

ABSTRAK

PERSEPSI PENGUNJUNG TERHADAP PENANGKARAN RUSA UNIVERSITAS LAMPUNG

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Penangkaran rusa dalam pengembangannya dapat dijadikan sebagai salah satu objek wisata terpadu, karena banyaknya wisatawan yang datang untuk menyaksikan rusa yang ada di penangkaran. Tujuan penelitian ini adalah mengidentifikasi karakteristik pengunjung Penangkaran Rusa di Universitas Lampung dan mengukur dan Menganalisis persepsi pengunjung terhadap Penangkaran rusa di Universitas Lampung. Penelitian ini dilakukan pada bulan Desember 2022-Januari 2023. Lokasi dilakukannya penelitian terletak pada penangkaran rusa Universitas Lampung. Metode pengambilan data menggunakan teknik random sampling. Pengunjung penangkaran didominasi usia 21-25 tahun sebanyak 61%. Sebanyak 56% pengunjung penangkaran merupakan perempuan. 57% pengunjung merupakan lulusan SMA. Pengunjung penangkaran 52% berasal dari Bandar Lampung. Sebanyak 74% pengunjung penangkaran belum bekerja. Sebanyak 85% pengunjung penangkaran memiliki pendapatan kurang dari Rp.1.000.000,-/Bulan dan kesan responden saat mengunjungi penangkaran biasa saja (65%). Sebanyak 45% pengunjung penangkaran hanya menjadikan penangkaran rusa sebagai tempat singgah. Sebanyak 62% pengunjung ke penangkaran bersama teman. Responden berkunjung selama 60 menit sebanyak 44%. Sebanyak 38% responden mendapatkan informasi tentang perbedaan rusa dari teman. Sebanyak 45% responden memilih 11 ekor rusa merupakan jumlah rusa yang ada dipenangkaran. Responden yang memilih kebutuhan akan papan informasi sebanyak 59%. Sebanyak 53% responden menyatakan rumput lainnya sebagai pakan rusa penangkaran. Sebanyak 52% responden tidak mengetahui komposisi struktur ideal rusa (rasio jantan betina). Responden yang menyatakan model Penangkaran Rusa Universitas Lampung sebagai pengembangbiakkan satwa dalam lingkungan terkontrol sebanyak 75%. Sebanyak 32% responden menyatakan ketersediaan rumput tidak ada dimusim kemarau sebagai permasalahan yang ada di penangkaran rusa. Sebanyak 45% responden tidak mengetahui jumlah pakan rusa (Kg) dalam sekali pemberian. Responden menjawab rusa timor (*Cervus timorensis*) sebagai jenis rusa yang dilindungi sebanyak 66%. Sebanyak 54% responden memilih kandang pagar keliling sebagai fasilitas yang tersedia di penangkaran rusa. Responden yang tidak mengetahui status keberadaan rusa timor sebanyak 59%.

Kata kunci: Rusa Timor, penangkaran, Universitas Lampung.

ABSTRACT

CHARACTERISTICS OF VISITORS AT THE DEER CAPTIVE CARE OF LAMPUNG UNIVERSITY

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Deer breeding in its development can be used as one of the integrated tourist attractions, because many tourists come to see the deer in the breeding. The purpose of this study was to identify the characteristics of visitors to the Deer Breeding at the University of Lampung and to measure and analyze visitor perceptions of the Deer Breeding at the University of Lampung. This study was conducted in December 2022-January 2023. The location of the study was at the deer breeding at the University of Lampung. The data collection method used a random sampling technique. Visitors to the breeding are dominated by the age of 21-25 years as much as 61%. As many as 56% of visitors to the breeding are women. 57% of visitors are high school graduates. 52% of visitors to the breeding come from Bandar Lampung. As many as 74% of visitors to the breeding are not yet working. As many as 85% of visitors to the breeding have an income of less than IDR 1,000,000 / month and the respondents' impressions when visiting the breeding are ordinary (65%). As many as 45% of visitors to the breeding only use the deer breeding as a stopover. As many as 62% of visitors to the breeding center were with friends. Respondents visited for 60 minutes as many as 44%. As many as 38% of respondents got information about the existence of deer from friends. As many as 45% of respondents chose 11 deer as the number of deer in the breeding center. Respondents who chose the need for information boards were as many as 59%. As many as 53% of respondents stated that other grass was used as feed for deer in the breeding center. As many as 52% of respondents did not know the ideal structural composition of deer (male to female ratio). Respondents who stated that the Lampung University Deer Breeding model was for breeding animals in a controlled environment were as many as 75%. As many as 32% of respondents stated that the availability of grass was not available in the dry season as a problem in the deer breeding center. As many as 45% of respondents did not know the amount of deer feed (Kg) in one feeding. Respondents answered that Timor deer (*Cervus timorensis*) was a protected deer species as many as 66%. As many as 54% of respondents chose a fenced enclosure as a facility available in the deer breeding center. Respondents who did not know the status of the existence of Timor deer were as many as 59%.

Keywords: Timor deer, captivity, University of Lampung.