

INTISARI

Salah satu faktor utama yang dapat memengaruhi keberhasilan pengembangan pariwisata di suatu daerah adalah keharmonisan hubungan antara masyarakat dengan organisasi yang menyediakan jasa pariwisata tersebut. Penelitian ini bertujuan untuk mengetahui persepsi dan respon masyarakat terhadap keberadaan objek wisata di Desa Girikarto. Model penelitian ini dibangun berdasarkan teori Stimulus – Organism – Response (SOR) yang diadaptasi untuk melihat hubungan antara dampak suatu stimulus terhadap sikap afektif (persepsi) dan sikap konatif (respon) masyarakat dalam konteks keberadaan objek wisata di suatu daerah. Penelitian ini menggunakan survei kuesioner berupa angket yang diambil dengan cara *door-to-door* dengan metode purposive sampling sebanyak 180 sampel. Pengujian hipotesis dilakukan dengan metode SEM PLS (*Structural Equation Model Partial Least Square*). Hasil penelitian menunjukkan bahwa dampak yang ditimbulkan oleh keberadaan objek wisata di Desa Girikarto dari aspek sosial budaya dapat memengaruhi persepsi dan respon masyarakat. Masyarakat cenderung merasakan dampak sosial budaya secara negatif, yang menciptakan persepsi negatif sehingga memicu masyarakat untuk merespon dengan menyebarkan e-WOM negatif.

Kata Kunci : Desa Girikarto, SOR, Persepsi Masyarakat, Respon Masyarakat, e-WOM

ABSTRACT

One of the main factors that can influence the success of an area's tourism development is the harmonious relationship between the community and the organizations that provide tourism services. This research aims to determine the community's perceptions and responses towards the existence of tourist attractions in Girikarto Village. This research model was built based on the Stimulus – Organism – Response (SOR) theory. SOR theory was adopted to observe the relationship between the impact of a stimulus on people's affective attitudes (perception) and conative attitudes (response) in the context of the existence of tourism attractions in an area. This research used a questionnaire survey in the form of a paper questionnaire which was taken door-to-door with a purposive sampling method of 180 samples. Hypothesis testing was carried out using the SEM PLS (Structural Equation Model Partial Least Square) method. The research results show that the impact caused by the existence of tourist attractions in Girikarto Village from a socio-cultural aspect can influence community perceptions and responses. Research data shows that people tend to experience socio-cultural impacts negatively, which creates negative perceptions that trigger people to respond by spreading negative e-WOM.

Keywords : Girikarto Village, SOR, Host Perceptions, Host Responses, e-WOM