

## ABSTRACT

WWF is a non-profit organization that is engaged in the environment and nature conservation. WWF's presence in Wakatobi at the end of 2002 to support and cooperate with the Regional Government and the Wakatobi National Park Office (BTNW). Conservation is useful for protecting its marine and coastal ecosystems with the aim of being able to continue to provide for the interests of fisheries, coastal protection especially coral reefs, and ecotourism. WWF Wakatobi has several work programs to improve the effectiveness of TNW management, especially fisheries resources so that they are maintained from the threat of a bad environment. The type of research that I use is descriptive method. The descriptive method in question is to provide a clear picture of the role of INGO by analyzing secondary data from various related literature and from interviewing respondents as practitioners who have direct insight related to conservation of fisheries resources in Wakatobi. From the results of the study, empirical data shows that WWF's role in efforts to conserve fisheries resources are: collaborating with stakeholders, utilizing local and modern knowledge, controlling community activities, allocating resources, giving choices and public goals, and supporting management authority. Meanwhile, the inhibiting factors of the WWF program are: there is a threat to the Kaledupa fisheries resources and technical challenges that are obstacles to the achievement of the WWF Wakatobi program.

Keywords: *WWF, TNW, Conservation Program, Fisheries Resources*