

ABSTRACT

Manjung village is an area of Soun SME'S in District Ngawen, Klaten regency. In 2012, there were 70 SME'S units that carry out the production. The increasing growth of the industry also increasing more waste and cause many complex environmental problems. Soun liquid waste disposal is not optimal, because there are many industries that dump their waste directly into the river without being processed through the integrated WWTI (Waste Water Treatment Instalation).

The purpose of this study was: (1) to explore the profile or the river environment in an soun SME'S area Manjung Village, (2) to estimate the value of employer paid willingness to pay in an effort to manage liquid waste soun towards clean environment, (3) to develop a waste management strategy towards a clean environment in the river in Manjung village.

This research uses primary and secondary data. Primary data were obtained from 70 respondent by census, 30 respondents by purposive sampling, and 5 key persons by purposive sampling. Secondary data were obtained from Environmental Agency Klaten, Department of Industry and Commerce Klaten regency, Central Bureau of Statistics Central Java. The sampling techniques used census and purposive sampling. Methods of analysis using descriptive statistical to explore the profile of SME'S, Contingent Valuation Method to estimate willingness to pay, and indepth interviews to formulate strategy.

The results of this research is the state of the environment of the river which was contaminated by soun waste. Public awareness and consciousness quite ordinary entrepreneurs to the effects of liquid waste is low. Based on interviews with key persons need for WWTI for wastewater management. Results of Contingent Valuation Method entrepreneur's Willingness To Pay (WTP) by an average of Rp 70.000.00 / month for five years and with a total value of Rp 294.000.000,00WTP for five years. The value of the average WTP can be used as a reference amount of levy-setting policy making. The collected funds allocated for the manufacture of WWTI in Manjung village.

Keywords: SME'S, Soun, WTP, Manjung, Klaten