ECONOMIC VALUATION OF LAKEY BEACH GREEN TOURISM, DOMPU REGENCY: TRAVEL COST METHOD

VALUASI EKONOMI GREEN TOURISM PANTAI LAKEY, KABUPATEN DOMPU : PENDEKATAN METODE BIAYA PERJALANAN

UNDERGRADUATE THESIS

In partial fulfillment for the requirement for the degree of Bachelor of Economics (*Sarjana Ekonomi*) at International Program for Islamic Economics and Finance (IPIEF), Economics Department

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DECLARATION

Name : Wulan Safitri
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I declared that this undergraduate thesis entitled "**Economic Valuation of Lakey Beach Green Tourism, Dompu Regency: Travel Cost Method**" does not consist of any content that ever being proposed for any degree in other university, ideas of any research and publication of others, in exception all quotes and ideas which are purposely taken are considered as the research references and listed in the reference list. Therefore, if any violation of intellectual right is found in this study, I agree to accept any relevant academic consequences.

Yogyakarta, January, 5th 2018

Wulan Safitri

Motto

In between goals is a thing called life, that has to be lived and enjoyed –

SID CAESAR

Think like a Queen, a queen is not afraid to fail. Failure is another stepping stone –

OPRAH WINFREY

INTISARI

Penelitian ini bertujuan untuk menghitung nilai ekonomi serta mengetahui apakah biaya perjalanan, pendapatan individu, waktu tempuh, umur, dan pendidikan mempengaruhi frekuensi berkunjung ke objek wisata pantai Lakey. Penelitian ini dilakukan di Kabupaten Dompu, Provinsi Nusa Tenggara Barat pada tahun 2017.

Penelitian ini menggunakan data primer dengan metode wawancara terhadap 100 responden. Penghitungan nilai ekonomi dilakukan dengan pendekatan metode biaya perjalanan (Travel Cost Method) ke objek wisata pantai Lakey di Kabupaten Dompu. Alat analisis dalam penelitian ini adalah regresi linear berganda.

Hasil penelitian menunjukkan bahwa nilai ekonomi objek wisata pantai Lakey di Kabupaten Dompu adalah sebesar IDR 190,192,740,117.18. Biaya perjalanan, penghasilan rata-rata per bulan, waktu tempuh, umur, pendidikan terakhir wisatawan berpengaruh terhadap intensitas berkunjung ke objek wisata pantai Lakey di Kabupaten Dompu.

***Kata Kunci** : Valuasi Ekonomi, Travel Cost Method, pendapatan individu, waktu tempuh, umur, pendidikan terakhir, frekuensi berkunjung.*

ABSTRACT

The purpose of this research is to calculate the economic value and to examine whether travel costs, individual income, travel time, age, and education affect the frequency of visit to the Lakey beach tourist objects. This research was conducted in Dompu Regency, West Nusa Tenggara Province in 2017.

This study uses primary data with interview method to 100 respondents. The calculation of economic value is done by approach of travel cost method to Lakey beach tourist objects in Dompu Regency. Analyzer in this research is multiple linear regression. The results showed that the economic value of Lakey beach tourist objects in Dompu Regency is IDR 190,192,740,117.18. Travel cost, average income per month, travel time, age, years of education tourists affect the frequency of visiting to the Lakey tourist object in Dompu Regency.

Keywords: Economic Valuation, Travel Cost Method, individual income, travel time, age, years of education, visiting frequency.

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Aamiin

Wassalamu'alaikum

Yogyakarta, January, 5th 2018

Wulan Safitri

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