

ABSTRAK
PERSEPSI WISATAWAN DI TAMAN WISATA BUKIT SAKURA
BANDAR LAMPUNG

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Pengembangan pariwisata berkelanjutan perlu melibatkan penetapan kebijakan pembangunan yang bertujuan untuk mengelola kelestarian lingkungan. Indikator pengembangan objek wisata erat kaitannya dengan persepsi pihak yang terlibat dalam pengembangan wisata. Penelitian ini bertujuan menganalisis persepsi wisatawan di Taman Wisata Bukit Sakura. Penelitian ini dilakukan pada bulan Mei 2021 di objek Taman Wisata Bukit Sakura, Kecamatan Langkapura, Kota Bandar Lampung, Provinsi Lampung. Metode pengumpulan data dilakukan melalui teknik wawancara dan kunjungan lapangan. Metode pengambilan sampel responden menggunakan metode *probability sampling*. Analisis deskriptif dilakukan dengan mengubah bilangan skala *likert* ke dalam arti kualitatif masing-masing nilai *scoring*. Hasil penelitian menunjukkan bahwa potensi yang dimiliki Taman Wisata Bukit Sakura yang dikembangkan sebagai wisata alam meliputi komponen atraksi alam (aspek alam dan lingkungan), komponen aksesibilitas (aspek infrastruktur), komponen amenities (aspek fasilitas dan pelayanan) dan komponen kelembagaan yang sudah baik. Hasil wawancara menunjukkan persepsi wisatawan terkait aspek alam dan lingkungan, penilaian keindahan alami, kenyamanan dan kebersihan lingkungan masuk dalam kategori baik namun penilaian persepsi wisatawan terhadap infrastruktur masuk dalam kategori cukup baik.

Kata kunci: Taman Wisata Bukit Sakura, Persepsi, Wisatawan.

ABSTRACT

TOURIST PERCEPTIONS IN BANDAR LAMPUNG SAKURA BILLING TOURISM PARK

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Sustainable tourism development needs to involve establishing development policies that aim to manage environmental sustainability. Tourism object development indicators are closely related to the perceptions of those involved in tourism development. This study aims to analyze the perceptions of tourists at Bukit Sakura Tourism Park. This research was conducted in May 2021 at the Bukit Sakura Tourism Park object, Langkapura District, Bandar Lampung City, Lampung Province. The data collection method was carried out through interview techniques and field visits. The sampling method for respondents uses the probability sampling method. Descriptive analysis was carried out by changing the Likert scale numbers into the qualitative meaning of each scoring value. The results showed that the potential of the Bukit Sakura Tourism Park which was developed as a nature tourism includes components of natural attractions (aspects of nature and environment), components of accessibility (aspects of infrastructure), components of amenities (aspects of facilities and services) and institutional components that are already good. The results of the interviews show that tourists' perceptions regarding natural and environmental aspects, assessments of natural beauty, comfort and cleanliness of the environment are in the Good category, but tourists' perceptions of infrastructure are in the fairly good category.

Keywords: Bukit Sakura Tourism Park, Perception, Tourists.