

ABSTRAK

AKSESIBILITAS OBJEK WISATA KAMPOENG VIETNAM DI KELURAHAN SUMBER AGUNG KECAMATAN KEMILING KOTA BANDAR LAMPUNG

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Kampoeng Vietnam merupakan objek wisata di Kelurahan Sumber Agung, Kecamatan Kemiling, Kota Bandar Lampung. Aksesibilitas merupakan faktor penting yang mempengaruhi kemudahan wisatawan dalam berkunjung, tetapi belum sepenuhnya diperhatikan. Penelitian ini bertujuan menganalisis alternatif jalan, jarak tempuh, waktu tempuh, kondisi jalan, alat transportasi dan biaya kunjungan wisata pada Objek Wisata Kampoeng Vietnam. Penelitian ini menggunakan metode deskriptif kuantitatif. Pengumpulan data menggunakan observasi, dokumentasi dan wawancara terstruktur. Analisis data menggunakan analisis spasial dengan teknik skoring.

Hasil penelitian menunjukkan bahwa terdapat tiga jalur menuju lokasi, 75% responden menilai alternatif jalan terkategori sedang. Sebanyak 93% responden menempuh jarak kurang dari 35 km dan 75% menempuh waktu kurang dari 1 jam, keduanya terkategori tinggi. Sebanyak 72% menyebut kondisi jalan berupa aspal berlubang dan 100% menyebut medan jalan bergelombang, keduanya terkategori sedang. Seluruh responden 100% menggunakan kendaraan pribadi melalui jalur darat, sehingga akses transportasi terkategori rendah. Biaya kunjungan terkategori tinggi karena 59% responden mengeluarkan biaya di bawah Rp25.000. Hasil analisis skoring menunjukkan Objek Wisata Kampoeng Vietnam berada dalam kategori aksesibilitas sedang.

Kata kunci: aksesibilitas, objek wisata, wisatawan, Kampoeng Vietnam

ABSTRACT

ACCESSIBILITY OF KAMPOENG VIETNAM TOURIST ATTRACTIONS IN SUMBER AGUNG VILLAGE, KEMILING DISTRICT BANDAR LAMPUNG CITY

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Kampoeng Vietnam is a tourist attraction located in Sumber Agung Village, Kemiling District, Bandar Lampung City. Accessibility is an important factor that affects the ease of tourists in visiting, but it has not been fully addressed. This research aims to analyze alternative routes, travel distances, travel times, road conditions, modes of transportation, and the costs of visiting the Kampoeng Vietnam tourist attraction. This study uses a quantitative descriptive method. Data collection is carried out through observations, documentation, and structured interviews. The data analysis uses spatial analysis with scoring techniques. The research results show that there are three routes to the location, with 75% of respondents rating the alternative roads as moderate. As many as 93% of respondents traveled a distance of less than 35 km and 75% traveled in less than 1 hour, both categorized as high. About 72% mentioned that the road conditions were characterized by potholed asphalt and 100% mentioned that the road terrain was bumpy, both categorized as moderate. All respondents, 100%, used private vehicles via land routes, thus the transportation access is categorized as low. The visit cost is categorized as high as 59% of respondents incurred expenses below Rp25,000. The scoring analysis results show that the tourist attraction Kampoeng Vietnam falls into the medium accessibility category.

Keywords: accessibility, tourist attractions, tourist, Kampoeng Vietnam