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ANALISIS PENGALAMAN PENGUNJUNG MELALUI CUSTOMER JOURNEY: STUDI KASUS PENGELOLAAN DESTINASI WISATA TAMAN KYAI LANGGENG
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ABSTRAK

Penelitian ini bertujuan untuk mengidentifikasi *customer journey* dan *touchpoints* yang membentuk *customer experience* pengunjung Taman Kyai Langgeng, serta merumuskan strategi pemasaran untuk meningkatkan pengalaman pengunjung berdasarkan hasil pemetaan tersebut. Penelitian ini menggunakan pendekatan kualitatif dengan desain studi kasus. Data diperoleh melalui wawancara mendalam terhadap 25 pengunjung Taman Kyai Langgeng yang pernah berkunjung dalam dua tahun terakhir, serta didukung oleh studi dokumentasi berupa data kunjungan, ulasan digital, media sosial resmi, informasi harga, dokumentasi fasilitas dan wahana, serta materi promosi atau rebranding. Data dianalisis secara tematik dengan mengacu pada tahapan *customer journey*, yaitu pra-kunjungan, saat kunjungan, dan pasca-kunjungan.

Hasil penelitian menunjukkan bahwa pengalaman pengunjung Taman Kyai Langgeng dipengaruhi oleh memori masa kecil, motivasi rekreasi keluarga, suasana alam yang asri, kemudahan akses, aktivitas ziarah, dan nilai nostalgia pada beberapa ikon destinasi. Pada tahap pra-kunjungan, ekspektasi pengunjung terbentuk melalui pengalaman masa lalu, keluarga atau teman, media sosial, dan rekomendasi sosial. Pada tahap kunjungan, touchpoints utama yang memengaruhi pengalaman meliputi wahana, fasilitas fisik, kebersihan, layanan petugas, tempat makan, harga, akses, suasana kawasan, dan interaksi dengan pengunjung lain. Pada tahap pasca-kunjungan, evaluasi pengunjung sangat dipengaruhi oleh kesesuaian antara harga dan pengalaman yang diperoleh.

Temuan penelitian menunjukkan bahwa Taman Kyai Langgeng masih memiliki kekuatan sebagai destinasi wisata keluarga yang asri dan bernilai nostalgia. Namun, pengalaman pengunjung belum sepenuhnya konsisten karena masih terdapat permasalahan pada beberapa touchpoints, seperti wahana, fasilitas, kebersihan, layanan, dan persepsi harga. Oleh karena itu, strategi pemasaran perlu diarahkan pada penguatan narasi nostalgia, revitalisasi wahana dan fasilitas, peningkatan standar layanan, penataan skema harga berdasarkan klaster pengunjung, serta evaluasi pengalaman secara berkala.

Kata kunci: *customer journey*, *touchpoints*, *customer experience*, destinasi wisata, Taman Kyai Langgeng

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ABSTRACT

This study aims to identify the customer journey and touchpoints that shape the customer experience of visitors to Taman Kyai Langgeng, and to formulate marketing strategies to improve visitor experience based on the mapping of those journey stages and touchpoints. This research uses a qualitative approach with a case study design. Data were collected through in-depth interviews with 25 visitors who had visited Taman Kyai Langgeng within the last two years, supported by documentation studies consisting of visitor data, digital reviews, official social media, ticket price information, facility and attraction documentation, and promotional or rebranding materials. The data were analyzed thematically by referring to three stages of the customer journey, namely pre-visit, visit, and post-visit.

The findings show that visitor experience at Taman Kyai Langgeng is influenced by childhood memories, family recreation motivation, natural atmosphere, accessibility, pilgrimage activities, and nostalgia attached to several destination icons. In the pre-visit stage, visitor expectations are formed through past experiences, family or friends, social media, social recommendations, and community-based information. During the visit stage, the main touchpoints affecting the visitor experience include attractions, physical facilities, cleanliness, staff service, food areas, ticket prices, access, destination atmosphere, and interaction with other visitors. In the post-visit stage, visitor evaluation is strongly influenced by the perceived fit between the price paid and the experience received.

The study concludes that Taman Kyai Langgeng still has strong potential as a family-oriented destination with a natural atmosphere and nostalgic value. However, the visitor experience is not yet fully consistent because several touchpoints still require improvement, particularly attractions, facilities, cleanliness, service quality, price transparency, and perceived value. Therefore, the marketing strategy should focus on strengthening the nostalgia narrative, revitalizing attractions and facilities, improving service standards, restructuring ticket schemes based on visitor clusters, and conducting regular visitor experience evaluations.

Keywords: *customer journey, touchpoints, customer experience, tourism destination, Taman Kyai Langgeng*.