

MULTIPLIER EFFECT ANALYSIS OF THE USE OF MARINE TOURISM AROUND THE RATAI BAY AT KETAPANG DOCK PESAWARAN DISTRICT

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ABSTRACT

Tourism is a sector contributing significantly to the country's foreign exchange. In addition to increasing foreign exchange reserves to the state, the tourism sector also increase incomes and create jobs. One of the natural attractions that can be developed is a marine or nautical tourism. Marine Tourism of Ratai Bay in thePesawaran district who are much in demand by tourists. The existence of this tourist activity has economic impacts for communities such as increased revenue, increase employment, and business opportunities. The purpose of this study is to analyze the economic impact in the form of direct economic impact, indirect economic impacts, and induced economic impacts caused by marine tourism activities in Ratai Bay to income-related business communities in Ketapang Dock. In analyzing the economic impact of marine tourism activities in Ratai Bay using Keynesian Income Multiplier to see the direct effects, indirect effects, and advanced impact. From the results of this study, the value of the multiplier effect of 1.68 to Keynesian Multiplier Income, Income Multiplier Ratio 1.06 for type I, and 1.10 for type II Income Multiplier Ratio. This means that the economic impact of the case said to be quite high because Keynesian Income Multiplier value obtained more than one (> 1). But there is still a proportion of leakage (leakage / expenditure outside the tourist sites) of tourist expenditure expenditure issuing tourist sites but outside the tourist sites.

Keywords : Multiplier Effect, Tourism, characteristics, perceptions.