



INTISARI

Penelitian ini bertujuan untuk mengestimasi nilai manfaat ekonomi pelestarian Candi Kalasan berdasarkan *contingent valuation method* dan menganalisis strategi pengelolaan nilai sumber daya budaya Candi Kalasan untuk pengembangan ekonomi kreatif masyarakat. Studi ini menggunakan *mixed method* dengan teknik permodelan *stated preference: contingent valuation method*. Analisis pengelolaan nilai sumber daya budaya Candi Kalasan dilakukan dengan pendekatan etnoarkeologi. Studi menunjukkan hasil nilai *median CVM* Rp43.602 per orang dan hasil nilai rata-rata *CVM* Rp 42.177 per orang. Strategi manajemen aset yang dapat dilakukan untuk meningkatkan nilai Candi Kalasan diantaranya melalui: 1) pengelolaan sosio-historis ideologi wisata religi Buddha, 2) pengelolaan lanskap Candi Kalasan, 3) pengelolaan tiket dan *branding*, 4) pengelolaan pertunjukan seni masyarakat di Candi Kalasan, dan 5) perubahan struktur organisasi BPK menjadi pola keuangan BLU.

Kata kunci: manajemen aset, peningkatan nilai, penilaian cagar budaya, *contingent valuation*



ABSTRACT

This study aims to estimate the value of the economic benefits of preserving Kalasan Temple based on the contingent valuation method and to analyze the strategy of managing the value of cultural resources of Kalasan Temple for the development of the community's creative economy. This study uses a mixed method with a stated preference modeling technique: the contingent valuation method. Analysis of the management of the cultural resource value of Kalasan Temple was carried out using an ethnoarchaeological approach. The study showed that the CVM median value was IDR43,602 per person and the average CVM value was IDR42,177 per person. Asset management strategies that can be implemented to increase the value of Kalasan Temple include 1) socio-historical management of Buddhist religious tourism ideology, 2) management of the Kalasan Temple landscape, 3) ticket and branding management, 4) management of community art performances at Kalasan Temple, and 5) changes in the BPK organizational structure to become the BLU financial pattern.

Keywords: asset management, value enhancement, cultural heritage valuation, contingent valuation