INTISARI

Penelitian ini memiliki tujuan untuk menganalisis kelayakan investasi dan strategi pengembangan Desa Wisata Kadisoro Nyawiji Dadi Siji di Kabupaten Bantul Provinsi Daerah Istimewa Yogyakarta. Data penelitian ini menggunakan data primer yaitu harga paket wisata, kondisi regional, sumber dana, biaya operasional, pendapatan desa wisata, manfaat sosial dan data sekunder yaitu jumlah wisata alam di Kabupaten Bantul, jumlah pengunjung Desa Wisata Kadisoro Nyawiji Dadi Siji dan modal awal. Metode analisis dalam penelitian ini menggunakan analisis *Net Present Value* (NPV), *Gross Benefit Cost Ratio* (Gross B/C Ratio), *Internal Rate of Return* (IRR), *Payback Period* (PP), Analisis Sensitivitas dan Analisis SWOT.

Hasil penelitian menunjukkan *Net Present Value* (NPV) sebesar Rp.117.414.193,09 atau NPV > 0 yang menunjukkan bahwa proyek Pengembangan Desa Wisata Kadisoro Nyawiji Dadi Siji layak untuk dikembangkan. *Gross Benefit Cost Ratio* (Gross B/C Ratio) sebesar 1,11, *Internal Rate of Return (*IRR) sebesar 18,09%, dan *Payback Period* (PP) selama 3 tahun 1 bulan 17 hari. Hasil dari analisis sensitivitas yaitu maksimal penurunan *benefit* tidak lebih dari 10,13% dan maksimal kenaikan *cost* tidak lebih dari 11,27%. Dalam penelitian SWOT hasil perhitungan dengan skor IFAS (*Internal Factor Analysis Summary*) yaitu 3,63 - 2,59 = 1,04 sedangkan skor EFAS (*Eksternal Factor Analysis Summary)* yaitu 3,76 - 2,00 = 1,76. Maka nilai IFAS-EFAS masing-masing menunjukkan nilai positif (+) sehingga strategi pengembangan Desa Wisata Kadisoro Nyawiji Dadi Siji berada pada kuadran I yaitu mendukung kebijakan yang agresif atau dengan menggunakan strategi SO (*Strengths-Opportunities*).

Kata Kunci: Desa Wisata, *Net Present Value*, *Internal Rate of Return*, Analisis Sensitivitas, Analisis SWOT.

ABSTRACT

the purpose of this research is to analyze the investment feasibility and development strategy of desa wisata kadisoro nyawiji dadi siji in bantul regency, yogyakarta special region province. the research data used primary data, including the tour packages price, regional condition, sources of funds, operational costs, tourism village income, and social benefits. then the secondary data included the number of nature tourism in bantul regency, the number of visitors to desa wisata kadisoro nyawiji dadi siji and the initial capital. the method of analysis in this study used the analysis of net present value (npv), gross benefit cost ratio (gross b/c ratio), internal rate of return (irr), payback period (pp), sensitivity analysis, and swot analysis.

the results showed a net present value (npv) of rp 117.414.193,09 or npv > 0 which indicated that desa wisata kadisoro nyawiji dadi siji is feasible to be developed. the gross benefit cost ratio (gross b/c ratio) of 1.11, internal rate of return (irr) of 18.09%, and payback period (pp) for 3 years 1 month and 17 days. the results of the sensitivity analysis are that the maximum reduction in benefits is not more than 10.13% and the maximum cost increase is not more than 11.27%. in the SWOT analysis, the calculation results with the IFAS (internal factor analysis summary) score of 3.63 - 2.59 = 1.04. while the EFAS (external factor analysis summary) score of 3.76 - 2.00 = 1.76. then the IFAS-EFAS values each show a positive value (+), so that the development strategy of the kadisoro nyawiji dadi siji tourism village is in quadrant I, namely supporting aggressive policies or using the SO (strengths-opportunities) strategy.

keywords: *tourism village, net present value, internal rate of return, sensitivity analysis, SWOT analysis*