

**KAJIAN WARISAN BUDAYA GULE KAMBING ASLI BUSTAMAN DARI  
PENDEKATAN *TOTAL ECONOMIC VALUE* DI KECAMATAN  
SEMARANG TENGAH KOTA SEMARANG**

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**INTISARI**

UMKM memiliki peran penting dalam pertumbuhan ekonomi lokal dan penyerapan tenaga kerja. Penelitian ini bertujuan untuk mengukur *Direct Use Value* (DUV) sebagai indikator pendapatan pelaku usaha, *Indirect Use Value* (IUV) dalam penciptaan lapangan kerja, *Bequest Value* (BV) yang mencerminkan kesediaan pelaku usaha untuk menjaga keberlanjutan usaha melalui pendekatan *Willingness to Pay* (WTP), serta *Total Economic Value* (TEV) UMKM Gule Kambing Asli Bustaman. Penelitian dilakukan pada UMKM Gule Kambing Asli Bustaman di Kecamatan Semarang Tengah, Kota Semarang pada bulan Januari hingga Februari 2025 dengan menggunakan metode *non-probability sampling* melalui teknik sensus terhadap 34 pedagang gule kambing asli Bustaman. Analisis data dilakukan secara deskriptif kuantitatif dengan pendekatan *Contingent Valuation Method* (CVM) untuk mengestimasi nilai WTP. Hasil penelitian menunjukkan bahwa DUV yang mencerminkan besarnya pendapatan pelaku usaha UMKM Gule Kambing Asli Bustaman di Kecamatan Semarang Tengah menempati nilai tertinggi terhadap TEV sebesar Rp 5,680,241,812/tahun (77.32%), sedangkan IUV sebesar Rp 831,480,000/tahun, (11.32%) dan BV sebesar Rp835,085,382/tahun (11.36%). Estimasi *Total Economic Value* (TEV) UMKM Gule Kambing Asli Bustaman sebesar Rp7,346,807,194 menyumbang sebesar 0.089% dari total kontribusi UMKM terhadap PDRB Kota Semarang.

Kata kunci: *Bequest Value*, *Direct Use Value*, *Indirect Use Value*, *Total Economic Value*, UMKM Gule Kambing Asli Bustaman.

**STUDY OF THE CULTURAL HERITAGE OF AUTHENTIC BUSTAMAN GOAT CURRY THROUGH TOTAL ECONOMIC VALUE APPROACH IN CENTRAL SEMARANG DISTRICT SEMARANG CITY**

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**ABSTRACT**

Micro, Small, and Medium Enterprises (MSMEs) play a vital role in local economic growth and labour absorption. This research aims to measure the Direct Use Value (DUV) as an indicator of business income, the Indirect Use Value (IUV) in job creation, the Bequest Value (BV), which reflects business owners' willingness to ensure business sustainability through the Willingness to Pay (WTP) approach, and the Total Economic Value (TEV) of Gule Kambing Asli Bustaman MSMEs. The research was conducted on Gule Kambing Asli Bustaman MSMEs in Semarang Tengah District, Semarang City, from January to February 2025, using a non-probability sampling method with a census technique involving 34 Gule Kambing Asli Bustaman entrepreneurs. Data analysis was carried out using a descriptive quantitative approach, applying the Contingent Valuation Method (CVM) to estimate the WTP value. The results indicate that DUV, reflecting the income of the Gule Kambing Asli Bustaman MSMEs entrepreneurs in Semarang Tengah District, represents the highest value in the TEV at IDR5,680,241,812/year (77.32%), while the IUV amounts to IDR831,480,000/year (11.32%) and the BV is IDR836,085,382/year (11.36%). The estimated Total Economic Value (TEV) of UMKM Gule Kambing Asli Bustaman, amounting to IDR7,346,807,194, contributes approximately 0.089% to the total MSMEs contribution to Semarang City's Gross Regional Domestic Product (GRDP).

**Keywords:** Bequest Value, Direct Use Value, Gule Kambing Asli Bustaman MSMEs, Indirect Use Value, Total Economic Value