

## INTISARI

Salah satu destinasi wisata yang paling banyak dikunjungi di Provinsi DIY adalah Pantai Parangtritis. Dalam menghitung dampak ekonomi terhadap masyarakat lokal disekitar objek wisata Pantai Parangtritis digunakanlah alat analisa *keynesian income multiplier effect* dan *Ratio Income Multiplier* tipe 1 dan 2. Dari hasil analisis menunjukkan bahwa keberadaan objek wisata Pantai Parangtritis telah memberikan dampak ekonomi terhadap perekonomian masyarakat lokal walaupun dampak yang dirasakan masih terbilang kecil. Terbukti dari nilai *keynesian Income Multiplier* sebesar 0,39, Nilai *Ratio Income Multiplier* tipe 1 sebesar 1,08 dan Nilai *Ratio Income Multiplier* tipe 2 sebesar 1,09.

**Kata kunci:** Pantai Parangtritis, dampak ekonomi, efek multiplier

## **ABSTRACT**

One of the most visited tourist destination in the province of Yogyakarta is Parangtritis Beach. In calculating the economic impacts on local communities around Parangtritis Beach tourism object is used to analyze the *Keynesian Income Multiplier Effect* and *Ratio Income Multiplier* types 1 and 2. The analysis shows that the existence of Parangtritis Beach attractions has been giving economic impact to the local society's economy eventough the perceived impact still fairly small. Proven from the value of *Keynesian Income Multiplier* of 0.39, Value Ratio Income Multiplier type 1 of 1.08 and Value Ratio Income Multiplier type 2 of 1.09.

**Key Words:** Parangtritis Beach, Economic Impact, Multiplier Effect