

INTISARI

Penelitian ini bertujuan untuk mengestimasi nilai ekonomi kawasan wisata Museum Purbakala Sangiran di Kabupaten Sragen menggunakan pendekatan *Travel Cost Method* (TCM). Metode ini digunakan untuk menghitung nilai manfaat ekonomi dari keberadaan objek wisata berdasarkan pengeluaran biaya perjalanan yang dikeluarkan oleh pengunjung. Data diperoleh melalui survei terhadap 110 responden yang berkunjung ke Museum Sangiran pada bulan Maret - April 2025. Variabel yang diamati meliputi jumlah kunjungan, total biaya, pendapatan, jarak tempuh, usia, dan kualitas lingkungan, yang kemudian dianalisis menggunakan regresi linear berganda. Hasil penelitian menunjukkan bahwa variabel total biaya perjalanan, jarak, usia, dan kualitas lingkungan berpengaruh signifikan terhadap jumlah kunjungan wisatawan. Berdasarkan hasil perhitungan dengan metode TCM, estimasi nilai ekonomi Museum Sangiran mencapai Rp1.866.380.710. Nilai ini mencerminkan besarnya manfaat ekonomi yang dirasakan masyarakat atas keberadaan kawasan wisata tersebut. Hasil penelitian ini diharapkan dapat menjadi dasar pertimbangan dalam pengambilan kebijakan pengelolaan dan pengembangan wisata yang lebih berkelanjutan.

Kata Kunci: valuasi ekonomi, biaya perjalanan, Museum Sangiran, *Travel Cost Method*

ABSTRACT

This study aims to estimate the economic valuation of the Sangiran Prehistoric Museum in Sragen Regency using the Travel Cost Method (TCM). This method is applied to assess the economic benefits derived from the existence of a tourism site based on the travel expenditures incurred by visitors. Data were collected through a survey of 110 respondents who visited the Sangiran Museum during March to April 2025. The observed variables include the number of visits, total travel cost, income, travel distance, age, and environmental quality, which were analyzed using multiple linear regression. The results indicate that total travel cost, distance, and age have a statistically significant influence on the number of tourist visits. Based on the TCM estimation, the economic value of the Sangiran Museum is approximately IDR 1,866,380,710. This figure reflects the substantial economic benefits perceived by the public from the presence of the tourism area. The findings of this research are expected to serve as a valuable reference for formulating policies on sustainable tourism management and development.

Keywords: *economic valuation, travel cost, Sangiran Museum, Travel Cost Method*