

RINGKASAN

Agrowisata merupakan bagian dari sektor pariwisata yang memanfaatkan usaha pertanian sebagai objek wisata. Saat ini banyak berkembang agrowisata yang berada di Banyumas salah satunya Agrowisata Farm Market Ora Nandur Ngundhuh. Fasilitas yang ada di Agrowisata Farm Market Ora Nandur Ngundhuh masih terbilang cukup sederhana, sehingga perlu mengetahui biaya dari penambahan tiket masuk atau *Willingness To Pay* (WTP) yang pengunjung berikan untuk membayar pengembangan yang akan dilakukan agar dapat bersaing. Penelitian ini bertujuan untuk: (1) Mengidentifikasi karakteristik sosial ekonomi pengunjung Agrowisata Farm Market Ora Nandur Ngundhuh, (2) Mengidentifikasi persepsi pengunjung terhadap Agrowisata Farm Market Ora Nandur Ngundhuh, (3) Menghitung besarnya nilai WTP (*Willingness To Pay*) dari pengunjung Agrowisata Farm Market Ora Nandur Ngundhuh, (4) Menganalisis faktor-faktor yang mempengaruhi nilai WTP (*Willingness To Pay*) dari pengunjung Agrowisata Farm Market Ora Nandur Ngundhuh.

Penelitian dilaksanakan di Agrowisata Farm Market Ora Nandur Ngundhuh, Desa Banjarsari Wetan, Kecamatan Sumbang, Kabupaten Banyumas, Jawa Tengah. Pengambilan sampel menggunakan metode *Non-probability sampling* lebih spesifiknya *accidental sampling* dengan mengambil 60 responden pada Bulan Agustus sampai September 2022. Data digunakan adalah data primer dan data sekunder. Metode analisis digunakan adalah Analisis Karakteristik dan persepsi pengunjung, Analisis CVM (*Contingent Valuation Method*), serta Analisis Faktor-faktor yang Mempengaruhi Besarnya Nilai WTP Pengunjung Agrowisata Farm Market Ora Nandur Ngundhuh.

Hasil penelitian menunjukkan: (1) Pengunjung sebagian besar berjenis kelamin perempuan, rata-rata usia 28 antara 19-49 tahun, berstatus menikah, rata-rata tingkat pendidikan Strata-1 (S1), pendapatan kisaran Rp. 2.000.001 – Rp. 3.000.000 pegawai swasta, dan jumlah tanggungan 2 orang. Secara umum, pengunjung sebagian besar sudah berkunjung sebanyak 2-3 kali, jarak tempat tinggal ke obyek wisata rata-rata 1-2 km, biaya perjalanan Rp. 10.000 – Rp. 20.000, dan lamanya di lokasi selama 2 jam, (2) Persepsi pengunjung Agrowisata Farm Market Ora Nandur Ngundhuh berdasarkan aspek kognitif termasuk kedalam kategori sangat setuju, serta aspek afektif dan aspek konatif termasuk kedalam kategori setuju, (3) Nilai rata-rata maksimum WTP pengunjung sebesar Rp. 7.617,647, (4) Faktor yang mempengaruhi kesediaan membayar adalah jenis kelamin, tingkat usia, status pernikahan dan jumlah tanggungan.

SUMMARY

Agrotourism is part of the tourism sector that utilizes agricultural businesses as a tourist attraction. Currently, agro-tourism is developing in Banyumas, one of which is the Ora Nandur Ngundhuh Farm Market Agro-tourism. The facilities at the Ora Nandur Ngundhuh Farm Market Agrotourism are still quite simple, so it is necessary to know the cost of adding an entrance ticket or the Willingness To Pay (WTP) that visitors provide to pay for the development that will be carried out in order to be competitive. This study aims to: (1) Identify the socio-economic characteristics of visitors to the Ora Nandur Ngundhuh Agro-tourism Farm Market, (2) Identify visitor perceptions of the Ora Nandur Ngundhuh Agro-tourism Farm Market, (3) Calculate the WTP (Willingness To Pay) value of Agro-tourism Farm visitors Ora Nandur Ngundhuh Market, (4) Analyze the factors that influence the value of WTP (Willingness To Pay) from visitors to the Ora Nandur Ngundhuh Farm Market Agrotourism.

The research was conducted at the Ora Nandur Ngundhuh Farm Market Agrotourism, Banjarsari Wetan Village, Sumbang District, Banyumas Regency, Central Java. Sampling used the Non-probability sampling method, more specifically accidental sampling, by taking 60 respondents from August to September 2022. The data used were primary data and secondary data. The analytical method used is characteristic analysis and visitor perceptions, CVM (Contingent Valuation Method) analysis, and analysis of the factors that influence the amount of WTP value for visitors to Agrotourism Farm Market Ora Nandur Ngundhuh.

The results of the study showed: (1) Most of the visitors were female, the average age was 28 out of 49 years, married status, the average level of education was Strata-1 (S1), income around Rp. 2,000,001 – Rp. 3,000,000 private employees, and 2 dependents. In general, most visitors have visited 2-3 times, the distance from their residence to tourist objects is an average of 1-2 km, the cost of the trip is Rp. 10,000 – Rp. 20,000, and the duration at the location is 2 hours, (2) Perceptions of visitors to the Ora Nandur Ngundhuh Farm Market Agrotourism based on cognitive aspects are included in the strongly agree category, and affective and conative aspects are included in the agree category, (3) The maximum average value of WTP visitors Rp. 7,617,647, (4) Factors that influence willingness to pay are gender, age level, marital status and number of dependents.