

INTISARI

Di Indonesia, otopet tidak hanya digunakan sebagai moda transportasi, tetapi juga digunakan sebagai atraksi wisata. Sejak kemunculannya di Indonesia pada tahun 2019, otopet telah berekspansi ke daerah lainnya, termasuk Yogyakarta. Kaliurang menjadi salah satu tempat yang menyediakan atraksi wisata otopet untuk digunakan berkeliling destinasi wisata. Kepopulerannya di sosial media, mendatangkan banyak pengunjung ke atraksi wisata ini. Sehingga mendorong berdirinya 20 operator otopet. Sayangnya, hanya dalam kurun waktu kurang dari satu tahun, jumlah operator otopet di Kaliurang berkurang menjadi 12. Maka dari itu penelitian ini mengkaji mengenai perkembangan atraksi wisata otopet di Kaliurang, tepatnya di Tlogo Putri serta menemukan faktor yang mendukung perkembangannya. Dalam penelitian ini, terdapat lima faktor yang menjadi landasan penelitian yaitu lokasi, lingkungan mikro, lingkungan makro, daya saing harga, dan keselamatan serta keamanan. Penelitian ini merupakan penelitian kualitatif. Pengambilan data dilakukan melalui studi pustaka, observasi, dan wawancara. Penemuan dari penelitian ini yaitu berupa timeline perkembangan atraksi wisata otopet. Selain itu, menurut hasil analisis, faktor lokasi dan lingkungan makro lebih berperan dalam mendukung perkembangan atraksi wisata otopet di Tlogo Putri.

Kata kunci : *Perkembangan, Atraksi Wisata, Otopet*

ABSTRACT

In Indonesia, electric scooter are not only used as means of transportation but also as tourist attractions. Since its initial emergence in Indonesia in 2019, the existence of e-scooter have extended to many different areas, such as Kaliurang Yogyakarta. Kaliurang is one tourism area which provides e-scooter as a form of tourist attraction. Due to its popularity on social media, tourists are attracted to this area to try out e-scooter for themselves. Because of this very reason, 20 e-scooter operators established their businesses in Kaliurang. Unfortunately, within the span of a year, the number of e-scooter operators declined from its original number to 12. Therefore, this research aims to study the expansion of e-scooter as a form of tourist attraction in Kaliurang, specifically in Tlogo Putri, as well as factors which contribute to the expansion. In this research, there are five factors which act as bases for this research: location, micro environment, macro environment, price competitiveness, and safety. This is a qualitative research. The data collection was done through literature review, observation, and interview. The finding for this research includes the timeline of the expansion of e-scooter as tourist attractions. Moreover, according to the analysis, location and macro environment have bigger impact in supporting the expansion of e-scooter as tourist attractions in Tlogo Putri.

Keywords : *Development, Tourist Attractions, Electric Scooter*