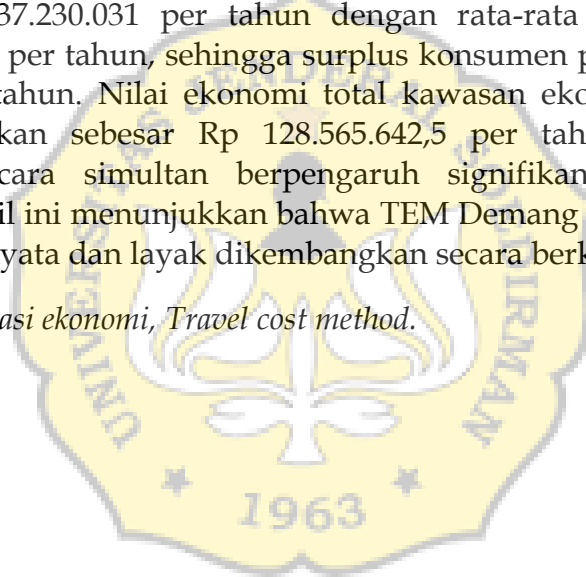


## ABSTRAK

Ekosistem mangrove memiliki nilai ekologis dan ekonomis yang penting, salah satunya melalui pengembangan ekowisata berbasis konservasi. Taman Edukasi Mangrove (TEM) Demang Gedi di Desa Gedangan, Kecamatan Purwodadi, Kabupaten Purworejo merupakan kawasan ekowisata mangrove yang dikelola oleh masyarakat, namun nilai ekonomi non-pasarnya belum terukur secara kuantitatif. Penelitian ini bertujuan untuk mengestimasi nilai ekonomi kawasan ekowisata TEM menggunakan pendekatan *Travel Cost Method* (TCM) serta menganalisis faktor-faktor yang mempengaruhi frekuensi kunjungan wisatawan. Penelitian dilaksanakan pada November - Desember 2025 dengan melibatkan 38 responden yang dipilih menggunakan metode *accidental sampling*. Analisis data dilakukan secara deskriptif dan kuantitatif menggunakan regresi linear berganda. Hasil penelitian menunjukkan jumlah kunjungan sebanyak 2.984 kunjungan per tahun dengan rata-rata biaya perjalanan Rp 27.395 per orang per kunjungan. Surplus konsumen tercatat sebesar Rp 1.637.230.031 per tahun dengan rata-rata frekuensi kunjungan individu 78 kali per tahun, sehingga surplus konsumen per individu mencapai Rp 43.085 per tahun. Nilai ekonomi total kawasan ekowisata TEM Demang Gedi diperkirakan sebesar Rp 128.565.642,5 per tahun. Seluruh variabel independen secara simultan berpengaruh signifikan terhadap frekuensi kunjungan. Hasil ini menunjukkan bahwa TEM Demang Gedi memiliki potensi ekonomi yang nyata dan layak dikembangkan secara berkelanjutan.

*Kata kunci : Valuasi ekonomi, Travel cost method.*



## ABSTRACT

Mangrove ecosystems have important ecological and economic value, one of which is through the development of conservation-based ecotourism. The Demang Gedi Mangrove Education Park (TEM) in Gedangan Village, Purwodadi District, Purworejo Regency is a mangrove ecotourism area managed by the community, but its non-market economic value has not been measured quantitatively. This study aims to estimate the economic value of the TEM ecotourism area using the Travel Cost Method (TCM) approach and to analyse the factors that influence tourist visit frequency. The study was conducted in November–December 2025, involving 38 respondents selected using accidental sampling. Data analysis was performed descriptively and quantitatively using multiple linear regression. The results show that there are 2,984 visits per year with an average travel cost of Rp 27,395 per person per visit. Consumer surplus is recorded at Rp 1,637,230,031 per year with an average individual visit frequency of 78 times per year, resulting in a consumer surplus per individual of Rp 43,085 per year. The total economic value of the TEM Demang Gedi ecotourism area is estimated at £128,565,642.5 per year. All independent variables simultaneously have a significant effect on visit frequency. These results indicate that TEM Demang Gedi has real economic potential and is worth developing sustainably.

*Keywords : Economic valuation, Travel cost method.*

