

ABSTRAK

PERSEPSI WISATAWAN TERHADAP OBJEK WISATA DANAU TELOGO REJO SENDANG BARU, LAMPUNG TENGAH

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Danau Telogo Rejo Sendang Baru merupakan objek wisata alam di Desa Sendang Baru, Kecamatan Sendang Agung, Kabupaten Lampung Tengah yang memiliki potensi wisata cukup besar karena keindahan alam dan suasana yang masih asri. Namun, pengelolaannya masih menghadapi kendala seperti keterbatasan fasilitas, infrastruktur, dan layanan pendukung yang belum optimal. Penelitian ini bertujuan untuk mengetahui persepsi wisatawan terhadap daya tarik wisata, infrastruktur, fasilitas dan layanan, serta sumber daya manusia (SDM); mengetahui kondisi wisata; serta merumuskan strategi pengelolaan yang lebih baik dan berkelanjutan. Penelitian ini dilakukan pada April 2024 dengan metode survei melalui observasi, wawancara, dan penyebaran kuesioner kepada 100 responden yang dipilih menggunakan teknik *accidental sampling* dan rumus Slovin. Responden berusia minimal 17 tahun. Data persepsi wisatawan dianalisis menggunakan Skala Likert dengan lima pilihan jawaban dan analisis deskriptif kuantitatif berdasarkan komponen daya tarik wisata, infrastruktur, fasilitas dan layanan, serta sumber daya manusia (SDM). Hasil penelitian menunjukkan bahwa persepsi wisatawan terhadap Danau Telogo Rejo berada pada kategori cukup baik hingga baik. Aktivitas yang paling diminati adalah swafoto (85%) dan bersantai (81%). Pada aspek infrastruktur, jaringan komunikasi memperoleh nilai tertinggi (90%) dan area parkir (88%). Pada aspek fasilitas, tempat bersantai memperoleh nilai tertinggi (87%), sedangkan tempat sampah terendah (51%). Hal ini menunjukkan bahwa Danau Telogo Rejo memiliki potensi besar untuk dikembangkan, namun masih memerlukan peningkatan terutama pada fasilitas kebersihan dan layanan pendukung agar pengelolaan wisata lebih optimal dan berkelanjutan.

Kata Kunci: Danau Telogo Rejo; Ekowisata; Persepsi Wisatawan; Fasilitas Wisata; Pengembangan Berkelanjutan.

ABSTRACT

TOURISTS' PERCEPTION OF THE TELOGO REJO SENDANG BARU LAKE TOURISM OBJECT, CENTRAL LAMPUNG

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Telogo Rejo Sendang Baru Lake is a natural tourist attraction located in Sendang Baru Village, Sendang Agung District, Central Lampung Regency, which possesses significant tourism potential due to its scenic beauty and preserved natural atmosphere. However, its management still faces challenges, such as limited facilities, infrastructure, and suboptimal supporting services. This study aims to determine tourist perceptions regarding attraction, accessibility, amenity, and ancillary services, identify the current condition of the site, and formulate a better and more sustainable management strategy. This research was conducted in April 2024 using a survey method that involved observations, interviews, and the distribution of questionnaires to 100 respondents selected through accidental sampling and the Slovin formula. Respondents were at least 17 years old. Tourist perception data were analyzed using a five-point Likert Scale and quantitative descriptive analysis based on components: attraction, accessibility, amenity and ancillary services, and human resources. The results indicate that tourist perceptions of Telogo Rejo Lake fall within the "fairly good" to "good" categories. The most popular activities are taking selfies (85%) and relaxing (81%). Regarding infrastructure, communication networks received the highest score (90%), followed by parking areas (88%). In terms of facilities, relaxation areas scored the highest (87%), while waste bins received the lowest score (51%). These findings suggest that Telogo Rejo Lake has great potential for development but still requires improvements, particularly in sanitation facilities and supporting services, to ensure more optimal and sustainable tourism management.

Keywords: *Telogo Rejo Lake; Ecotourism; Tourist Perception; Tourism Facilities; Sustainable Development.*