

ABSTRAK

ANALISIS KESEDIAAN MENERIMA (*WILLINGNESS TO ACCEPT*) DAN KESEDIAAN MEMBAYAR (*WILLINGNESS TO PAY*) JASA LINGKUNGAN AIR DI SUB DAS WAY SEKAMPUNG, KABUPATEN TANGGAMUS

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Degradasi ekosistem di wilayah hulu Sub DAS Way Sekampung akibat perubahan penggunaan lahan dan tekanan antropogenik telah menyebabkan penurunan kualitas dan kuantitas air yang berdampak langsung pada masyarakat hilir. Kondisi ini mendorong perlunya implementasi skema Pembayaran Jasa Lingkungan (PJL) sebagai instrumen pengelolaan berbasis insentif ekonomi. Penelitian ini bertujuan untuk: (1) mengestimasi nilai WTP masyarakat hilir dan WTA masyarakat hulu Sub DAS Way Sekampung; (2) mengidentifikasi faktor-faktor sosial ekonomi yang memengaruhi nilai WTP; dan (3) menganalisis tingkat pengetahuan masyarakat hulu dan hilir terhadap konservasi jasa lingkungan air. Penelitian dilaksanakan pada bulan Agustus–Oktober 2025 di empat lokasi, yaitu Desa Lugusari (Kabupaten Pringsewu) sebagai wilayah hilir, serta Desa Talang Beringin, Desa Margoyoso, dan Desa Dadapan (Kabupaten Tanggamus) sebagai wilayah hulu. Pendekatan penelitian menggunakan *Contingent Valuation Method* (CVM) dengan skenario hipotetik terhadap 30 responden hilir dan 90 responden hulu. Analisis data meliputi analisis regresi linear berganda, uji koefisien determinasi (R^2), uji simultan (Uji-F), uji parsial (Uji-t), serta analisis statistik deskriptif. Hasil penelitian menunjukkan bahwa nilai WTP dominan masyarakat hilir adalah sebesar Rp30.000 per rumah tangga per bulan, sedangkan nilai WTA dominan masyarakat hulu adalah sebesar Rp45.000 per rumah tangga per bulan. Secara simultan, seluruh variabel sosial ekonomi berpengaruh signifikan terhadap WTP (F hitung = 12,629; $p = 0,000$) dengan koefisien determinasi sebesar 78,3% ($\text{Adjusted } R^2 = 0,783$). Analisis deskriptif terhadap WTA menunjukkan bahwa seluruh responden hulu bersedia menerima kompensasi dengan nilai modus sebesar Rp45.000 per bulan (standar deviasi = 12.847,42). Tingkat pengetahuan konservasi masyarakat hilir berada pada kategori sedang (skor rata-rata = 1,73), begitu pula masyarakat hulu (skor rata-rata = 1,89). Hasil ini mengindikasikan bahwa adanya kesenjangan antara WTP masyarakat hilir dan WTA masyarakat hulu perlu dijawab melalui desain skema PJL yang mempertimbangkan kapasitas ekonomi, literasi lingkungan, dan dukungan kelembagaan yang kuat

Kata Kunci: Jasa Lingkungan Air, Sub DAS Way Sekampung, WTA, WTP,

ABSTRACT

ANALYSIS OF WILLINGNESS TO ACCEPT AND WILLINGNESS TO PAY FOR WATER ECOSYSTEM SERVICES IN THE WAY SEKAMPUNG SUB-WATERSHED, TANGGAMUS REGENCY

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Ecosystem degradation in the upper reaches of the Way Sekampung Sub-Watershed, driven by land use change and anthropogenic pressures, has led to a significant decline in water quality and quantity that directly impacts downstream communities. This condition necessitates the implementation of a Payment for Ecosystem Services (PES) scheme as an economic incentive-based management instrument. This study aimed to: (1) estimate the WTP of downstream communities and the WTA of upstream communities in the Way Sekampung Sub-Watershed; (2) identify the socioeconomic factors influencing WTP values; and (3) analyze the level of conservation knowledge among both upstream and downstream communities regarding water ecosystem services. The research was conducted from August to October 2025 across four sites: Lugusari Village (Pringsewu Regency) as the downstream area, and Talang Beringin Village, Margoyoso Village, and Dadapan Village (Tanggamus Regency) as upstream areas. The study employed the Contingent Valuation Method (CVM) with a hypothetical scenario administered to 30 downstream respondents and 90 upstream respondents. Data analysis included multiple linear regression, coefficient of determination (R^2), simultaneous F -test, partial t -test, and descriptive statistical analysis. The results revealed that the dominant WTP value among downstream communities was IDR 30,000 per household per month, while the dominant WTA value among upstream communities was IDR 45,000 per household per month. Simultaneously, all socioeconomic variables significantly influenced WTP (F -value = 12.629; p = 0.000), with a coefficient of determination of 78.3% (Adjusted R^2 = 0.783). Meanwhile, descriptive analysis of WTA showed that all upstream respondents were willing to accept compensation, with a modal value of IDR 45,000 per month (standard deviation = 12,847.42). The conservation knowledge level of downstream communities was in the moderate category (mean score = 1.73), as was that of upstream communities (mean score = 1.89). These findings indicate that the gap between downstream WTP and upstream WTA must be bridged through a carefully designed PES scheme that accounts for economic capacity, environmental literacy, and strong institutional support

Keywords: Water Ecosystem Services, Way Sekampung Sub-Watershed, WTA, WTP