THE ANALYSIS OF POTENTIAL ECONOMIC TOURISM BASED ON LOCAL WISDOM AS A SUPPORT OF PARANGTRITIS TOURISM ATTRACTION IN BANTUL DISTRICT

ANALISIS POTENSI EKONOMI PARIWISATA BERBASIS KEARIFAN LOKAL SEBAGAI PENUNJANG DAYA TARIK WISATA PARANGTRITIS DI KABUPATEN BANTUL



Written by: IRINE SANDRA DEWI DARMASTUTI 20180430124

INTERNASIONAL PROGRAM FOR ISLAMIC ECONOMIC AND FINANCE (IPIEF)
FACULTY OF ECONOMICS AND BUSINESS UNIVERSITAS MUHAMMADIYAH YOGYAKARTA 2023

THE ANALYSIS OF POTENTIAL ECONOMIC TOURISM BASED ON LOCAL WISDOM AS A SUPPORT OF PARANGTRITIS TOURISM ATTRACTION IN BANTUL DISTRICT

ANALISIS POTENSI EKONOMI PARIWISATA BERBASIS KEARIFAN LOKAL SEBAGAI PENUNJANG DAYA TARIK WISATA PARANGTRITIS DI KABUPATEN BANTUL

UNDERGRADUATE THESIS

Submitted to complete the assignments and meet the requirements to obtain a Bachelor's Degree of Economics at International Program for Islamic Economics and Finance (IPIEF), Department of Economics, Faculty of Economics and Business



Written by: IRINE SANDRA DEWI DARMASTUTI 20180430124

INTERNASIONAL PROGRAM FOR ISLAMIC ECONOMIC AND FINANCE (IPIEF)
FACULTY OF ECONOMICS AND BUSINESS UNIVERSITAS MUHAMMADIYAH YOGYAKARTA 2023

DECLARATION

Name : IRINE SANDRA DEWI DARMASTUTI

Student Number : 20180430124

consequences.

I declare that this undergraduate thesis entitled "THE ANALYSIS OF POTENTIAL ECONOMIC TOURISM BASED ON LOCAL WISDOM AS A SUPPORT OF PARANGTRITIS TOURISM ATTRACTION IN BANTUL DISTRICT" does not consist of any content that ever being proposed for any degree in other universities, and ideas of any research and publication of others, in exception all quotes and ideas which are proposely taken are considered as the research references and listed in the reference list. Therefore, if any violation of intellectual rights is found in this study, I agree to accept any relevant academic

Yogyakarta, 16th March 2023

Irine Sandra Dewi Darmastuti

6FE1BAKX454075923

1

MOTTO

Allah does not burden a person but according to his ability. He gets (reward) from (virtue) he does and he gets (torture) from (crime) he does. (They pray), "Our God, do not you do our law if we forget or we make a mistake. Our God, do not you hang us with a heavy burden as you put people before us. Our God, do not tell us what we can not carry it.

(Q.S. Al-Baqarah: 286)

Do the one thing you think you cannot do. Fail at it. Try again. Do better the second time. The only people who never tumble are those who never mount the high wire. This is your moment. Own it.

(Oprah Winfrey)

DEDICATION

I dedicated this undergraduate thesis to...

My beloved Mother who already passed away

My forever hero Papa

My annoying Brother

My self

My Supervisor

ACKNOWLEDGEMENTS



Assalamualaikum Warahmatullahi Wabarakatuh

Praise and gratitude for the presence of Allah SWT because of His grace and guidance the researcher was able to complete this thesis research with the title "THE ANALYSIS OF POTENTIAL ECONOMIC TOURISM BASED ON LOCAL WISDOM AS A SUPPORT OF PARANGTRITIS TOURISM ATTRACTION IN BANTUL DISTRICT". The author realizes that this thesis project will not be successful without the guidance and contribution of thoughts from various parties. On this occasion, the author would like to thank:

- 1. Allah SWT as the Lord of this worlds who has given the ease and fluency in the completing this study to me.
- 2. My beloved mother Elly Hauleni who has passed away years ago and my forever hero Bapak Sapto who always give his full support to his one and only daughter.
- 3. Mr. Zaini Muchlis, Lc., MIRKH and Mrs. Sri Ani Puji Setiawati, S.S., M.A. as my undergraduate thesis advisor who has provided guidance and suggestions to the researcher since the beginning of the research until the completion of the thesis writing.
- 4. Dr. Ir. Gunawan Budiyanto, M.P. as Rector of the University of Muhammadiyah Yogyakarta.
- 5. Prof. Rizal Yaya, S.E., M.Sc., Ph.D., Ak, CA. as Dean of the Faculty of Economics and Business, Universitas Muhammadiyah Yogyakarta.
- 6. Prof. Endah Saptutyningsih, S.E., M.Si. as Head of Economics Department, Faculty of Economics and Business, University of Muhammadiyah Yogyakarta.

- 7. Mr. Dimas Bagus Wiranata Kusuma, S.E., M.Ec., Ph.D. as Director of International Program for Islamic Economics and Finance UMY for all support, advice and guidance.
- 8. My Friends, Novia Fadhilah Putri, Esty Ayu Pratiwi, M. Fikri Aldiansyah, Lisya Indrayana, Riri Taliang Dita, Windy Fitriani, Erika Trisna Dewi, Indah Oktapiani, Yessi Somi Pratiwi, Muhammad Bariklana and so on.
- 9. Last but not least, I want to thank me, myself and I for surviving and fighting all this time, thank you for not giving up even though the road is not stright. Thank your for everything that you do all this time, you have doing a great job, Irene.

May Allah SWT give rewards to all of us. And the author also realized that this thesis is still far from perfection. Therefore, the criticisms and suggestions are highly appreciation for future improvements. The Author hopes this thesis can be useful for all parties in the future.

LIST OF CONTENT

WISD	ANALYSIS OF POTENTIAL ECONOMIC TOURISM BASED ON LOCA DOM AS A SUPPORT OF PARANGTRITIS TOURISM ATTRACTION IN RICT	BANTUL
SUPE	CRVISOR AGREEMENT	
EXAM	MINER AGREEMENT	ii
DECI	LARATION	iv
MOT	то	٠١
DEDI	CATION	v
ACK	NOWLEDGEMENTS	vi
ABST	TRACT	i)
LIST	OF CONTENT)
LIST	OF TABLES	xi
LIST	OF FIGURE	xii
CHAI	PTER I INTRODUCTION	1
A.	Background	1
В.	Research Question	5
C. I	Research Purposes	6
D . 1	Benefit of Research	6
CHAI	PTER II THEORETICAL BASIS	
A.	Theoretical Basis	
В.	Previous Research	12
C.	Conceptual Framework	19
CHAI	PTER III RESEARCH METHOD	21
A.	Types of research	21
В.	Research sites (Location)	21
C.	Data Source	21
D.	Sampling Technique	22
E.	Data Collection Technique	22
F.	Data Analysis Technique	23
CHAI	PTER IV GENERAL DESCRIPTION	27
A.	The object of the research	27
В.	Research implementation	28
C.	Informant's Background	29
CHAI	PTER V RESULT AND DISCUSSION	31
Α.	The impact of the Covid-19 pandemic on tourism in Parangtritis	31

В.	The Tourist Attraction in Parangtritis	32
C.	Parangtritis Local Wisdom	35
D. Ent	Forms Of Local Wisdom In Parangtritis That Well Known By The Visitors	
E. Attı	The Cause Of The Cultural Heritage Owned By Parangtritis Is Not a Key raction In Parangtritis	
F.	Government efforts to introduce local wisdom in Parangtritis	43
G.	Research Prepositions	46
СНАІ	PTER VI CONCLUSION AND RECOMMENDATION	48
A.	Conclusion	48
В.	Research Limitation	50
C.	Recomendation	50
REFE	RENCES	52
A DDE	NDIV	57

LIST OF TABLES

Table 1.1 Number of Tourism Visitors to Bantul Regency in 2018-2021	4
Table 5.1 Number of Visitor and Total Income at Parangtritis in 2018-2021	.3

LIST OF FIGURE

Figure 2. 1 Conceptual Framework	19
Figure 3. 2 The Miles and Huberman Model Data Analysis	24