

**DAYA SAING PARIWISATA KABUPATEN/KOTA DI PROVINSI
DAERAH ISTIMEWA YOGYAKARTA BERDASARKAN PILAR DAMPAK
SOSIAL-EKONOMI DALAM *TRAVEL AND TOURISM DEVELOPMENT
INDEX (TTDI)***

Oleh:

**Aisyah Ratna Meiana
21/481199/GE/09704**

INTISARI

Sektor pariwisata merupakan salah satu sektor strategis dalam pembangunan ekonomi karena berperan dalam menciptakan lapangan kerja, mendorong pertumbuhan usaha, dan meningkatkan pendapatan daerah. Meski demikian, kontribusinya tidak dapat hanya diukur dari jumlah kunjungan wisatawan. Pendekatan berbasis pilar dampak sosial-ekonomi dalam *travel and tourism development index* (TTDI) digunakan untuk mengidentifikasi kontribusi ekonomi pariwisata dan mengukur daya saing kabupaten/kota di Daerah Istimewa Yogyakarta.

Penelitian ini menggunakan pendekatan kuantitatif deskriptif dengan enam indikator utama: jumlah hotel, usaha pariwisata, tenaga kerja, wisatawan, pengangguran, dan kemiskinan. Kontribusi ekonomi dianalisis melalui proporsi PAD pariwisata terhadap PAD total, analisis deskriptif kuantitatif antara jenis usaha dan PAD pariwisata, serta elastisitas ketenagakerjaan. Daya saing diukur melalui normalisasi skor dan penggabungan nilai untuk penilaian akhir.

Hasil penelitian menunjukkan bahwa jenis usaha hotel bintang dan non-bintang memiliki hubungan signifikan terhadap PAD pariwisata di sebagian besar wilayah. Kontribusi PAD tertinggi ditemukan di Kota Yogyakarta, disusul oleh Kabupaten Sleman, Kabupaten Gunungkidul, Kabupaten Bantul, dan Kabupaten Kulon Progo. Dalam pengukuran daya saing, Kabupaten Sleman menempati posisi tertinggi, diikuti oleh Kota Yogyakarta, Kabupaten Gunungkidul, Kabupaten Kulon Progo, dan Kabupaten Bantul. Hasil analisis kontribusi dan daya saing dijadikan dasar dalam penyusunan strategi pengembangan berbasis tipologi Klassen. Temuan ini dapat digunakan untuk menjadi acuan dalam perumusan kebijakan pembangunan pariwisata yang berbasis potensi lokal dan berkelanjutan.

Kata kunci: kontribusi ekonomi, PAD pariwisata, TTDI, daya saing, strategi

***TOURISM COMPETITIVENESS OF REGENCIES/CITY IN THE
SPECIAL REGION OF YOGYAKARTA BASED ON THE SOCIO-
ECONOMIC IMPACT PILLAR OF THE TRAVEL AND TOURISM
DEVELOPMENT INDEX (TTDI)***

Researched by:
Aisyah Ratna Meiana
21/481199/GE/09704

ABSTRACT

The tourism sector is one of the strategic sectors in economic development due to its role in creating employment opportunities, stimulating business growth, and increasing regional income. However, its contribution cannot be assessed solely by the number of tourist arrivals. The socio-economic impact pillar of the Travel and Tourism Development Index (TTDI) provides a framework for identifying the economic contribution of tourism and assessing the competitiveness of the regencies and the city in the Special Region of Yogyakarta.

This research applies a descriptive quantitative approach using six main indicators: number of hotels, tourism businesses, tourism workforce, tourists, unemployment, and poverty. The economic contribution is analyzed through the proportion of tourism-derived local revenue to total local revenue, descriptive quantitative analysis between types of tourism businesses and tourism-derived local revenue, and employment elasticity analysis. Competitiveness is measured through score normalization and aggregation to generate a final assessment.

The results show that starred and non-starred hotel businesses have a significant relationship with tourism-derived local revenue in most regions. The highest contribution was found in Yogyakarta City, followed by Sleman Regency, Gunungkidul Regency, Bantul Regency, and Kulon Progo Regency. In terms of competitiveness, Sleman Regency ranked highest, followed by Yogyakarta City, Gunungkidul Regency, Kulon Progo Regency, and Bantul Regency. The results of the economic contribution and competitiveness analyses served as the basis for formulating development strategies using the Klassen typology. These findings can be used as a reference for formulating tourism development policies based on local potential and sustainability.

Keywords: *economic contribution, tourism-derived local revenue, TTDI, competitiveness, strategy*