

ABSTRAK

PERSEPSI WISATAWAN TERHADAP OBJEK DAYA TARIK WISATA, INFRASTRUKTUR DAN FASILITAS LAYANAN DI PANTAI KETAPANG, KABUPATEN PESAWARAN, PROVINSI LAMPUNG

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Persepsi wisatawan terhadap suatu objek dan daya tarik wisata, infrastruktur dan fasilitas layanan pada tempat wisata tertentu adalah suatu hal yang sangat penting untuk diketahui karena dapat memberikan informasi dan masukan bagi pengelola tempat wisata tersebut dalam perencanaan pengembangan suatu objek wisata. Penelitian yang dilakukan ini memiliki tujuan untuk mengetahui persepsi wisatawan terhadap objek dan daya tarik wisata, infrastruktur dan fasilitas layanan yang terdapat di Pantai Ketapang dengan menggunakan metode kuesioner tertutup. Berdasarkan hasil penelitian yang dilakukan dapat menunjukkan bahwa Pantai Ketapang mempunyai enam objek dan daya tarik wisata diantaranya kejernihan air, keindahan *sunrise/sunset*, pasir putih, pasir timbul, *souvenir* serta *outbound* dan *camping ground*. *Outbound* dan *camping ground* mendapatkan nilai persepsi paling tinggi sedangkan *souvenir* mendapatkan nilai paling rendah dari wisatawan dengan kategori cukup. Fasilitas dan pelayanan yang berada di Pantai Ketapang mendapatkan nilai persepsi wisatawan lebih tinggi dibandingkan infrastruktur. Pada segi pengembangan infrastruktur, pengelola Pantai Ketapang perlu melakukan pelebaran terhadap akses jalan utama dan penambahan pembatas jalan serta memperluas area parkir. Pengembangan objek dan daya tarik wisata perlu dikelola lebih baik lagi dan lebih memperkenalkan Pantai Ketapang kepada masyarakat lokal.

Kata kunci: obyek daya tarik wisata, persepsi, wisata, wisatawan, wisata bahari.

ABSTRACT

TOURIST'S PERCEPTION OF TOURIST ATTRACTION, INFRASTRUCTURE AND SERVICE FACILITIES IN KETAPANG BEACH, PESAWARAN DISTRICT, LAMPUNG PROVINCE

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Tourist perception of an object and tourist attraction, infrastructure and service facilities at a particular tourist spot is a very important thing to know because it can provide information and suggestion for the manager of the tourist attraction in planning the development of a tourist attraction. The objective of this research is to find out the perception of tourists towards tourist objects and attractions, infrastructure and service facilities at Ketapang Beach by using a closed questionnaire method. Based on the results of the research conducted, it could be seen that Ketapang Beach had six tourist objects and attractions including pure and clear water, the beauty of sunrise/sunset, white sand, embossed sand, gift shop and also outbound and camping ground. Outbound and camping ground got the highest perception value, while souvenirs got the lowest value from tourists with sufficient category. Facilities and services at Ketapang Beach got a higher tourist perception value than infrastructure. In terms of infrastructure development, Ketapang Beach managers need to widen access to the main road and add road dividers and expand the parking area. The development of tourist objects and attractions needs to be managed better and introduce Ketapang Beach to the local community. In terms of infrastructure development, Ketapang Beach managers need to widen access to the main road and add road dividers and expand the parking area. The development of tourist objects and attractions needs to be managed better and introduce Ketapang Beach to the local community.

Keywords: marine tourism, perception, tourism, tourists, tourist attractions.