ABSTRACT

The values of Borobudur cultural landscape have conferred important meanings in many aspects for those who live in its surrounding area. However, its cultural landscape (natural and cultural horizon) is constantly facing degrading quality which affecting the future existence of Borobudur’s site.

This research aims to explore and monetarily quantify the benefit of Borobudur cultural landscape to support the conservation efforts using choice experiment framework. Data were obtained from sample visitors and structured questionnaire are chosen for assessment of economic benefit using choice experiment, an “expressed preferences” method to assess the total economic benefit of conservation zone.

The results indicate that the total economic benefit of Borobudur area is very high. Consequently, the public loss, which is caused by poor management policy, will be very high in financial term. Therefore, the survival of Borobudur’s site in the future will fully depend on its sustainable development policy.

Keywords: Borobudur, saujana budaya, nilai ekonomi, sustainable development.