

ABSTRAK

PERSEPSI WISATAWAN TERHADAP *PUSH FACTOR* DAN *PULL FACTOR* SERTA PERAN PENGELOLA PADA OBJEK WISATA PANTAI KERANG MAS LAMPUNG TIMUR

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Pentingnya persepsi wisatawan terhadap objek wisata dapat dijadikan sebagai dasar pengelolaan objek wisata, yang terdiri dari *push factor* (faktor pendorong) dan *pull factor* (faktor penarik). Tujuan penelitian ini yaitu menganalisis persepsi wisatawan terhadap objek wisata Pantai Kerang Mas yang ditinjau dari segi *push factor*, menganalisis persepsi wisatawan terhadap objek wisata Pantai Kerang Mas yang ditinjau dari segi *pull factor*, mengetahui pengelola dalam pengembangan objek Wisata Pantai Kerang Mas. Pengumpulan data menggunakan metode wawancara dengan bantuan kuesioner. Jumlah responden yang diambil sebanyak 45 orang yang ditentukan dengan persamaan Slovin (batas error 15%) dan pemilihan responden menggunakan metode *random sampling*. Data yang diperoleh kemudian dianalisis menggunakan Skala Likert dan diuraikan secara deskriptif. Hasil penelitian menunjukkan bahwa persepsi wisatawan terhadap *push factor* yang terdiri dari aspek relaksasi (baik), petualangan (cukup menyenangkan), informasi (memadai), prestise (tinggi). Sedangkan persepsi wisatawan terhadap *pull factor* yang meliputi lingkungan (baik), fasilitas (baik), akomodasi (cukup). Sehingga secara keseluruhan persepsi wisatawan terhadap objek wisata Pantai Kerang Mas tergolong baik. peran pengelola di Pantai Kerang Mas ini tergolong banyak karena mencakup keamanan, kenyamanan serta pengelolaan pantai secara keseluruhan yang didukung melalui perawatan fasilitas serta selalu memperhatikan perkembangan infrastruktur guna untuk memajukan Pantai Kerang Mas.

Kata kunci: persepsi, wisatawan, objek wisata, *push factor*, *pull factor*, Pantai Kerang Mas, pengelola.

ABSTRACT

TOURIST PERCEPTION OF PUSH FACTOR AND PULL FACTOR AND MANAGEMENT ROLE IN TOURISM OBJECTS KERANG MAS BEACH EAST LAMPUNG

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The importance of tourist perceptions of tourist objects can be used as a basis for managing tourist attractions, which consist of push factors and pull factors. The purpose of this study is to analyze tourist perceptions of the Kerang Mas Beach tourist attraction in terms of the push factor, analyze tourist perceptions of the Kerang Mas Beach tourist attraction in terms of the pull factor, find out the managers in developing the Kerang Mas Beach Tourism object. Collecting data using the interview method with the help of a questionnaire. The number of respondents taken was 45 people who were determined by the Slovin equation (error limit of 15%) and the selection of respondents used a random sampling method. The data obtained were then analyzed using a Likert Scale and described descriptively. The results of the research show that tourists' perceptions of push factors consist of aspects of relaxation (good), adventure (quite fun), information (adequate), prestige (high). While tourists' perceptions of pull factors include the environment (good), facilities (good), accommodation (adequate). So that overall the perception of tourists towards the Kerang Mas Beach tourist attraction is quite good. The role of the manager at Kerang Mas Beach is quite a lot because it includes security, comfort and overall management of the beach which is supported through maintenance of facilities and always pays attention to infrastructure developments in order to advance Kerang Mas Beach.

Keywords: perception, tourist, tourist attraction, push factor, pull factor, beach Kerang Mas, manager.