



INTISARI

Penelitian ini mengeksplorasi persepsi wisatawan domestik terhadap Mie Ongklok, hidangan tradisional dari Wonosobo, Jawa Tengah, Indonesia. Studi ini menggunakan metode kuantitatif dengan skala Likert lima poin untuk menilai persepsi wisatawan dalam beberapa dimensi: nilai fungsional (kualitas, rasa, dan konsistensi), nilai citra (kesan), nilai emosional (rasa nostalgia dan kepuasan), dan nilai kepercayaan (keamanan dan keaslian). Dengan sampel sebanyak 101 wisatawan domestik, hasil penelitian menunjukkan bahwa meskipun rata-rata persepsi wisatawan terhadap Restoran Mie Ongklok Longkrang secara umum baik, nilai rata-rata berada di batas bawah kategori "baik." Hal ini menunjukkan bahwa meskipun terdapat banyak tanggapan positif, ada juga sejumlah responden yang menilai poin-poin pengalaman mereka sebagai "cukup," "tidak Setuju," atau "sangat tidak setuju."

Aspek fungsional mie ongklok mendapatkan nilai tertinggi, namun tetap berada di batas bawah kategori "baik" menandakan bahwa meskipun wisatawan umumnya puas dengan kualitas dasar dan pengalaman yang ditawarkan, masih ada ruang untuk perbaikan. Aspek emosional mendapatkan nilai terendah, menunjukkan bahwa pengalaman emosional wisatawan dapat ditingkatkan. Aspek citra dan kepercayaan juga memerlukan perhatian, terutama terkait persepsi wisatawan terhadap kebersihan dan kualitas makanan.

Kata Kunci: mie ongklok, persepsi wisatawan, pariwisata kuliner, nilai fungsional, nilai citra, nilai emosional, nilai kepercayaan, Wonosobo



ABSTRACT

This study explores domestic tourists' perceptions of mie Ongklok, a traditional dish from Wonosobo, Central Java, Indonesia. The study employs a quantitative method using a five-point Likert scale to assess tourists' perceptions across several dimensions: functional value (quality, taste, and consistency), image value (impression), emotional value (nostalgia and satisfaction), and trust value (safety and authenticity). With a sample of 101 domestic tourists, the findings indicate that although the overall perception of Mie Ongklok Longkrang is generally positive, the average score is at the lower boundary of the "good" category. This suggests that while there are many positive responses, a significant number of respondents rated their experience as "adequate," "disagree," or "strongly Disagree."

The functional aspect of mie ongklok received the highest score, yet it remains at the lower boundary of the "Good" category, indicating that although tourists are generally satisfied with the basic quality and experience offered, there is still room for improvement. The emotional aspect received the lowest score, suggesting that the emotional experience for tourists could be enhanced. Image and trust aspects also require attention, particularly concerning tourists' perceptions of cleanliness and food quality.

Keywords: mie ongklok, tourist perception, culinary tourism, functional value, image value, emotional value, trust value, Wonosobo.