

## ABSTRAK

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Judul : Dampak Ekonomi yang Ditimbulkan Pengunjung KSK  
Sentra Sepatu dan Olahan Kulit Cibaduyut Kota Bandung  
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Salah satu faktor yang mendorong perekonomian di KSK Sentra Sepatu dan Olahan Kulit Cibaduyut adalah pengunjung. Uang yang dibelanjakan para pengunjung menimbulkan dampak positif bagi perekonomian setempat. Tujuan penelitian dilakukan untuk mengetahui nilai efek pengganda yang ditimbulkan pengunjung di KSK Sentra Sepatu dan Olahan Kulit Cibaduyut, Kota Bandung. Metode penelitian yang digunakan yaitu deskriptif kuantitatif dengan teori Vanhove (2005), bahwa efek pengganda dilihat melalui tiga jenis dampak ekonomi yaitu dampak langsung, dampak tidak langsung, dan dampak lanjutan. Berdasarkan analisis yang telah dilakukan, diperoleh hasil nilai *Keynesian Local Income Multiplier* sebesar 2.1, nilai *Ratio Income Multiplier I* sebesar 1.7, dan Nilai *Ratio Income Multiplier II* sebesar 1.8. Hasil perhitungan tersebut menunjukkan bahwa KSK Sentra Sepatu dan Olahan Kulit Cibaduyut memiliki nilai dampak ekonomi dan juga pengaruh pada perekonomian penduduk setempat.

**Kata kunci:** Dampak Ekonomi, Pengunjung, Efek Pengganda

## **ABSTRACT**

*Name* : Fauzan Aulia Rachman  
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*Title* : Economic Impacts Caused by Visitors to The City's Strategic Area, Cibaduyut Shoes Center and Processed Leather, Bandung City  
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*One of the factors that drives the economy in the City Strategic Area, The Center for Shoes and Leather Processing in Cibaduyut are visitors. The money that visitors spend has a positive impact on the local economy. The research objective was conducted to see the value of the multiplier effect caused by visitors in the City Strategic Area, The Center for Shoes and Leather Processing in Cibaduyut, Bandung City. The research method used is quantitative descriptive with Vanhove's theory (2005), that the multiplier effect is seen trough three types of economic impacts, namely direct impacts, indirect impacts, and induced impacts. Based on the analysis that has been done, the results of the Keynesian Local Income Multiplier value are 2.1, The ratio income multiplier type 1 is 1.7, and The ratio income multiplier type 2 is 1.8. The results of these calculations indicate that the City Strategic Area, The Center for Shoes and Leather Processing in Cibaduyut has an economic impact value as well as an influence on the local economy.*

**Keywords** : *Economy Impact, Visitors, Multiplier Effect*