

## RINGKASAN

**Ayu Puspa Kartika**, Jurusan Perencanaan Wilayah dan Kota, Fakultas Teknik Universitas Brawijaya, Desember 2017. Pemilihan Alternatif Pengelolaan Wisata Kuliner Payung Kota Batu Berdasarkan *Stakeholder*. Dosen Pembimbing: Nindya Sari dan Dian Dinanti.

Wisata Kuliner Payung adalah lokasi wisata dengan pengembangan di bawah pengelolaan lebih dari satu *stakeholder*. Masing-masing *stakeholder* yang terlibat memiliki fungsi yang berbeda-beda sehingga mempengaruhi hubungan kerjasama yang terjalin dan menyebabkan pertentangan, baik dalam bentuk penentuan kebijakan, kesamaan visi dan misi, tugas pokok maupun aturan kelembagaan lainnya.

Analisis yang digunakan pada penelitian ini terdiri dari analisis konflik untuk mengetahui konflik yang terjadi dan alternatif pengelolaan dari masing-masing *stakeholder*, selanjutnya dilakukan analisis *stakeholder* untuk mengetahui tingkat kepentingan dan tingkat pengaruh masing-masing *stakeholder* terlibat hingga tujuan utama penelitian ini yaitu menentukan prioritas alternatif pengelolaan Wisata Kuliner Payung dengan menggunakan analisis MCDM (*Multi Criteria Decision Making*) melalui metode TOPSIS (*Technique for Order Preference by Similarity to Ideal Solution*).

Berdasarkan hasil dari masing-masing analisis menunjukkan bahwa terdapat konflik pengelolaan yang terjadi pada pengelolaan Wisata Kuliner Payung yang terdiri dari konflik prosedur perijinan yang belum selesai, konflik tidak adanya peraturan yang mengatur pengelolaan Payung, konflik pemanfaatan fungsi hutan, konflik terkait pengelolaan air bersih dan sistem persampahan dan konflik lain yang semakin menghambat penyelesaian konflik. Selanjutnya berdasarkan hasil analisis *stakeholder* menunjukkan bahwa *stakeholder* sebagai *stakeholder player* adalah Dinas Kebudayaan dan Pariwisata Kota Batu, Badan Penanggulangan Bencana Kota Batu, Perum Perhutani KPH Malang, dan paguyuban pedagang Wisata Kuliner Payung. Hasil analisis MCDM (*Multi Criteria Decision Making*) menunjukkan bahwa prioritas alternatif pengelolaan Wisata Kuliner Payung adalah pembuatan peraturan yang digunakan sebagai acuan pengelolaan Wisata Kuliner Payung.

**Kata Kunci:** Konflik Sosial, Analisis *Stakeholder*, *Delphi*, *Multi Criterian Decion Making* (MCDM), Wisata Kuliner.

## SUMMARY

**Ayu Puspa Kartika**, *Department of Urban and Regional Planning, Faculty of Engineering Brawijaya University. Desember 2017. Alternative selection of Payung Culinary Management in Batu Based on Stakeholder. Supervisor: Nindya Sari and Dian Dinanti.*

*Payung Culinary is a tour with the development under the management more than one stakeholder. Each of stakeholder involved in a management of Payung Culinary has the different function, so it influences the cooperative relation and causes the conflicts toward the management of Payung Culinary in terms of determining the policy, the similarity of vision and mission, the main task as well as the organization rules.*

*Based on the interview result, the data collected that there are some management conflicts happened in Payung Culinary, so this study deals with the analysis process starts from the analysis conflict in order to know the real conflict happened and the alternative management from each stakeholder, after that it deals with the analysis of stakeholder in order to know the importance level as well as the influence level from each stakeholder toward the management of Payung Culinary until it is known that the objective of this study is to determine the priority alternative management of Payung Culinary using the Multi Criteria Decision Making analysis through TOPSIS (Technique for Order Preference by Similarity to Ideal Solution) method.*

*Based on the result of each analysis shows that there are some conflicts happened to the management of Payung Culinary that involved the conflict of procedural permission that has been finished yet, this conflict happened because there is no rules to manage payung management, the conflict of utilization of forest function, the conflict of clean water management and the garbage system as well as other conflicts that obstruct the solution of the conflicts. According to the analysis result of the stakeholder shows that the stakeholder as the stakeholder player is the cultural and tourism official in Batu, the institute of disaster tackling in Batu, the institute of forestry service KPH Malang and trade association of Payung Culinary. The result of MCDM analysis shows that to manage Payung Culinary, the main priority is establishing the rules that can be implemented as the orientation of Payung Culinary management.*

**Keywords:** *Management Conflict, Stakeholder Analysis, Delphi, Multi Criteria Decision Making (MCDM), Culinary*