportunities cooperation with third parties/private in order management Mangkang wildlife park attractions. Third, the City Government has to carry out coordination and synchronization with all relevant agencies and stake holder at midwife tourism in order to tourism development sector. Fourth, given the layout Semarang city strategically as capital city, the Government need to coordinate and approach to the County Government about the forum formation for cooperation sake between Regions (long distance networking), and thus creating partnership of tourism sector in Central Java.

II. THEORETICAL FRAMEWORK AND METHOD

This research uses qualitative descriptive method. It focuses on policy management of Mangkang wildlife parks in Semarang city, central java province, the primary data is gotten and the main informant is implementing technique area tourism head (manager), street vendors around this park and visitors. While secondary data is gotten bases on literature, electronic media, and other source that can be made as information source. The data collection is done by interviewing. The technique of informant deciding is purposive, functional for manager and accidental functional for visitors. The data is presented with narrative technique and analized with taksonomi technique.

III. CONCLUSION

Bases on the research result, it can be concluded that tourism policy management of Mangkang Wildlife parks as long as doesn't reaching the goal optimally. This problem appears on this place can be categorized into three components namely: *hardware*, *software* and *brain ware*. The suggestion for the next policy is advantaging cooperation with three parties or private, facility and infrastructure repairing, and changing implementation technical area into other form.

REFERENCES

- [1] Anderson, James E, 2006, *Public Policy Making: An Introduction*, Boston: Houghton Muffin Company.
- [2] Dunn, William N. 2000. *Analisis Kebijakan Publik*. Edisi Kedua. Yogyakarta: Terjemahan Samodra Wibawa, dkk. Gajah Mada University Press.
- [3] Hadi, Sutrisno, 1986, *Metodologi Riset*, Penerbit Universitas Gadjah Mada, Yogyakarta.
- [4] Moleong, Lexy, 2007, *Metodologi Penelitian Kualitatif*, Remaja Rosdakarya, Bandung.
- [5] Nugroho, Riant, 2008, *Public Policy : Teori Kebijakan, Analisis Kebijakan dan Proses Kebijakan*, Penerbit PT Elex Media Komputindo, Jakarta.
- [6] Peraturan Walikota Semarang Nomor 68 Tahun 2008 tentang Organisasi dan Tata Kerja Unit Pelaksana Teknis Dinas Taman Margasatwa Kota Semarang.
- [7] Perda Kota Semarang Nomor 3 Tahun 2010 tentang Kepariwisataaan
- [8] Smith, Kevin B. and Christopher W. Larimer, 2009, *The Public Policy Theory Primer*, Boulder: Westview Press.
- [9] Sunggono, Bambang. 1994, *Hukum dan Kebijakan Publik*. Jakarta: Sonar Grafika.
- [10] Subarsono, 2005, *Analisis Kebijakan Publik Konsep, Teori dan Aplikasi*, Penerbit Pustaka pelajar, Yogyakarta.
- [11] Sugiyono, 2004, *Metode Penelitian Administrasi*, Penerbit Alfabetha Bandung.
- [12] Thohir, Mudjahirin, 2013, *Metodologi Penelitian Sosial Budaya Berdasarkan Pendekatan Kualitatif*, Fasindo Press, Semarang.
- [13] Van, Meter, D. And Van Horn, C. 1975. "The policy Implementation Process: A Conceptual Framework" dalam *Administration and Society*, 6, 445-448
- [14] Winarno, Budi. 2002. *Kebijakan Publik: Teori dan Proses*. Penerbit Media Pressindo. Jogjakarta.