

Implementation Analysis of Bromo Ekowisata Development Policy In Ngadas Village

Setyo Utomo ¹, Hary Yuswadi ², Syamsul Maarif ², Sasongko ²,

1). Doctoral Program Faculty of Social and Political Sciences Jember University

2). Lecturer at the Faculty of Social and Political Sciences of Jember University

Corresponding author: Setyo Utomo

ABSTRACT: *This Study The purpose of this study is to know the implementation of Bromo ecotourism management policy in Ngadas Village. The method used in this study is a qualitative method of study. The type of study used in this study is a descriptive study type. Based on the result of the study, it is concluded that the implementation of Bromo ecotourism management policy in Ngadas Village is still not effective or optimal. This happens because in the implementation of Bromo ecotourism management policy in Ngadas Village based on SWOT analysis which is juxtaposed with the policy implementation theory proposed by Grindle (1997), it seems more dominant weakness and threat aspect, when compared with the strength and opportunity, so the potential to realize the management effective ecotourism, capable of contributing optimally to the state and affecting the welfare of the Ngadas community still takes time, by minimizing the existing weaknesses and threats and mengkapitaliasinya into strengths and opportunities or opportunities in the effective management of ecotourism Bromo forward.*

KEYWORDS: *Analisis, Policy Implementation and Ecotourism*

Date of Submission: 25-08-2018

Date of acceptance:08-09-2018

I. PRELIMINARY

As a National Park based on Decree of the Minister of Forestry no. SK.178 / Menhut-II / 1997 On Determination of Bromo Tengger Semeru National Park. TNBTS has an area of 50,276.50 Ha which is administratively located in four districts of Pasuruan, Probolinggo, Lumajang and Malang. As a conservation area within the protection function, TNBTS is an upstream of Brantas watershed and Sampean watershed which is a source of water for the people of East Java in general. In addition to its rich flora and fauna, TNBTS has a diverse natural beauty of savannah, natural forests, lakes, caldera, sea of sand and Mahameru peak which is the highest peak of volcano in Java Island with an altitude of 3,676 MDPL. As a conservation area of culture and religion, the conservation area of TNBTS is a sacred area for Tengger people who are predominantly Hindus. It is believed that Pura Agung Poten located in the middle of the sea of sand is the center of Tengger Hindu worship, beside Pura Padanyangan Rondo Kuning and Pura Ngadas which is also located inside TNBTS area. Inside the park TNBTS also found also Inscription Arcopodo and Inscription Ranukumbolo on the slopes of Mount Semeru as evidence that Mount Semeru is a mountain that is believed to Hindu society as a place of divine worship.

With the diversity of the park, especially in the area of Mount Bromo which is famous as a region or tourist attractions, because of the beauty and beauty of the Tengger mountain landscape, it is no wonder that this area is called by the circles as the third most beautiful place in the world, after Hallstatt, Austria and Wengen, Switzerland. Therefore, Mount Bromo as a region which is very famous for its natural beauty, the Bromo Tengger Semeru National Park Office (BBTNBTS) as the manager of the area has developed its utilization function by making the area of Mount Bromo as a natural tourist area. Determination of tourist areas on Mount Bromo because there is a trend of visits that continue to increase significantly from time to time. The increasing trend of tourist visits to the area of Mount Bromo and the growing trend of nature-based tourism support is an extraordinary gift that should be developed to improve the welfare and economy of the people around the area of Mount Bromo.

However, in reference to the normative regulation of natural tourism development, it must be done with due regard to the balance of the functions of the protection of biological natural resources and their ecosystems, the preservation of biodiversity and the sustainable use of the area and the opinion of Frederrickson (2003) that public policies created by administrators should be able to articulate the will of pulic broadly and impact on the public good. Therefore, the development of tourism in the area TNBTS demanded a balance between maintaining the ecosystem and responding to the demands of the tourism community and the community around the tourist area. One conception to accommodate these three kepentingan is the application of the concept of

tourism dimension of ecotourism. Ecotourism is a tourism activity that pays great attention to the sustainability of nature and tourism resources. Therefore, the development of tourism conducted by BBTNBTS should be able to articulate aspects of environmental conservation and improve the welfare of local residents.

Furthermore, in the opinion of the World Wide Fund for Nature (WWF) in 2009 stated that there are several key aspects in ecotourism that must be considered, namely: 1). The number of visitors is limited or arranged to suit the environmental and socio-cultural carrying capacity of the community. 2). Eco-friendly tourist pattern (conservation value). 3) Patterns of cultural-friendly and local custom (the value of education and tourism). 4). Directly assist the economy of local communities (economic value), and 5). The initial capital required for infrastructure is not large (value of community participation and economy).

Based on the natural condition and the readiness of the community and the conception of ecotourism development above, TNBTS develops a policy on ecotourism development aimed at community based ecotourism development. Where community-based ecotourism development is the development of tourism that focuses on the active role of the people who are gathered in, the active role of the community in the planning, implementation, and evaluation of tourism implementation. Therefore, the community's knowledge of nature, cultural importance as well as potential and selling value as well as appeal in the development of community-based ecotourism (community based ecotourism). In community-based ecotourism development will have an impact on the creation of new employment opportunities for local communities, to support their welfare through tourism services, both as a guide, local transportation, the opening of home stay and also the provision of restaurant services and hawkers selling tourist needs or souvenirs.

To realize community based ecotourism development in TNBTS requires the existence of normative framework, namely integration or synergy between sectors, especially the Central Government through the Ministry of Environment and Forestry which has the authority of regional management and the Ministry of Tourism and Creative Economy and Local Government either Province and Regency that regulate and have authority over masyarakat residing in the area around. community based ecotourism development also requires the active involvement of stakeholders in tourism activities that emphasize the conservation of nature and culture.

TNBTS 'policy-driven commitment to implement governance based on harmonization and partnership in equity towards ecologically-sustainable eco-tourism development is one of the keys to success. However, to realize this is not easy, many interests and sectoral ego in government institutions (TNBTS, District Government, especially Government of Malang Regency and Perhutani) and private ego to the stakeholders and communities around the National Park, so until now development effort community based ecotourism (community based ecotourism) in the implementation of policy is still not optimal.

The indicator of the not yet optimal implementation of community-based ecotourism development is the existence of a research gap related to ecotourism management, namely the problems in the management of forest resources that are still not fully handled optimally by the managers of TNBTS, for example: and access in violation of zoning provisions, logging of trees protected by TNBTS, poaching of wildlife around protected parks and their habitat, scarce and deliberate forest fires to expand land access, theft of firewood by the community, medicinal plants protected by communities and other parties for profit, sand for building materials in the sandy oceans of Mount Bromo, the opening of warungs around the conservation area and not paying attention to environmental hygiene by illegal street vendors (PKL) in the area, illegal buildings within the area for repeaters and other forest products. In fact, there has been a physical contact conflict between TNBTS officers and the community of the buffer village (enclave) of Ngadas Village, Poncokusumo Sub-district, Malang Regency, which resulted in the destruction of operational vehicles of TNBTS, which have been used for the security of the area by Ngadas Village. The problem is directly disadvantageous to State assets and natural resources within the area of TNBTS, the performance of nature conservation is still not optimal by the management (TNBTS).

Based on the above framework, the authors take the title "**Implementation of Bromo Ecotourism**

Management Policy in Ngadas Village".

1.2 Formulation of the Study

Based on the above background, then the problem formulation in this study is how the implementation of ecotourism management policy Bromo in Ngadas Village ?.

1.3 Purpose of the Study

The purpose of this study is to know the implementation of ecotourism management policy of Bromo in Ngadas Village.

1.4 Conceptual Framework

A. National Parks

National Parks are natural areas on land or oceans designated to: (1) protect one or more ecological integrity for the benefit of present and future generations, (2) prohibit exploitation and occupation contrary to the purpose of its appointment; (3) provide a basis for spiritual development, science, education, recreation, and opportunities for ecologically friendly and cultural visitors (PPA-MFA Committee of WWF-Indonesia Foundation 2006). In Law No. 5/1990 on "Biodiversity Conservation and Ecosystems" it is stated that the national park is a "natural conservation area that has native ecosystem, managed by zoning system and utilized for research, science, education, cultivation, tourism and recreation". This definition is in line with IUCN (1980, 1985) which defines a national park as a large area where: (1) One or more ecosystems are not changed by exploitation or land ownership activities; species of flora and fauna, geomorphological conditions and habitat conditions have scientific value, education and recreational value or which have a high natural landscape value with high beauty; (2) the Government sees the need and gives attention to prevent exploitation or land grabbing and seeks effective efforts to defend ecological, geomorphology or its natural beauty, and (3) Visitors are allowed to enter under certain conditions for the purpose of gaining inspiration, education, culture and recreation.

Judging from the two definitions above, then some management activities are possible to do in the national park. Therefore, caution is required because some activities have exploitative opportunities such as tourism and cultivation activities, although it must be done in a limited manner. These activities certainly provide further influence from the economic and ecological side in various aspects. Management activities should thoroughly consider the ecological role and potential of the park in other words should be kept in conformity between the protection objectives and their utilization options.

B. Public Policy and Its Implementation

In Dunn's opinion (2003) public policy is a set of concepts and principles that guide and ground plan in the execution of a job, leadership, and way of acting. This term can be applied to governments, organizations and private sector groups, as well as individuals. Policies are different from rules and laws. If the law can enforce or prohibit a behavior (eg a law requiring payment of income tax), the policy becomes the only course of action that is most likely to obtain the desired result. Policy or policy review may also refer to the process of making important organizational decisions, including identification of alternatives such as program priorities or expenditures, and their selection based on their impact. Policies can also be interpreted as political, management, financial, or administrative mechanisms to achieve an explicit objective.

According to Jones (1999) policy (policy term) is used in everyday practice but used to replace activities or decisions are very different. This term is often interchangeable with goals, programs, decisions, standards, proposals, and grand design. In general, the term policy or "policy" is used to designate an actor's behavior (eg an official, a group, or a government agency) or a number of actors in a particular field of activity. The notion of such a policy is usable and relatively sufficient for the purposes of ordinary conversations, but becomes inadequate for more scientific and systematic discussions concerning public policy analysis, therefore, we need more appropriate public policy constraints or concepts.

Policy is an instrument of government, not only in the sense of government, in the sense that it concerns only the state apparatus, but also the governance which touches on various institutional, private, business and civil society forms. Policies are essentially decisions or action options that directly govern the management and distribution of natural, financial and human resources in the public interest of the masses, the population, the public or the citizens. Policies are the result of synergy, compromise or even competition between ideas, theories, ideologies, and interests that represent the political system of a country.

Further related after the policy is made, the policy is implemented or implemented. Implementation of policies in the opinion of Grindle (1997), there are three point of view of the implementation process as follows. First, policy initiators or policy makers (the center). The focus of policy implementation will include efforts by officials or institutions at the central level to obtain compliance from lower level or regional institutions or officials in an effort to provide services or to change the behavior of the community / the target group of the program concerned.

Second, the executing officials in the field (the periphery). The focus of policy implementation is on the actions or behaviors of officials and agencies in the field in their efforts to cope with disturbances occurring in their work areas caused by the efforts of other officials outside their agencies for the success of a new policy.

Third, individual actors outside government agencies to whom the program is aimed are the target group. That is, the extent to which policies implemented can have a long-term positive impact on improving the quality of life, altering people's lifestyles and income. At the bottom and end of each policy implementation must work effectively so that policy recipients can feel the real impact of the existence of a policy.

1.5 Type of Study

The type of study used in this study is a descriptive study type that is to provide an overview or explanation of the extent to which the implementation of ecotourism management policy in the village of Ngadas Bromo. The informants in this study, among others:

1. Head of Bromo Tengger Semeru National Park
2. Government of Malang Regency
3. Head of Ngadas Village
4. Religious leaders of Ngadas Village
5. Community leaders Ngadas Village
6. Non-Governmental Organization
7. Academics
8. Environmental activist.

1.6 Results of Study and Discussion

A. Policy Implementation Analysis Through SWOT Method

Analysis of the implementation of ecotourism management policy in Ngadas Village, Poncokusumo Sub-district, Malang Regency can use Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis. SWOT analysis scans internal and external environmental conditions that can be a factor that facilitates or complicates the achievement of the objectives of ecotourism management policy implementation.

SWOT analysis approach used is an approach based on strengths, weaknesses, opportunities and threats in Bromo region after the author menalakukan data processing both primary data (interview) and secondary data documentation relevant to the needs of the study and in-depth observation of the growing phenomenon of policy implementation ecotourism management in Ngadas Village. Furthermore, in this SWOT analysis performed the stages of analysis include: Stages of identification and assessment of internal conditions and external factors, SWOT element linkage analysis which then proceeded to the determination of development strategies. Below is described an analysis of the implementation of ecotourism management policy based on supporting and inhibiting factors.

A.1 Strength

Strength factors include assets or factors owned by Bromo, Tengger, Semeru that can facilitate the achievement of the implementation objectives of ecotourism management. Strengths here can be positive values or strengths of natural resources, human resources, infrastructure, socio-economic-political systems and the image of the region. The following are the strengths of the implementation of ecotourism management policy: Firstly, there are some regulations that have been issued by the government that regulate the management of ecotourism can be directed and optimal to improve management and avoid environmental damage, among others: Law No. 32 of 2009 on Environmental Protection and Management, Minister of Home Affairs Regulation No. 33 of 2009 on Guidelines for Ecotourism Development in the Region.

Secondly, based on observations and reading results on the literature on national parks, it seems that Mount Bromo in general is the only conservation area in Indonesia that has the uniqueness of a sea of sand. Third, in addition to the uniqueness of nature, Bromo also save other exoticism, namely local wisdom and traditional arts of the Tengger tribe which is another tourist attraction in Bromo.

Fourth, the existence of various activities that can be done in the area of Mount Bromo. The characteristics of mountain and mountain tourism are different and become a plus for the region. Mount Bromo with a sea of sand and its activity. Fifth, in general there is a cooperative relationship that has been going on (relatively) both between the Bromo-Tengger-Semeru National Park and the stakeholders and the Ngadas Village community. Cooperation has been done is an advantage for the region. Sixth, community training was held on ecotourism by TNBTS in Ngadas Village. The goal is to empower Ngadas community.

A.2 Weakness

Identification of weakness factors include internal conditions or characteristics that may be constraints or obstacles in the effort to implement ecotourism management. The following are the weaknesses of Bromo, Tengger, Semeru: First, the management of cleanliness in the ecotourism area in Ngadas Village is not yet optimal, there is still a lot of garbage around the area and the local culture that Tengger people live on. Second, Bromo Tengger Semeru National Park still requires Human Resources (HR) for the management of the area. The number of human resources who meet the criteria does not match the existing needs.

Third, the application of limiting the number of visitors. Every day a lot of tourists who visit the area of Bromo. Fourth Restrictions, lack of signboards and bins around the area, especially those in Ngadas Village, Poncokusumo Sub-district, Malang Regency. It needs some point to indicate the garbage dump that has been

provided. Limitations of signboard (signboards) in Ngadas area to Bromo, because so far Ngadas area is still an "illegal" area to get to Bromo.

Fifth, access to the region is still not adequate. The lack of quality of connecting roads and existing modes of transportation has not supported regional optimization. Due to the area in Ngadas village is still a jungle zone, which is not allowed for tourist areas or the general public. Sixth, Ngadas Village prone to earthquake events and prone to the occurrence of volcanic eruptions. Seventh, frequent conflict between the TNBTS and Ngadas villagers, resulting in distrust between the Ngadas Village Community and TNBTS. There has even been a physical contact conflict between TNBTS officers and the community of the buffer village (enclave) of Ngadas Village.

Eighth, the lack of public involvement in the implementation of ecotourism management policy in Ngadas Village so far, even if the public is active in the management of ecotourism it is not in line or synergistic with the hope and the public will have TNBTS.

A.3 Opportunity

Opportunity factor is the object or external conditions facilitate or facilitate the region to achieve the planning objectives: First, the conservation efforts undertaken in cooperation with the surrounding community. Secondly, based on Government Regulation No. 50 of 2011 on the National Tourism Development Master Plan 2010-2015, Bromo Tengger Semeru is included in the National Tourism Strategic Area where Bromo Tengger Semeru has the main function of tourism or has potential for national tourism development that has an important influence in one or more aspects, such as economic, social and cultural growth, the empowerment of natural resources, the carrying capacity of the environment, and defense and security.

Third, the management of ecotourism in the village is more directed to achieve the optimization of regional functions. The function of the area that has been set is the function as conservation. Further related to this is in harmony with the park's conception as an important component of ecotourism development, conservation area management, and national and international biodiversity conservation efforts (Rothberg, 1999). Fourth, there is a tourism business community formed by the community and there are in each region, especially Ngadas Village. Local community communities play an important role not only in terms of promotion, but in tourism broadly. The local community community with their local wisdom is an important asset that is usually the center of tourist attraction of a region to be promoted.

Fifth, the existence of job opportunities and business for the community to reduce the unemployment rate. Given the various opportunities that exist, establishing a business is an opportunity for community development in an area of ecotourism area. Sixth, the opening of investment opportunities for tourism business investors. Investors began to enter many areas in Bromo, Tengger, Semeru, especially in Ngadas Village, Poncokusumo Sub-district, Malang Regency which actually have better access if opened, compared to Ngadisari Village (Probolinggo District) and Wonokitri Village (Pasuruan Regency).

A.4 Threat (Ancaman)

The threat factor is a trend and development outside the region that can complicate the achievement of ecotourism management implementation. Here are the threats that exist in the area of Tengger Semeru Bromo, especially in Ngadas Village, Poncokusumo Sub District, Malang Regency: Firstly, the policy of ecotourism implementation is not in accordance with the nature of tourist visit. Almost all tourists do not understand and do not care about the policies related to tourism and conservation. Second, over carrying capacity often occurs at some point because of the nature of visitors who come suddenly. The large number of uncontrolled visitors can make any activity not optimal. Third, the lack of understanding of tourists and the public about the zoning system and the prohibition and cleanliness of the region. Fourth, the lack of awareness of tourism business actors will be the cleanliness of the environment. Businesspeople pay less attention to tourism. Fifth, frequent conflict between people Ngadas with the management of ecotourism Bromo because they feel unfairly treated. Therefore, the potential for conflict should be anticipated and minimized so as not to harm all parties, especially the people of Ngadas Village.

Based on the SWOT analysis on the implementation of Bromo ecotourism management policy in Ngadas Village still needs time to be optimal, because the potential weaknesses and threats in the implementation of ecotourism management policy during this time is still quite dominant, if compared with the strength and opportunities available. Therefore, hence *pengenaha* of the implementation process of ecotourism management policy in Mount Bromo, especially in Ngadas village becomes important in optimizing. The results of the authors' analysis of the next author measure through a blade analysis of public policy implementation theory proposed by Grindle. In Grindle's (1997) opinion, the success of a policy is influenced by two major aspects, namely the content of policy and the context of implementation.

The content of policy aspect includes: 1) the extent to which the interests of the target group are contained in the content of the policy; 2) the type of benefits received by the target group; 3) the extent of the

desired changes from a policy; 4) whether the location of a program is correct. While the aspects of the implementation environment (context of implementation) include: 1) how much power, interests, and strategies owned by the actors involved in policy implementation; 2) the characteristics of the institutions and regimes in power; 3) the compliance and responsiveness of the target group.

Both aspects of Grindle (1997) are related to the research findings, the content of policy content is less dominant than the context of implementation. Where based on SWOT analysis and dialogue between roles in the 4 (four) charts above, it appears that the interests of the target group (community) and the appropriateness of a policy implementation as a substance of the content of policy are still often ignored and neglected. Because the implementation of ecotourism management policy is sometimes only oriented to top down interests (central government), when compared with the public interest in the level of operational (bottom up), so it is true if the implementation of ecotourism management policy in Mount Bromo, especially in the Village Ngadas Poncokusumo Malang until now still not optimal and tend to happen dynamics that lead to conflict between government and society.

Based on these findings, a novelty can be drawn up to the theory put forward by Grindle (in Nugroho, 2006: 132), as follows: "Success in policy implementation is the ability to pay attention to all aspects of policy support, whether the content of the policy (content of policy) which also includes aspects of the policy environment (local wisdom) and the implementation environment (context of implementation). Local wisdom in the context of a still paternalistic society is important, because sometimes formalistic administrative environments are often invincible with strong cultural forces. "

Furthermore, in order to optimize the implementation of ecotourism management policy, the authors arrange it in the eco-tourism management model recommendations as follows:

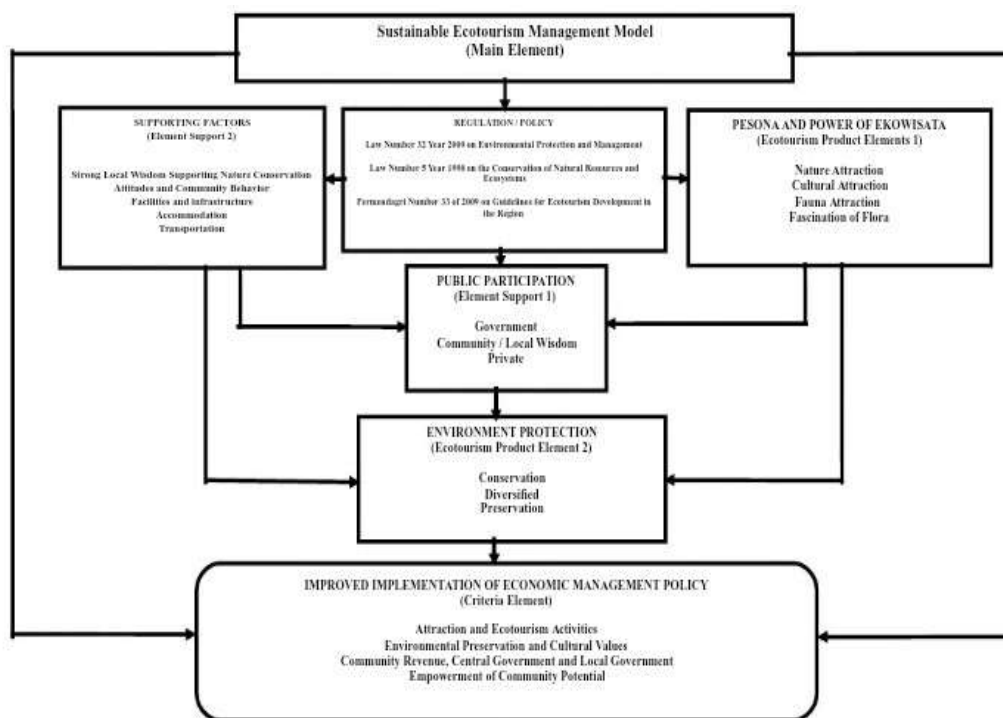


Figure 1 Recommendation of Ecotourism Management Model

In Figure 1 the recommendation of eco-tourism management policy implementation model in Ngadas Village is expected to be applied as a policy for sustainable ecotourism management not only in Bromo (Ngadas), but in all regions in Indonesia, especially in the main ecotourism destinations. Because the model recommendation that the authors arrange based on the existing regulations are: Law (Law) No 32 of 2009 on the Protection and Management of the Environment, Law no. 5 of 1990 on the Conservation of Natural Resources and Ecosystem, Regulation of the Minister of Home Affairs (Permendagri) No. 33 of 2009 on Guidelines for Ecotourism Development in the Region. Sustainable ecotourism development model aims to improve the welfare of the community, by meeting the needs and aspirations of the community.

Development of sustainable ecotourism on hekekatnya aimed to find the equitable distribution of welfare between generations in the present and future. According to the Ministry of the Environment (1990) the development of sustainable eco-tourism (which is essentially more empowering and economic oriented), which

can be measured in terms of sustainability development and based on three criteria: 1). There is no waste of the use of natural resources or depletion of natural resources. 2). No pollution and other environmental impacts. 3). Activities should be able to increase the useable resources or replaceable resource.

Based on the above macro conceptual framework, in the recommendation of the implementation model of ecotourism management policy in Ngadas Village will further be arranged based on the classification of 4 (four) Elements namely: First, make the issue of sustainable development as the vision and the main goal of the pattern of development and management of ecotourism, referred to as the Main Element. Where in sustainable development (sustainable development) is development or development that meets the needs of the present without jeopardizing the ability of future generations to meet their needs. The goal of sustainable development is directed to manage natural resources as wisely as possible. The concept of sustainable development arises when there are various failures in development.

Second, ecotourism-based community as an Ecotourism Product Element. Community-based ecotourism is a pattern of ecotourism development that supports and enables the full involvement of local communities in planning, implementing and managing ecotourism businesses and any profits gained. Community-based ecotourism is an ecotourism business that emphasizes the active role of the community. It is based on the fact that the community has knowledge about nature and culture that become the potential and selling value as a tourist attraction, so that community involvement becomes absolute.

Community-based ecotourism patterns recognize the right of local communities to manage tourism activities in areas they own as adat or as managers. Community-based ecotourism can create employment opportunities for local communities, and reduce poverty, where ecotourism income is from tourist services to tourists: guide fees, transportation fees, homestays, handicraft sales.

Ecotourism brings a positive impact on the preservation of the local environment and indigenous cultures which ultimately hopefully will be able to foster the identity and pride of the locals that are growing as a result of the increase of ecotourism activities. With the pattern of community-based ecotourism does not mean that people will run their own ecotourism business. The implementation of ecotourism needs to be viewed as part of integrated development planning undertaken in an area. Therefore, the involvement of stakeholders from community, community, government, business and non-government organizations is expected to build a network and run a good partnership in accordance with their respective roles and expertise.

Third, have the pillars of environmental conservation, cultural preservation, enrichment of attractions, participation-based education, community closeness, and economic empowerment of local communities as Criteria Elements. Therefore, the concept of conservation is appropriately used in the criterion element. Because in conservation there are efforts to conserve the environment but still pay attention to the benefits that can be obtained at that time by maintaining the existence of every component-konponen environment for future utilization. Or conservation is an effort made by humans to be able to conserve nature, conservation can also be called with preservation or protection. If the conservation literally comes from the English language from the word "conservation" which means conservation or protection.

Fourth, fully supported by all stakeholders and stakeholders of the community, visitors, managers, universities, central government, local government and ecotourism entrepreneurs as the Supporting Elements. Community institutions in ecotourism management are also a key issue, especially in communities with strong local wisdom, such as those in the Tengger community. Community involvement of the importance of professional support in continuously strengthening local organizations, encouraging independent business and creating fair partnerships in ecotourism development. Some examples in the field (Bromo) show that ecotourism at the local level can be developed through good agreement and cooperation between tour operators and community organizations. The role of community organizations is very important because the community is the main stakeholders and will benefit directly from the development and management of ecotourism. Coordination among stakeholders also needs attention.

All ecotourism areas in Indonesia are expected to apply this sustainable eco-tourism development model in the implementation of ecotourism management. Regardless of whether ecotourism is carried out in the village or in the city, is it based on natural beauty or cultural wealth, whether implemented by central government / local government or conducted by private / community, based on management of the whole elements, is expected to realize the sustainability of ecotourism management in any context, of course with the adjustment of some basic assumptions such as tailored to customs and values applicable or adjusted to the level of readiness of the area itself. One thing that should always be the basis of consideration of the taking and implementation of ecotourism management policy is the existence of hierarchical and interrelated aspects among the overall elements in the management model. This means that the vision and the main purpose for the welfare of society from the aspect of ecotourism management is the most essential thing that can not be negotiable.

Once the vision and objectives of ecotourism management have been established, other elements will begin to work together because the vision and objectives can be implemented in a sustainable ecotourism framework if

ecotourism products are run community-based ecotourism. By running a community-based ecotourism, the overall pillars will be realized in the community. The entire process will work if all interested parties will provide support in accordance with their respective functions and roles.

II. CONCLUSIONS

Based on the results of the study authors and the discussion can be concluded that the implementation of ecotourism management policy Bromo in Ngadas Village until now still not effective or optimal. This happens because in the implementation of Bromo ecotourism management policy in Ngadas Village based on SWOT analysis which is juxtaposed with the policy implementation theory proposed by Grindle (1997), it appears that the dominant aspects of weakness and threat are compared with the strength and opportunity, so the potential to realize the management effective ecotourism, capable of contributing optimally to the state and affecting the welfare of the Ngadas community still takes time, by minimizing the existing weaknesses and threats and mengkapitaliasinya into strengths and opportunities or opportunities in the effective management of ecotourism Bromo forward.

BIBLIOGRAPHY

- [1]. Boo, E. 1990. *Ecotourism, The Potential And Pitfalls*, Washington.
- [2]. Braddon, K. 2001. *Ecotourism and Conservation*. Collection of Ecotourism Course Papers. Bogor Agricultural Institute.
- [3]. Dunn, William N. 2003. *Public Policy Analysis*. Yogyakarta: Gadjah Mada University Press.
- [4]. Grindle, Merilee S. 1997. *Getting Good Government Capacity Building in The Public Sectors of Developing Countries*. Harvard University Press.
- [5]. Sutarto, Ayu. 1997. "The legend of Kasada and Karo Orang Tengger Lumajang". Dissertation. Jakarta: University of Indonesia
- [6]. The International Ecotourism Society. 2000. *Ecotourism Statistical Fact Sheet*, Nort Bennington, USA.
- [7]. Winarno, B. 2013. *Public Policy: Theory and Process*. Yogyakarta: Media Pressindo

Setyo Utomo " Implementation Analysis of Bromo Ekowisata Development Policy In Ngadas Village" *International Journal of Humanities and Social Science Invention(IJHSSI)*, vol. 07, no. 9, 2018, pp. 16-23