

ABSTRAK

EVALUASI ERGONOMI DAN REKOMENDASI PERBAIKAN FASILITAS PARIWISATA PANTAI LABUHAN JUKUNG KRUI BERBASIS *HOUSE OF ERGONOMICS*

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Pengelolaan fasilitas pariwisata pantai yang belum optimal dapat menurunkan tingkat kenyamanan, keamanan, dan kepuasan wisatawan, sebagaimana terjadi di Pantai Labuhan Jukung Krui, Kabupaten Pesisir Barat, yang masih menghadapi permasalahan pada fasilitas dasar seperti sanitasi, keamanan, dan penataan ruang publik. Penelitian ini bertujuan untuk mengevaluasi penerapan prinsip ergonomika dalam pengelolaan fasilitas wisata serta merumuskan prioritas perbaikan berdasarkan kebutuhan dan persepsi wisatawan. Metode penelitian menggunakan pendekatan deskriptif kuantitatif melalui survei kuesioner, observasi lapangan, dan wawancara dengan pengelola. Analisis data dilakukan menggunakan metode Ergonomic Function Deployment (EFD) melalui Matrix House of Ergonomics (HOE) dengan integrasi atribut ENASE (Efektif, Nyaman, Aman, Sehat, dan Efisien). Hasil penelitian menunjukkan bahwa fasilitas sanitasi dan toilet, Gedung Serba Guna (GSG), sistem keamanan dan lifeguard, serta area parkir memiliki kesenjangan terbesar antara kondisi aktual dan ideal. Berdasarkan nilai prioritas HOE, renovasi GSG (16,35%), peningkatan sanitasi dan toilet (13,13%), dan penguatan keamanan pantai (10,90%) menjadi prioritas utama perbaikan. Penelitian ini menegaskan bahwa penerapan House of Ergonomics efektif dalam menghasilkan rekomendasi perbaikan fasilitas wisata yang terukur dan berorientasi pada pengguna.

Kata kunci: Ergonomika, *House of Ergonomics*, Fasilitas Wisata Pantai, ENASE, Pantai Labuhan Jukung

ABSTRACT

ERGONOMICS EVALUATION AND IMPROVEMENT RECOMMENDATIONS LABUHAN JUKUNG KRUI BEACH TOURISM FACILITIES BASED ON HOUSE OF ERGONOMICS

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The management of beach tourism facilities that are not optimal can reduce the level of comfort, security, and satisfaction of tourists, as happened at Labuhan Jukung Krui Beach, West Coast Regency, which still faces problems with basic facilities such as sanitation, security, and public space arrangement. This research aims to evaluate the application of ergonomic principles in the management of tourist facilities and formulate improvement priorities based on the needs and perceptions of tourists. The research method uses a quantitative descriptive approach through questionnaire surveys, field observations, and interviews with managers. Data analysis was carried out using the Ergonomic Function Deployment (EFD) method through the Matrix House of Ergonomics (HOE) with the integration of ENASE (Effective, Comfortable, Safe, Healthy, and Efficient) attributes. The results showed that sanitation facilities and toilets, Multipurpose Buildings (GSGs), security and lifeguard systems, and parking areas had the largest gap between actual and ideal conditions. Based on the HOE priority value, GSG renovation (16.35%), improvement of sanitation and toilets (13.13%), and strengthening coastal safety (10.90%) are the top priorities for improvement. This study confirms that the implementation of the House of Ergonomics is effective in producing measurable and user-oriented recommendations for improving tourist facilities.

Keywords: *Ergonomics, House of Ergonomics, Beach Tourism Facilities, ENASE, Labuhan Jukung Beach*