

INTISARI

Penelitian ini mengeksplorasi karakteristik dan motivasi pengunjung galeri seni di Yogyakarta, fokusnya pada Achieve Art Space, galeri dengan konsep baru di tengah tren seni dan wisata di kota tersebut. Melalui pendekatan kuantitatif menggunakan web survey, data dari 105 responden menunjukkan dominasi pengunjung usia 21-25 tahun dengan motif kunjungan yang beragam seiring bertambahnya usia, terutama terkait dengan aspek fisik, budaya, sosial, dan inspirasi. Meskipun mayoritas perempuan, motif kunjungan relatif serupa antara laki-laki dan perempuan. Pendidikan, pekerjaan, pendapatan, dan status perkawinan juga memengaruhi motivasi kunjungan, meskipun beberapa aspek motivasi cenderung seragam di antara kelompok tersebut. Mayoritas responden menunjukkan minat seimbang terhadap aspek fisik, budaya, sosial, dan inspirasi, menandakan daya tarik universal dari pengalaman seni dan budaya di galeri. Hasil ini berpotensi membantu pemilik galeri seni dan seniman dalam merancang strategi pemasaran dengan target pasar yang spesifik.

Kata kunci: Galeri Seni, Karakteristik Pengunjung, Motivasi Kunjungan, Galeri Seni, Wisata Seni

ABSTRACT

This research aims to explore the characteristics and motivations of art gallery visitors in Yogyakarta, focusing on Achieve Art Space—a gallery with a unique concept amidst the art and tourism trends in the city. Through a quantitative approach using a web survey, data from 105 respondents revealed a predominance of visitors aged 21-25 with varied reasons for their visits, particularly associated with physical, cultural, social, and inspiration. aspects that evolve with age. Despite a majority being female, motivations for visitation are relatively similar between genders. Education, occupation, income, and marital status also influence motivations, although some aspects tend to align across these groups. The majority of respondents show balanced interest in the physical, cultural, social, and inspiration aspects, indicating the universal appeal of the art and cultural experience at the gallery. These findings hold potential to assist gallery owners and artists in crafting marketing strategies targeting specific markets.

Keyword: Art Gallery, Art Tourism, Visitor Characteristics, Visit Motivation