

## ABSTRAKSI

Becak dan Andong adalah warisan budaya Kota Yogyakarta yang harus terus dijaga dan dilestarikan. Ditengah persaingan usaha dalam bidang transportasi, becak dan andong yang beroperasi mengalami penurunan minat yang berdampak pada menurunnya jumlah becak dan andong, hingga saat ini hanya ada sekitar 322 becak dan 421 andong yang beroperasi di Kawasan Malioboro Kota Yogyakarta. Dalam mendukung kelestarian becak dan andong diperlukan penentuan tarif yang ideal untuk mengatasi masalah persaingan usaha dan masalah *nuthuk* harga yang merugikan penumpang.

Penelitian ini dilakukan dengan menganalisa faktor – faktor pengaruh biaya operasional sehingga biaya operasional becak dan andong dapat dihitung dan diketahui. Peran wisatawan selaku pengguna atau penumpang angkutan tradisional adalah untuk mengetahui besarnya kemampuan membayar (*Ability to Pay*) dan kemauan membayar (*Willingness to Pay*) jasa becak dan andong. Besarnya biaya operasional, *Ability to Pay* dan *Willingness to Pay* ini dapat menjadi acuan dalam menentukan tarif yang ideal bagi becak dan andong sehingga antara pengemudi dan penumpang tidak saling dirugikan.

Dari hasil analisis yang telah dilakukan maka didapat tarif berdasarkan biaya operasional becak adalah Rp. 16.313 rupiah/km dengan kemampuan masyarakat dalam membayar jasa adalah Rp.17.292 dan kemauan membayar adalah Rp. 13.519. sedangkan tarif berdasarkan biaya operasional andong adalah Rp. 155.482 rupiah/ sekali perjalanan dengan kemampuan masyarakat dalam membayar jasa adalah Rp.178.712 rupiah/ sekali perjalanan dan kemauan membayar adalah Rp. 134.930 rupiah/ sekali perjalanan.

**Kata Kunci:** Becak, Andong, Biaya Operasional, *Ability to Pay*, *Willingness to Pay*

## **ABSTRACT**

*Becak and Andong are the cultural heritage of the City of Yogyakarta which must be maintained and preserved. In the midst of business competition in the field of transportation, pedicabs and andongs operating have experienced a decline in interest which has resulted in a decrease in the number of pedicabs and andongs, so far there are only around 322 pedicabs and 421 carriages operating in the Malioboro area of Yogyakarta City. In supporting the sustainability of pedicabs and andong, it is necessary to determine the ideal fare to overcome the problem of business competition and the problem of prices that are detrimental to passengers.*

*This research was conducted by analyzing the factors influencing operational costs so that the operating costs of pedicabs and andongs can be calculated and known. The role of tourists as users or passengers of traditional transportation is to determine the level of ability to pay and willingness to pay for pedicab and carriage services. The amount of operational costs, Ability to Pay and Willingness to Pay can be used as a reference in determining the ideal fare for rickshaws and andong so that drivers and passengers are not harmed by each other.*

*From the results of the analysis that has been done, it is obtained that the tariff based on the operating costs of the rickshaw is Rp. 16,313 rupiah/km with the community's ability to pay for services is Rp.17,292 and the willingness to pay is Rp. 13,519. while the tariff based on the operating costs of the carriage is Rp. 155,482 rupiahs/ one trip with the community's ability to pay for services is Rp.178,712 rupiahs/ one trip and the willingness to pay is Rp. 134,930 rupiah / one way.*

**Keywords:** *Becak, Andong, Operational Costs, Ability to Pay, Willingness to Pay.*