

ABSTRAK

Yoni Ni Luh, 2021, Nilai ekonomi bunga edelweis (*anaphalis javanica*) sebagai ciri khas objek wisata dan sarana upakara di Desa Besakih kabupaten Karangasem. Pembimbing : (I) Prof.Dr.Ir I Ketut Arnawa ,M.P. dan pembimbing (II) Ni Putu Sukanteri,S.P.,M.Agb.

Penelitian ini bertujuan untuk (1) Menganalisis bagaimana nilai ekonomi bunga edelweis sebagai sarana upakara (ritual keagamaan) dan sebagai objek agrowisata di Banjar Dinas Temukus desa Besakih, Kecamatan Rendang, Kabupaten Karangasem.

(2) Menganalisis bagaimana efisiensi pendapatan usaha tani bunga edelweis sebagai sarana upakara dan sebagai ciri khas objek wisata di daerah tersebut. Penelitian ini penelitian ini berlangsung dari bulan agustus 2021 sampai oktober 2021. Jenis data dalam penelitian ini yaitu data kuantitatif dan data kualitatif. Sumber data dalam penelitian ini adalah data primer dan data sekunder.

Metode pengambilan data melalui observasi, wawancara, kuesioner, studi kepustakaan, dan dokumentasi. Data yang diperoleh di lapangan di analisis melalui analisis penerimaan, analisis pendapatan dan analisis R/C Ratio. Berdasarkan analisis penelitian di lapangan penerimaan usahatani bunga edelweis rata – rata sebesar Rp.16,050,000.00, dan penerimaan agrowisata sebesar Rp.449,910,000.00. Pendapatan pada usahatani rata – rata sebesar Rp.10,806,500.00 dan pendapatan pada sektor agrowisata Rp. 16,734,934.00. Berdasarkan Analisis R/C Ratio di peroleh usahatani 3,06 dan R/C Ratio agrowisata 1,03. Maka berdasarkan kriteria yang digunakan $R/C > 1$ artinya usahatani bunga edelweis dan agrowisata tersebut efisien dan menguntungkan.

Kata kunci: Bunga edelweis, nilai ekonomi, analisis penerimaan, analisis pendapatan, dan R/C Ratio

ABSTRACT

Yoni Ni Luh, 2021, The economic value of edelweiss (*anaphalis javanica*) flowers as a characteristic of tourist objects and ritual facilities in Besakih Village, Karangasem Regency. Supervisor : (I) Prof.Dr.Ir I Ketut Arnawa ,M.P. and supervisor (II) Ni Putu Sukanteri, S.P., M.Agb.

This study aims to (1) analyze how the economic value of edelweiss flowers as a means of ritual (religious rituals) and as an object of agro-tourism in Banjar Dinas Temukus, Besakih village, Rendang district, Karangasem district.

(2) Analyzing how the efficiency of edelweiss flower farming income is as a means of ritual and as a characteristic of tourism objects in the area. This research is a research that takes place from August 2021 to October 2021. The types of data in this study are quantitative data and qualitative data. Sources of data in this study are primary data and secondary data.

Methods of collecting data through observation, interviews, questionnaires, literature study, and documentation. The data obtained in the field are analyzed through revenue analysis, income analysis and R/C Ratio analysis. Based on the research analysis in the field, the average income of edelweiss flower farming is Rp. 16,050,000.00, and the acceptance of agro-tourism is Rp. 449,910,000.00. The average income in farming is Rp. 10,806,500.00 and income from the agro-tourism sector is Rp. 16,734,934.00. Based on the analysis of the R/C Ratio obtained 3.06 farming and agro-tourism R/C Ratio 1.03. So based on the criteria used $R/C > 1$, it means that edelweiss flower farming and agro-tourism are efficient and profitable.

Keywords: Edelweiss, economic value, revenue analysis, income analysis, and R/C Ratio