

STRATEGI PERCEPATAN GEOPARK NATUNA MENUJU UNESCO GLOBAL GEOPARK (UGGp) MELALUI SIKLUS HIDUP NORMA

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ABSTRAK

Penelitian ini dilatarbelakangi oleh belum diperolehnya pengakuan UNESCO Global Geopark (UGGp) oleh Geopark Natuna meskipun memiliki potensi geologi, keanekaragaman hayati, dan budaya yang tinggi. Kondisi tersebut menunjukkan adanya kesenjangan antara potensi kawasan dengan pemenuhan standar UNESCO, terutama pada aspek tata kelola, koordinasi pemangku kepentingan, partisipasi masyarakat, dan internalisasi nilai-nilai geopark. Penelitian ini bertujuan untuk menganalisis strategi percepatan Geopark Natuna menuju UNESCO Global Geopark melalui Teori Siklus Hidup Norma (*Norm Life Cycle*). Penelitian ini menggunakan metode deskriptif kualitatif dengan teknik pengumpulan data melalui observasi, wawancara, dan dokumentasi. Analisis data dilakukan melalui reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa strategi percepatan Geopark Natuna berlangsung melalui tiga tahapan Norm Life Cycle, yaitu norm emergence, norm cascade, dan norm internalization. Meskipun norma UNESCO mulai diadopsi melalui penguatan kelembagaan, kolaborasi antarpemangku kepentingan, dan pelibatan masyarakat, proses internalisasi masih menghadapi kendala berupa koordinasi yang belum optimal, partisipasi masyarakat yang belum merata, serta belum terintegrasinya nilai-nilai geopark dalam kebijakan pembangunan daerah. Oleh karena itu, diperlukan penguatan kelembagaan, peningkatan kolaborasi multipihak, dan penguatan internalisasi norma untuk mempercepat pengakuan Geopark Natuna sebagai UNESCO Global Geopark. Kebaruan (*novelty*) penelitian ini terletak pada penggunaan Teori Siklus Hidup Norma (*Norm Life Cycle*) sebagai kerangka analisis untuk menjelaskan proses pembentukan, penyebaran, dan internalisasi norma UNESCO dalam percepatan Geopark Natuna menuju UNESCO Global Geopark.

Kata Kunci: Strategi Percepatan, Geopark Natuna, UNESCO Global Geopark (UGGp), *Norm Life Cycle*, Tata Kelola Geopark.

NATUNA GEOPARK ACCELERATION STRATEGY TOWARDS UNESCO GLOBAL GEOPARK (UGGp) THROUGH THE NORMA LIFE CYCLE

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ABSTRACT

This study is motivated by the fact that Natuna Geopark has not yet obtained UNESCO Global Geopark (UGGp) recognition despite its significant geological, biodiversity, and cultural potential. This condition indicates a gap between the existing potential and the fulfillment of UNESCO standards, particularly in governance, stakeholder coordination, community participation, and the internalization of geopark values. This study aims to analyze the acceleration strategy of Natuna Geopark towards UNESCO Global Geopark through the Norm Life Cycle Theory proposed by Finnemore and Sikkink. This research employed a qualitative descriptive approach. Data were collected through observation, interviews, and documentation, and analyzed using data reduction, data presentation, and conclusion drawing. The findings show that the acceleration strategy follows the three stages of the Norm Life Cycle, namely norm emergence, norm cascade, and norm internalization. Although UNESCO norms have begun to be adopted through institutional strengthening, stakeholder collaboration, and community involvement, the internalization process remains constrained by limited stakeholder coordination, uneven community participation, and the lack of integration of geopark values into regional development policies. Therefore, strengthening institutions, enhancing multi-stakeholder collaboration, and increasing public awareness are essential to accelerate Natuna Geopark's recognition as a UNESCO Global Geopark. The novelty of this study lies in the application of the Norm Life Cycle Theory to analyze the acceleration of Natuna Geopark towards UNESCO Global Geopark recognition, offering a constructivist perspective on the adoption and internalization of international norms at the local level.

Keywords: *Acceleration Strategy, Natuna Geopark, UNESCO Global Geopark (UGGp), Norm Life Cycle, Geopark Governance.*