

INTISARI

Kabupaten Sleman merupakan salah satu kabupaten yang memiliki potensi bagi pengembangan desa wisata. Potensi Kabupaten Sleman mencakup alam yang masih lestari dan seni budaya yang masih terjaga. Penelitian ini menganalisis pengembangan wisata yang berada di kecamatan Turi yaitu Desa Wisata Pulesari. Desa Wisata Pulesari mengembangkan sarana dan prasana berupa gazebo, WC, logo Desa Wisata Pulesari, selokan, tanggul dan lain sebagainya. Penelitian ini bertujuan untuk menilai kelayakan pengembangan Desa Wisata Pulesari. Studi kelayakan pengembangan usaha Desa Wisata Pulesari secara keseluruhan meliputi aspek pasar, aspek teknis, aspek sosial ekonomi, dan aspek keuangan layak untuk dikembangkan. Ditinjau dari aspek keuangan dengan menggunakan metode *Net Present Value* (NPV) yang menunjukkan nilai lebih dari 0, metode *Net Benefit Cost* (Net B/C) yang menunjukkan nilai lebih dari 1, metode *Internal Rate of Return* (IRR) lebih besar dibandingkan inflasi, sedangkan metode *Payback Period* tercapai sebelum umur rencana investasi maka pengembangan usaha layak untuk dilaksanakan.

Kata Kunci: *Net Present Value, Net Benefit Cost, Internal Rate of Return, Payback Period.*

ABSTRACT

Sleman Regency is one of the regencies that has the potential for tourist village development. The potential Sleman Regency has are the nature that is still sustainable and the cultural arts that are still well maintained. This study analyzes the tourism development in Turi sub-regency namely Pulesari Tourism Village. Pulesari Tourism Village develops facilities and infrastructures in the form of gazebos, toilets, logo of Pulesari Tourism Village, gutter, dike, and others. This study aims to assess the feasibility of developing Pulesari Tourism Village. The feasibility study of Pulesari Tourism Village business development will be done as a whole, including market aspects, technical aspects, socio-economic aspects, and feasible financial aspects to be developed. Based on the financial aspects using the Net Present Value (NPV) method, the value is more than 0 therefore it is feasible to be developed, the method of Net Benefit Cost (Net B / C) shows a value of more than 1 therefore it is feasible to be developed the Internal Rate of Return (IRR) a value of more than inflation, whereas the Payback Period method is reached before the age of the investment plan so that feasible business development is carried out.

Keyword: Net Present Value, Net Benefit Cost, Internal Rate of Return, Payback Period.