

## Intisari

Penelitian ini bertujuan untuk menghitung tarif sewa wajar tanah yang disewakan Pemerintah Provinsi Nusa Tenggara Barat kepada PT. Rajawali Adi Senggigi dengan luas 9.944 m<sup>2</sup> di kawasan wisata Pasar Seni Senggigi. Penentuan tarif sewa wajar tanah menggunakan metode perbandingan data pasar dan melakukan perhitungan menggunakan metode *Gross Income Multiplier* (GIM). Hasil dari penilaian untuk tanah diperoleh nilai pasar sebesar Rp14.140.368.000 dan dari perhitungan *Gross Income Multiplier* (GIM) diperoleh nilai rata-rata sebesar 14,633 kemudian dari nilai pasar dan nilai rata-rata GIM tersebut dihitung nilai sewa wajar dan diperoleh sebesar Rp1.065.810.155 per tahun dan Rp88.817.512 per bulan.

Kata Kunci: Evaluasi Nilai Sewa, Nilai Pasar, Nilai Sewa Wajar, *Gross Income Multiplier*

## **Abstract**

This study aims to calculate the fair land lease rates leased by the West Nusa Tenggara Provincial Government to PT. Rajawali Adi Senggigi with an area of 9,944 m<sup>2</sup> in the tourist area of Senggigi Art Market. The determination of fair land rental rates uses a comparison method of market data and calculates using the *Gross Income Multiplier* (GIM) method. The results of the valuation for land obtained a market value of Rp14,140,368,000 and from the calculation of the *Gross Income Multiplier* (GIM) obtained an average value of 14,633 then from the market value and the average value of the GIM calculated the fair rental value and obtained by Rp1,065,810,155 per year and Rp88,817,512 per month.

**Keywords:** Evaluation of Rent Value, Market Value, Fair Rental Value, Gross Income Multiplier