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Optimalisasi Aset Gelanggang Olahraga Ambang Milik Pemerintah Kota Kotamobagu
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INTISARI

Penelitian ini bertujuan untuk mengoptimalkan pemanfaatan aset Gelanggang Olahraga Ambang (GOR Ambang) milik Pemerintah Kota Kotamobagu melalui penentuan tarif sewa pasar dan non-pasar, estimasi potensi Pendapatan Asli Daerah (PAD), serta analisis kelayakan finansial pengelolaan fasilitas olahraga. Pendekatan yang digunakan meliputi pendekatan pasar untuk menentukan tarif sewa berdasarkan pembandingan dengan fasilitas sejenis, pendekatan pendapatan menggunakan *metode discounted cash flow* (DCF), pendekatan biaya berdasarkan Rencana Anggaran Biaya (RAB), serta pendekatan non-pasar melalui *Contingent Valuation Method* (CVM) untuk mengestimasi kesediaan membayar (*willingness to pay/WTP)* masyarakat. Data primer diperoleh dari survei terhadap 660 responden dengan pendekatan *contingent valuation* menggunakan *multiple-bid dichotomous choice* serta survei komparatif stadion terhadap 113 responden. Data sekunder bersumber dari Laporan Keuangan Pemerintah Daerah (LKPD) Kota Kotamobagu, Peraturan Daerah, serta dokumen DED dan RAB GOR Ambang. Hasil penelitian menunjukkan bahwa tarif sewa pasar dan non-pasar GOR Ambang bervariasi antar fasilitas, dengan nilai *Mean WTP* masyarakat pada beberapa fasilitas lebih tinggi dibandingkan tarif eksisting, yang mencerminkan potensi peningkatan penerimaan tanpa mengurangi manfaat sosial. Analisis potensi pendapatan selama periode proyeksi sepuluh tahun menunjukkan bahwa fasilitas stadion sepak bola dan kolam renang memberikan kontribusi PAD terbesar. Selanjutnya, hasil analisis kelayakan finansial menunjukkan bahwa fasilitas kolam renang, lapangan futsal, dan lapangan tenis dinyatakan layak, sedangkan stadion Ambang dan area parkir belum layak secara finansial. Secara keseluruhan, revitalisasi dan optimalisasi pemanfaatan GOR Ambang layak untuk dilaksanakan tidak hanya berdasarkan aspek finansial pada beberapa fasilitas yang memenuhi kriteria kelayakan, tetapi juga dengan mempertimbangkan manfaat sosial ekonomi jangka panjang yang bersifat *intangible* dan belum sepenuhnya dapat diukur secara moneter, seperti peningkatan kesehatan dan kebugaran masyarakat, pengembangan potensi atlet daerah, serta peningkatan kesejahteraan sosial masyarakat.

Kata Kunci: GOR Ambang, Pendapatan Asli Daerah, Pendekatan Pasar, Pendekatan Pendapatan, Pendapatan Biaya, *Contingent Valuation Method*, *Discounted Cash Flow*, kelayakan investasi

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ABSTRACT

This study aims to optimize the utilization of the Ambang Sports Arena (GOR Ambang), owned by the Kotamobagu City Government, through the determination of market and non-market rental rates, estimation of Regional Original Revenue (PAD) potential, and financial feasibility analysis of sports facility management. The approaches employed include the market approach to determine rental rates based on comparisons with similar facilities, the income approach using the discounted cash flow (DCF) method, the cost approach based on the Budget Plan (RAB), and the non-market approach through the Contingent Valuation Method (CVM) to estimate the public's *willingness to pay* (WTP).

Primary data were obtained from surveys of 660 respondents using a contingent valuation approach with multiple-bid dichotomous choice, as well as a comparative stadium survey involving 113 respondents. Secondary data were sourced from the Regional Government Financial Statements (LKPD) Kota Kotamobagu, Regional Regulations, and the Detailed Engineering Design (DED) and Budget Plan (RAB) documents of GOR Ambang. The results indicate that the market and non-market rental rates of GOR Ambang vary across facilities, with the public's Mean WTP for several facilities exceeding the existing rates, reflecting the potential to increase revenue without reducing social benefits. The revenue potential analysis over a ten-year projection period shows that the football stadium and swimming pool facilities contribute the largest share to PAD. Furthermore, the financial feasibility analysis reveals that the swimming pool, futsal court, and tennis court are financially feasible, while Ambang Stadium and the parking area are not yet financially viable. Overall, the revitalization and optimization of GOR Ambang are considered feasible to be implemented not only based on the financial feasibility of several facilities that meet the viability criteria, but also by taking into account long-term socio-economic benefits that are intangible and cannot yet be fully measured in monetary terms, such as improvements in public health and physical fitness, the development of regional athletic potential, and the enhancement of community social welfare

Keywords: GOR Ambang, Regional Original Revenue, Market Approach, Income Approach, Cost Approach, Contingent Valuation Method, Discounted Cash Flow, investment feasibility.