

## ABSTRAK

Perkembangan sarana dan prasarana transportasi berperan penting dalam menunjang kegiatan perekonomian masyarakat baik daerah maupun perkotaan. Kelurahan Purwosari yaitu salah satu kelurahan yang ada di Kecamatan Semarang Utara yang memiliki beberapa prasarana transportasi seperti Stasiun Semarang Poncol, shelter/halte, dan pangkalan ojek. Pembangunan prasarana berpengaruh terhadap harga tanah di wilayah tersebut. Penentuan sampel yang digunakan dalam penelitian ini yaitu penentuan sampel *purposive*. Prasarana transportasi di Kelurahan Purwosari tersebar di jalan arteri sekunder dan jalan kolektor sekunder. Jalan Imam Bonjol yang merupakan jalan arteri sekunder terdapat Stasiun Semarang Poncol, halte BRT, pangkalan ojek *online* dan pangkalan ojek *offline*. Sedangkan pada jalan kolektor sekunder yaitu Jalan Tambra terdapat pangkalan ojek *offline*. Melakukan analisis *kernel density* untuk mengetahui pengaruh keberadaan prasarana transportasi terhadap harga pasar tanah. Hasil perhitungan NIR tertinggi terletak di zona 625 yaitu sebesar Rp 32.701.600,00 yang terdiri dari ruko-ruko dan terletak di jalan arteri sekunder. Sedangkan NIR terendah terletak di zona 1898 yaitu sebesar Rp 2.096.000,00. Zona 626 dan 281 merupakan zona yang memiliki kepadatan prasarana transportasi yang tinggi. Hasil dari pengolahan perubahan ZNT dari tahun 2018 hingga 2020 yaitu NIR mengalami kenaikan. Perubahan ZNT tahun 2018-2023 berada di zona 625, 626, dan 1383. Zona 626 mengalami penurunan dari kelas 2 menjadi kelas 2. Zona 625 mengalami perubahan dari kelas 2 menjadi kelas 5. Zona 1383 mengalami kenaikan dari kelas 1 menjadi kelas 2.

**Kata Kunci:** Prasarana Transportasi, Nilai Tanah, *Kernel Density*

## ABSTRACT

*The development of transportation facilities and infrastructure plays an important role in supporting the economic activities of both regional and urban communities. Purwosari Village is one of the village in North Semarang Sub-district which has several transportation infrastructure such as Semarang Poncol Station, shelters/bus stops, and motorbike taxi bases. Infrastructure development affects land prices in the area. The sample used in this research was purposive sampling. Transportation infrastructure in Purwosari Village is spread across secondary arterial roads and secondary collector roads. Jalan Imam Bonjol, which is a secondary arterial road, has Semarang Poncol Station, BRT stop, online motorbike taxi base and offline motorbike taxi base. Meanwhile, on the secondary collector road, namely Jalan Tambra, there is an offline motorbike taxi base. Conduct kernel density analysis to determine the effect of the existence of transportation infrastructure on land market prices. The highest NIR calculation result is located in zone 625, namely IDR 32,701,600.00, which consists of shophouses and is located on a secondary arterial road. Meanwhile, the lowest NIR is located in zone 1898, namely IDR 2,096,000.00. Zones 626 and 281 are zones that have a high density of transportation infrastructure. The result of processing changes in ZNT from 2018 to 2020 is that NIR has increased. ZNT changes for 2018-2023 are in zones 625, 626, and 1383. Zone 626 experienced a decrease from class 2 to class 2. Zone 625 experienced a change from class 2 to class 5. Zone 1383 experienced an increase from class 1 to class 2.*

**Keywords:** *Transportation Infrastructure, Land Value, Kernel Density*