

ABSTRAK

TINGKAT KETERJANGKAUAN OBJEK WISATA TERHADAP FASILITAS PENUNJANG WISATA BERBANTUAN SISTEM INFORMASI GEOGRAFIS (SIG) DI KABUPATEN PRINGSEWU

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Keterjangkauan objek wisata terhadap fasilitas penunjang wisata merupakan faktor penting dalam menentukan keberhasilan dan popularitas suatu destinasi wisata. Penelitian ini bertujuan untuk mengetahui tingkat keterjangkauan objek wisata terhadap fasilitas penunjang wisata di Kabupaten Pringsewu berdasarkan jarak jangkauan ideal pejalan kaki.

Metode penelitian yang digunakan adalah survei. Jenis penelitian ini adalah deskriptif menggunakan pendekatan kuantitatif berbasis aplikasi Sistem Informasi Geografis (SIG) dengan memanfaatkan *Geoprocessing* berupa *Buffer* untuk menentukan batas zona keterjangkauan. Pengumpulan data melalui identifikasi objek dan fasilitas penunjang wisata menggunakan *GPS Essential* dan perangkat lunak *Google Earth Pro*.

Hasil penelitian menunjukkan bahwa tingkat keterjangkauan objek wisata di Kabupaten Pringsewu bervariasi, pada kategori sangat terjangkau (Ring A) terdapat 70 fasilitas penunjang (15,59 %), kategori cukup terjangkau (Ring B) terdapat 119 fasilitas penunjang (26,50 %), kategori kurang terjangkau (Ring C) terdapat 89 fasilitas penunjang (19,82 %), dan kategori tidak terjangkau (Ring D) terdapat 171 fasilitas penunjang (38,08 %).

Kata kunci: Obyek wisata, Fasilitas penunjang wisata, Tingkat keterjangkauan

ABSTRACT

LEVEL OF AFFORDABILITY TOURISM OBJECT TO TOURISM SUPPORTING FACILITIES ASSIST OF GEOGRAPHIC INFORMATION SYSTEM (GIS) IN PRINGSEWU DISTRICT

By

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The affordability of tourist objects to tourism support facilities is an important factor in determining the success and popularity of a tourist destination. This study aims to determine the level of affordability of tourist objects to tourism support facilities in Pringsewu Regency based on the ideal distance of pedestrians.

The research method used is a survey. This type of research is descriptive using a quantitative approach based on Geographic Information System (GIS) applications by utilizing Geoprocessing in the form of Buffers to determine affordability zone boundaries. Data collection through object identification and tourism support facilities using GPS Essential and Google Earth Pro software.

The results showed that the level of affordability of tourist objects in Pringsewu Regency varies, in the very affordable category (Ring A) there are 70 supporting facilities (15.59%), the moderately affordable category (Ring B) there are 119 supporting facilities (26.50%), the poor category affordable (Ring C) there are 89 supporting facilities (19.82%), and in the unreached category (Ring D) there are 171 supporting facilities (38.08%).

Keywords: *Tourism objects, Tourism support facilities, Affordability level*