

ABSTRACT

PERCEPTION OF TOURISTS TO ELEPHANT EXERCISE CENTER WAY KAMBAS NATIONAL PARK REGENCY OF LAMPUNG TIMUR YEAR 2018

By

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This study aims to obtain information about the perception of tourists to elephants exercise center object Way Kambas National Park East Lampung Year 2018. The press point of the study in this study is the attractiveness, accessibility, infrastructure, facilities, security, promotion and information in the tourist attraction.

This research used survey research method. The population in this research is all the tourists who visit the elephant exercise center Way Kambas National Park. sampling method in this research that is with quota sampling counted 50 respondents. Data collection techniques were conducted with observation, structured interviews, and documentation. Data analysis technique using percentage analysis.

The results showed that: (1) tourists argue about the attraction of Obstacle exercise Center Way Kambas National Park Elephant is interesting. (2). tourists think that accessibles to the Objects of elephant exercise center, Way Kambas National Park is good. (3) tourists think about the infrastructure in Way Kambas Way Park has been available. (4) travelers have argued about the facilities in Way Kambas national park has been adequate. (5) tourists think about security in elephant exercise center Way Kambas national park is safe to be visited. (6) tourists argue about promotion and information of elephant exercise center Way Kambas National Park is still rarely done.

Keywords: perception, tourist, elephant exercise center

ABSTRAK

PERSEPSI WISATAWAN TERHADAP OBJEK WISATA PUSAT LATIHAN GAJAH TAMAN NASIONAL WAY KAMBAS KABUPATEN LAMPUNG TIMUR TAHUN 2018

Oleh

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Penelitian ini bertujuan untuk mendapatkan informasi mengenai persepsi wisatawan terhadap Objek Wisata Pusat Latihan Gajah Taman Nasional Way Kambas Kabupaten Lampung Timur Tahun 2018. Titik tekan kajian dalam penelitian ini yaitu daya tarik, aksesibilitas, infrastruktur, fasilitas, keamanan, promosi dan informasi yang ada di objek wisata tersebut.

Penelitian ini menggunakan metode penelitian survei. Populasi dalam penelitian ini yaitu seluruh wisatawan yang berkunjung ke Objek Wisata Pusat Latihan Gajah Taman Nasional Way Kambas. Metode penentuan sampel dalam penelitian ini yaitu dengan *quota sampling* sebanyak 50 responden. Teknik pengumpulan data dilakukan dengan observasi, wawancara terstruktur, dan dokumentasi. Teknik analisis data menggunakan analisis persentase.

Hasil penelitian menunjukkan bahwa : (1) wisatawan berpendapat mengenai daya tarik Objek Wisata Pusat Latihan Gajah Taman Nasional Way Kambas yaitu menarik. (2). wisatawan berpendapat mengenai aksesibilitas menuju Objek Wisata Pusat Latihan Gajah Taman Nasional Way Kambas sudah baik. (3) wisatawan berpendapat mengenai infrastruktur di Objek Wisata Pusat Latihan Gajah Taman Nasional Way Kambas telah memadai. (4) wisatawan berpendapat mengenai fasilitas di Objek Wisata Pusat Latihan Gajah Taman Nasional Way Kambas telah tersedia. (5) wisatawan berpendapat mengenai keamanan di Objek Wisata Pusat Latihan Gajah Taman Nasional Way Kambas aman untuk di kunjungi. (6) wisatawan berpendapat mengenai promosi dan informasi Objek Wisata Pusat Latihan Gajah Taman Nasional Way Kambas masih jarang dilakukan.

Kata Kunci : persepsi, wisatawan, pusat latihan gajah