

## ABSTRACT

*This research is about the implementation of management policies Bunaken National Park in North Sulawesi province. A major problem in the research is that after the North Sulawesi provincial government issued a policy formation Bunaken National Park Management Advisory Board (DPTNB) turns Bunaken National Park also has not handled properly. From this research can be found answers to why even though the North Sulawesi provincial government has issued a policy formation Bunaken National Park Management Advisory Board (Governor Decree No. 233 of North Sulawesi province in 2000), but this area has not been properly managed. As a tourist area that is expected to contribute to the region, the number of tourist visits to the region since the year 2009 it has declined, while the conservation area, the condition is even worse.*

*This study used qualitative research methods. Of research activities conducted, it was found that the source of the problem is the incompatibility of organizational form BNPMAB the problems faced BNPMAB is a collaboration of agencies whose job is only to coordinate inter-agency program. Forms of organization actually result in counter-productive attitudes of all stakeholders. No support from stakeholders on programs that should be done.*

*The findings of this research is a form of organization without hierarchy and authority expressly major cause ineffectiveness of the programs that have been established in the organization. The absence of hierarchy and clear division of tasks, causing all members who are in the organization becomes committed to the decisions of the organization. because it was in an organization like this, there is no obligation for its members to carry out the decisions or programs established by the organization. Other findings that organizations without hierakhi and distribution firm kewenangan also adversely affected the response or the disposition of the members in the organization.*

*Keywords: organization, coordination, hierarchy, collaboration, and disposition*