

ABSTRAK

VALUASI EKONOMI DAN DAMPAK OBJEK WISATA WAY TEBING CEPPA TERHADAP SOSIAL EKONOMI MASYARAKAT SEKITAR DI KABUPATEN LAMPUNG SELATAN

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Penelitian ini bertujuan untuk menganalisis: (1) faktor yang memengaruhi jumlah kunjungan, (2) nilai ekonomi objek wisata, dan (3) dampak sosial ekonomi wisata terhadap masyarakat sekitar. Lokasi penelitian adalah objek wisata Way Tebing Ceppa di Kabupaten Lampung Selatan, yang dipilih secara *purposive* karena dianggap sebagai salah satu wisata alam terbaik di daerah tersebut. Metode yang digunakan adalah studi kasus dengan responden sebanyak 77 pengunjung, 14 pelaku usaha, dan 1 pihak pengelola. Data dikumpulkan melalui wawancara langsung pada Januari–Februari 2025. Analisis dilakukan menggunakan regresi linier berganda, *Travel Cost Method* (TCM), dan *Keynesian Income Multiplier*. Hasilnya menunjukkan bahwa usia dan biaya perjalanan berpengaruh terhadap jumlah kunjungan. Nilai ekonomi Way Tebing Ceppa sebesar Rp10,804,486,018 per tahun. Nilai *Keynesian multiplier effect* sebesar 0,10, *income multiplier ratio* tipe I sebesar 1,23 dan tipe II sebesar 1,42. Hal ini menunjukkan bahwa dampak ekonomi lokasi wisata ini masih tergolong rendah karena *nilai multiplier effect* berada di antara nol dan satu.

Kata kunci : Dampak ekonomi, nilai ekonomi, pariwisata, biaya perjalanan.

ABSTRACT

ECONOMIC VALUATION AND IMPACT OF THE WAY TEBING CEPPA TOURIST ATTRACT ON THE SOCIO-ECONOMIC LIFE OF THE SURROUNDING COMMUNITY IN SOUTH LAMPUNG REGENCY

By

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This study aims to analyze: (1) factors that influence the number of visits, (2) the economic value of tourist attractions, and (3) the socio-economic impact of tourism on the surrounding community. The location of the study was the Way Tebing Ceppa tourist attraction in South Lampung Regency, which was selected purposively because it is considered one of the best natural attractions in the area. The method used was a case study with 77 visitors, 14 business actors, and 1 manager as respondents. Data were collected through direct interviews in January–February 2025. The analysis was carried out using multiple linear regression, the Travel Cost Method (TCM), and the Keynesian Income Multiplier. The results showed that age and travel costs affected the number of visits. The economic value of Way Tebing Ceppa is IDR 10,804,486,018 per year. The Keynesian multiplier effect value is 0,10, the income multiplier ratio type I is 1,23 and type II is 1,42. This shows that the economic impact of this tourist location is still relatively low because the multiplier effect value is between zero and one.

Keywords: Economic impact, economic value, tourism, travel costs.