

ANALISIS BEBERAPA KARAKTERISTIK SOSIODEMOGRAFI DAN BELANJA, WISATAWAN AKHIR PEKAN DI KAWASAN WISATA ALAM KALIKUNING, TAMAN NASIONAL GUNUNG MERAPI

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INTISARI

Banyak kawasan wisata yang menyajikan profil sosiodemografi wisatawan dan kepuasan wisatawan atas sajian produk wisata alamnya, namun belum ada penelitian tentang karakteristik sosiodemografi dan pengeluaran/belanja dari wisatawan khususnya pada kunjungan akhir pekan (hari Sabtu dan Minggu), dengan variabel umur, pendapatan, asal daerah, jenis kelamin, tingkat pendidikan serta rincian belanja wisatawan; sehingga dapat diperoleh gambaran tentang peluang dan prospek ekonomi bagi kawasan sekitar. Penelitian dilakukan di kawasan wisata alam Kalikuning, yang merupakan bagian dari kawasan yang dikelola oleh Balai Taman Nasional Gunung Merapi (TNGM) Provinsi Daerah Istimewa Yogyakarta (DIY).

Berdasarkan hasil penelitian wisatawan yang berkunjung ke Kawasan Wisata Alam Kalikuning pada hari Sabtu berasal dari DIY 48,78%, dari luar DIY 51,22% sedangkan hari Minggu di dominasi oleh wisatawan dari DIY 67,29% ,luar DIY 32,71%. Komposisi jenis kelamin wisatawan pada hari Sabtu laki-laki 76% dan perempuan 24%, hari Minggu 64% laki-laki dan 36% perempuan. Pendidikan terakhir wisatawan pada hari Sabtu dan Minggu yang paling banyak lulusan SLTA masing-masing sebesar 76% dan 67%.

Distribusi pengeluaran wisatawan secara umum, untuk hari Sabtu: transportasi 56%, penginapan 31%, makan-minum 10%, oleh-oleh 3%, sedangkan hari Minggu transportasi 47%, penginapan 29%, makan-minum 13% dan oleh-oleh sebesar 11%. Rata-rata pengeluaran wisatawan sejak berangkat dari rumah hingga menuju Kawasan Wisata Alam Kalikuning dan kemudian kembali lagi ke rumah, hari Sabtu sebesar Rp 38.048,- dan hari Minggu sebesar Rp 40.524,- Rata-rata pendapatan wisatawan per bulan pada hari Sabtu Rp 1.012.200,- dan hari Minggu Rp 766.393,-. Wisatawan pada hari Sabtu rata-rata berumur 22,47 tahun, hari Minggu berumur rata-rata 23,92 tahun. Rincian jenis dan rata-rata pengeluaran/belanja wisatawan di Kawasan Wisata Alam Kalikuning untuk hari Sabtu dengan jumlah 41 responden; transportasi 100%, Rp. 21.243,90,- Penginapan 14,63% (6 wisatawan), Rp. 80.000,- Pembelian makan-minum 29,26% (12 wisatawan) Rp. 13.750,- Pembelian cinderamata/oleh-oleh 9,76% (4 Wisatawan) Rp. 11.000,-. Untuk hari Minggu dengan jumlah 61 responden; transportasi 100% dengan rata-rata Rp. 18.819,67,- Penginapan 18,03% (11 wisatawan) Rp. 65.454,54,- Pembelian makan-minum 45,90% (28 wisatawan) Rp. 11.571,42,- Pembelian cinderamata/oleh-oleh 13,11% (8 Wisatawan) Rp. 35.000,-.

Kata kunci: Sosiodemografi Wisatawan, Belanja Wisatawan, Kawasan Wisata Alam Kalikuning

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ANALYSIS ON SOME OF SOCIO-DEMOGRAPHY CHARACTERISTICS AND TOURIST'S EXPENDITURE DURING THE WEEKEND AT KALIKUNING NATURE RECREATION AREA, MOUNT MERAPI NATIONAL PARK

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ABSTRACT

Most of tourism objects present uniqueness of natural resources such as tourist profile and tourist satisfaction as their selling point. In hand with this phenomenon, researches related to this topic is quite common. Therefore, it is an advantage to present a new research with different point of view. It is about socio-demography characteristic and tourist's expenditure during the weekend (Saturday and Sunday). The utilized variables are age, income, regional origin, gender, education background, and details of tourist's expenditure. According to the research result, we will find what kind of probability and prospect in economy sector available for the surroundings area are. This research was conducted in Kalikuning nature recreation area which belongs to national park of Merapi Mountain Yogyakarta Province.

Based on the research, most of the tourists who visit Kalikuning nature recreation area object on Saturday are Yogyakarta people (48,78%) and from other cities (51,22%). Meanwhile, on Sunday the number of tourists are 67,29% from Yogyakarta and 32,71% are outside from Yogyakarta. In relation to the gender percentage, men dominate visitor on Saturday which are 76% and women are only 24%. There is a slightly different on Sunday; the visitors are 64% men and 36% are women. Senior high school graduates lead the number of visitor's education background that on Saturday are 76% and on Sunday are 67%.

General tourist's expenditure on Saturday: transportation 56%, hotel 31%, food and beverage 10%, souvenirs 3%. Tourist's expenditure on Sunday: transportation 47%, hotel 29%, food and beverage 13%, and souvenirs 11%. Average of expenditure during heading to tourism object and returning to their home on Saturday is Rp 38.048,- and on Sunday is Rp 40.524,-. Average of income mounth for Saturday visitors is Rp 1.012.200,- and Sunday visitors is Rp 766.393,-. Average of age on Saturday is 22,47 years old and on Sunday is 23,92 years old. Detail of types and tourist's average of expenditure on Saturday (41 respondents): transportation 100% in average is Rp. 21.243,90,- Hotel 14,63% (6 tourists) is Rp. 80.000,-, food and beverage 29,26% (12 tourists) is Rp. 13.750,-, souvenirs 9,76% (4 tourists) is Rp. 11.000,-. On Sunday (61 respondents): transportation 100% in average is Rp. 18.819,67,-, Hotel 18,03% (11 tourists) is Rp. 65.454,54,-, food and baverages 45,90% (28 tourists) is Rp. 11.571,42,-, souvenirs 13,11% (8 tourists) is Rp. 35.000,-.

Keywords: Socio-Demography, Tourist's Expenditures, Mount Merapi National Park.

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