

**TRAVEL COST METHOD ANALYSIS ON CULTURAL HERITAGE OF PALGADING
TEMPLE USING MARKETING APPROACH**

(Case Study: Palgading Temple, Sinduharjo, Yogyakarta Special Region)

**ANALISIS TRAVEL COST METHOD PADA CAGAR BUDAYA CANDI PALGADING
DENGAN MENGGUNAKAN PENDEKATAN PEMASARAN**

(Studi Kasus: Candi Palgading, Sinduharjo, Daerah Istimewa Yogyakarta)

UNDERGRADUATE THESIS



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INTERNATIONAL PROGRAM FOR ISLAMIC ECONOMICS AND FINANCE (IPIEF)

**FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITAS MUHAMMADIYAH YOGYAKARTA**

2022

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Apply to meet the Requirements for a Degree

Bachelor in Economics Study Program, Faculty of Economics and Business

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2022**

DECLARATION

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Stating that this thesis with the title "**TRAVEL COST METHOD ANALYSIS ON CULTURAL HERITAGE OF PALGADING TEMPLE USING MARKETING APPROACH (Case Study: Palgading Temple, Sinduharjo, Yogyakarta Special Region)**", there are no works that have been submitted to obtain a bachelor's degree in a university, and to the best of my knowledge There are no works or opinions that have been written or published by other people, except those in writing which are referred to in this manuscript and mentioned in the Bibliography. If it turns out that in this thesis it is determined that there are works or opinions that have been written or published by other people, then I am willing to cancel the work.

Yogyakarta, 20 Mei 2022



Ayustim Dwisolehati

ACKNOWLEDGEMENT

With intention and sincerity

I dedicate this thesis to

Both of my parents

Mr. Yusuf and Mrs. St. Aminah

And all family, brothers and friends

PREFACE

Praise and gratitude I pray to Allah SWT. With his blessing, I was able to complete the preparation of this thesis. The title of the thesis that I propose is "**TRAVEL COST METHOD ANALYSIS ON CULTURAL RESERVE OF PALGADING TEMPLE USING MARKETING APPROACH (Case Study: Palgading Temple, Sinduharjo, Yogyakarta Special Region)**". It cannot be denied that it took a lot of effort to complete this thesis. However, this work would not have been completed without my beloved people around me who support and help me. I would like to thank:

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. As a final word, the writer realizes that there are still many shortcomings in this thesis. Therefore, criticism, suggestions and further research development are needed for the depth of writing on this topic. The writer hopes that this thesis can be useful for many parties.

Yogyakarta, 20 Mei 2022
Researcher

Ayustim Dwisolehati

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