

ABSTRACT

Joko Tingkir Beach is one of the tourist attractions in Pemalang Regency located in Nyamplungsari Village, Pemalang Regency. The beach that offers the beauty of the sea and culinary recreation tourism on the seaside makes Joko Tingkir Beach famous in Nyamplungsari Village and even its surroundings and is one of the favorite tourist attractions for the community every weekend. However, the number of visits to Joko Tingkir Beach is still far behind Widuri Beach. In fact, if you look at the potential of Joko Tingkir Beach with its clean and beautiful natural conditions, it can still be utilized well so that it becomes the most popular beach tourism for Pemalang residents. Therefore, this study was conducted with the aim of identifying the socio-economic characteristics of visitors and tourist perceptions of the Joko Tingkir Beach Tourist Attraction, analyzing the factors that influence tourist visits and analyzing economic value, and recommending sustainable tourism-based tourism development strategies. The methodology used in the study is a mix method, where quantitative analysis is used to answer the objectives of identifying the characteristics and perceptions of visitors, as well as analyzing the factors that influence tourist visits and economic value. The quantitative analysis uses the Travel Cost Methods approach with a multiple regression analysis model. Then, qualitative analysis using the Nvivo 12 analysis tool is used to develop strategies for sustainable tourism-based tourism development. The results of this study indicate that the characteristics of respondents are mostly female with a perception that is mostly moderate towards beauty, facilities, access, beauty, and security. Factors that influence the number of visits to Joko Tingkir Beach are travel costs, distance, income, dummy tourist destinations that are negatively and significantly related. While the cost of travel to other tourist attractions and the dummy type of group are significantly positively related. Based on the TCM analysis, the consumer surplus value of Joko Tingkir Beach tourism is IDR 47,388, and the economic value of Joko Tingkir Beach is IDR 1.705.968,000. The recommended strategies given are to improve relations between stakeholders, improve existing facilities and infrastructure, create routine cultural events, and increase cooperation to protect the marine environment from garbage.

Keywords: *Economic Value, Joko Tingkir Beach, Tourism, Travel Cost Method (TCM)*