

Intisari

Penelitian ini bertujuan untuk mengetahui nilai ekonomi ekowisata mangrove di Pantai Pasir Mendit, Kecamatan Temon, Kabupaten Kulon Progo. Responden adalah pengelola wisata mangrove dan 31 orang wisatawan yang dipilih secara sengaja (*purposive sampling*). Data primer dikumpulkan dengan metode observasi dan wawancara menggunakan kuesioner. Data sekunder dikumpulkan dengan metode studi dokumen. Pengumpulan data lapangan dilakukan dari Desember 2018 s/d Februari 2019. Penilaian ekonomi menggunakan metode biaya perjalanan (*travel cost method*). Hasil penelitian menunjukkan bahwa ada 17 spesies mangrove di Pasir Mendit, terdiri atas 10 mangrove sejati dan tujuh mangrove asosiasi. Nilai ekonomi ekowisata mangrove sebesar Rp.17.918.451.001,98 per tahun.

Kata kunci: penilaian ekonomi, ekowisata mangrove, Kabupaten Kulon Progo.

Abstract

The study aims to determine the economic value of Mangrove ecotourism in Pasir Mendit, Temon Sub-District, Kulon Progo Regency. Respondents of this research were the head of mangrove tourism managers and 31 tourists who were chosen by using purposive sampling method. Primary data were collected through observation and interviews using questionnaires. Secondary data were collected through document study. Data collection was conducted from December 2018 to February 2019. Economic valuation was employed travel cost method. Result showed that there were 17 mangrove species consisted of 10 true mangrove species and 7 mangrove associate. The economic valuation of Mangrove ecotourism in Pasir Mendit Beach accounts for Rp17.918.451.001,98 annually.

Key word: economic valuation, mangrove ecotourism, Kulon Progo Regency.