ABSTRACT

Pekalongan City is one of the cities in Indonesia that has developed its Batik Industry. The number of Batik IKMs in Pekalongan City in 2017 there were 917 batik industries with a production capacity of 910,254 kodi/year and the contribution of batik to Pekalongan City's Original Regional Revenue (PAD) was quite large, which was around 39.45% of income for the city of Pekalongan. However, in the batik industry there is a negative impact from the pollution of batik waste which is discharged into rivers in Pekalongan City freely and uncontrolled. This study aims to find the value of the community's Willingness To Pay (WTP) for the manufacture of WWTP (Wastewater Treatment Plant) to reduce batik waste that is dumped into the river. , length of stay, age, gender, and knowledge of river problems.

Based on these results, it can be concluded that the socio-economic characteristics of the community around the river in Pekalongan City, have a female gender, an average age of 42 years, are married, have an education equivalent to SMP/Tsanawiyah and work as traders. The average income level of the community is IDR 1,279,700, with a length of stay of 1-5 years, having good knowledge of river functions and benefits but having poor knowledge of river problems. Meanwhile, from Willingness to Pay for the purposes of making community wastewater treatment plants (IPAL), the amount is Rp. 45,000.

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