

ABSTRACT

Indonesia, is a country that has a complete natural wealth that is at the stage of developing. As a developing country Indonesia is doing a lot of development both economically and physically. Physical development will involve the existing natural resources as the main raw material of development, one of which is the sand. Sand is the main raw material for infrastructure development obtained from natural resources. One of the major sand mining sites is in Brosot Village, Kulon Progo Regency, Yogyakarta. The existence of sand mining caused a lot of environmental damage felt by the surrounding community.

This study aims to find the value of Willingness to Pay (WTP) community for the improvement and conservation of the environment around the sand mining area. Factors in this study that affect the value of the WTP is Education, Family Count, and Income. In this research, the average value of WTP is Rp. 24.515,00 / Head of the Family.

Keywords: Willingness to Pay, income, environmental improvement, sand mining