

ABSTRAK

Endah Nurwenda (Dibimbing oleh: Yayat Dhahiyat dan Iwang Gumilar), 2013. Pengaruh Minawisata Bahari Terhadap Pendapatan Rumah Tangga Nelayan di Pantai Santolo Kabupaten Garut.

Penelitian ini mengenai pengaruh minawisata bahari terhadap pendapatan rumah tangga nelayan di Pantai Santolo, Kabupaten Garut, yang telah dilaksanakan sejak Desember 2012-Mei 2013. Tujuan penelitian ini adalah menganalisis curahan kerja dan usaha nelayan di Pantai Santolo, dan menganalisis kontribusi minawisata bahari terhadap pendapatan keluarga nelayan. Metode penelitian menggunakan metode studi kasus, dengan teknik wawancara menggunakan kuesioner. Data dianalisis dengan metode analisis deskriptif. Hasil penelitian menunjukkan adanya kegiatan perikanan tangkap, dan kegiatan minawisata bahari seperti sewa perahu, *banana boat*, sewa losmen, usaha kuliner, dan menjual cinderamata. Curahan kerja nelayan dalam usaha sewa perahu sebesar 13 jam (54,17%), keuntungan per tahun Rp 36.122.500 BCR 3,57, profitabilitas sebesar 256,6%, *payback periods* sebesar 0,7; curahan kerja usaha *banana boat* sebesar 11 jam (45,8%), keuntungan per tahun Rp 23.900.000 BCR 1,99, profitabilitas sebesar 99,17%, *payback periods* sebesar 1 tahun; curahan kerja usaha sewa losmen sebesar 15 jam (62,5%), keuntungan per tahun Rp 20.985.000 BCR 5,6, profitabilitas sebesar 458,7%, *payback period* sebesar 5,5 tahun; curahan kerja usaha kuliner sebesar 17 jam (70,8%), keuntungan per tahun Rp 26.630.000 BCR 6,7, profitabilitas sebesar 567,8%, *payback periods* sebesar 0,7 tahun; curahan kerja usaha menjual cinderamata sebesar 11 jam (45,8%), keuntungan per tahun Rp 4.430.000 BCR 1,5, profitabilitas sebesar 47,3%, *payback periods* sebesar 5,2 tahun. Kontribusi relatif minawisata bahari terhadap total pendapatan keluarga nelayan sebesar 43,2%, ini artinya kegiatan minawisata bahari di Pantai Santolo cukup penting untuk menunjang pendapatan dan kesejahteraan nelayan.

Kata kunci: Kontribusi, Minawisata Bahari, Pendapatan Nelayan.

ABSTRACT

Endah Nurwenda (Supervised by Yayat Dhahiyat and Iwang Gumilar), 2013. The Influence of Marine Fisheries Tourism toward Fisherman's Income in Santolo Coastal, Garut District.

This research was about the influence of marine fisheries tourism toward fisherman's income in Santolo Coastal, Garut District, was conducted since December 2012 until May 2013. It aimed to analyze the working time allocation and fisherman's business in Santolo Coastal, and to analyze the contribution of marine fisheries tourism toward fisherman's income. This research used case study methods with interview technique using a questionnaire. The data were analyzed using descriptive analysis methods. The research showed that there was a fisheries activity and marine fisheries tourism activity such as boat rental, banana boat, lodging business, culinary business, and selling souvenir. The working time allocation for the boat rental business was 13 hours (54,17%), generating revenue was Rp 36.122.500 BCR 3,57, profitability was 256,6%, payback periods was 0,7 year; the working time allocation for the banana boat business was 11 hours (45,8%), generating revenue was Rp 23.900.000 BCR 1,99, profitability was 99,17%, payback periods was 1 year; the working time allocation for the lodging business was 15 hours (62,5%), generating revenue was Rp 20.985.000 BCR 5,6, profitability was 458,7%, payback periods was 5,5 years; the working time allocation for culinary business was 17 hours (70,8%), generating revenue was Rp 26.630.000 BCR 6,7, profitability was 567,8%, payback periods was 0,7 year; the working time allocation for selling souvenir was 11 hours (45,8%), generating revenue was Rp 4.430.000 BCR 1,5, profitability was 43,3%, payback period was 5,2 years. The relative contribution of fisherman's total family revenue was 43,2%, it means that marine fisheries tourism activity in Santolo Coastal was important enough to support fisherman's income and welfare.

Keywords: Contribution, Marine Fisheries Tourism, Fisherman's Household Income.