

INTISARI

Klaten merupakan salah satu Kabupaten yang mempunyai banyak objek wisata air dan jarang orang dari luar daerah datang hanya untuk berkunjung di tempat pariwisatanya dan itulah alasan dilakukan revitalisasi. Penelitian ini menganalisis kelayakan proyek revitalisasi objek wisata Bukit Sidoguro secara finansial maupun ekonomi dan dampak bergandanya pada masyarakat sekitar. Penelitian ini merupakan penelitian dekriptif dengan pendekatan kuantitatif yang bertujuan untuk melihat kelayakan proyek apakah layak secara finansial dan mendeskripsikan kelayakan secara sosial. Populasi dan sampel dalam penelitian ini adalah pelaku usaha, tenaga kerja dan pengunjung. Pelaku usaha dan tenaga kerja diambil dari semua populasi, sedangkan pengunjung diambil sampel dengan rumus slovin. Jumlah sampel pelaku usaha sebanyak 9 orang, tenaga kerja sebanyak 21 orang dan pengunjung sebanyak 100 orang. Instrumen dalam penelitian ini menggunakan form yang disebar secara offline dan online. Kelayakan proyek diuji dengan NPV, IRR, *Gross B/C Ratio* dan PBP. Setelah diadakan analisis dengan menggunakan metode tersebut maka diperoleh NPV sebesar $Rp960.948.324 > 0$, IRR sebesar $9,96 > DF 8\%$, *Gross B/C Ratio* > 1 , PBP 6 tahun 7 bulan 12 hari. Maka dapat disimpulkan revitalisasi tersebut layak. Sedangkan multiplier effect diuji dengan *keynesian income multiplier*, *ratio income multiplier type 1* dan *ratio income multiplier type 2*. Dan hasil menunjukkan ≥ 1 artinya dampak berganda memberikan dampak ekonomi terhadap kegiatan di objek wisata Bukit Sidoguro.

Kata Kunci: Revitalisasi Objek Wisata, Studi Kelayakan Proyek, NPV, IRR, *Gross B/C Ratio*, PBP, *Multiplier Effect*

ABSTRACT

Klaten is one of the regencies that has many water tourism objects and rarely people from outside the area come just to visit its tourism sites and that is the reason for the revitalization. This study analyzes the feasibility of the revitalization project for the Bukit Sidoguro tourist attraction financially and economically and its multiplier impact on the surrounding community. This research is a descriptive study with a quantitative approach that aims to see whether the project is financially feasible and describes its social feasibility. The population and sample in this study were business actors, workers and visitors. Business actors and workers are taken from all populations, while visitors are sampled using the slovin formula. The number of samples of business actors is 9 people, workers are 21 people and visitors are 100 people. The instrument in this study used a form that was distributed offline and online. The feasibility of the project is tested with NPV, IRR, Gross B/C Ratio and PBP. After conducting the analysis using this method, the NPV of $Rp960,948,324 > 0$, IRR of $9,96 > DF 8\%$, Gross B/C Ratio > 1 , PBP 6 years 7 months 12 days. So it can be concluded that the revitalization is feasible. While the multiplier effect was tested with the Keynesian income multiplier, the income multiplier ratio type 1 and the income multiplier ratio type 2. And the results showed 1, which means that the multiple impact has an economic impact on activities at the Bukit Sidoguro tourist attraction.

Keywords: Revitalization of Tourism Objects, Project Feasibility Studies, NPV, IRR, *Gross Benefit Cost Ratio*, PBP, *Multiplier Effect*