

**PERSEPSI WISATAWAN MENGENAI KONSERVASI
SUMBER DAYA ALAM HAYATI DAN EKOSISTEMNYA
DI TAMAN MARGASATWA RAGUNAN
KOTAMADIA JAKARTA SELATAN**

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INTISARI

Terjadinya penurunan sumber daya alam memerlukan usaha konservasi. Salah satu kegiatan konservasi adalah menyebarkan informasi untuk membangkitkan persepsi masyarakat. Wisatawan yang berkunjung ke Taman Margasatwa Ragunan diharapkan memiliki persepsi yang sama. Tingkat persepsi wisatawan mengenai konservasi sumber daya alam hayati dan ekosistemnya di Taman Margasatwa Ragunan belum diketahui. Maka perlu dilakukan sebuah penelitian yang bertujuan : mengetahui struktur wisatawan; mengetahui persepsi wisatawan; mengetahui hubungan antara struktur wisatawan dengan tingkat persepsi; mengetahui gambaran dan pendapat wisatawan mengenai Taman Margasatwa Ragunan.

Data penelitian terdiri dari data primer dan sekunder. Data primer meliputi : struktur wisatawan, persepsi wisatawan serta gambaran dan pendapat wisatawan yang diperoleh dari hasil penyebaran kuesioner. Data sekunder berupa deskripsi wilayah penelitian, data wisatawan yang berkunjung dan potensi satwa-tumbuhan dari pihak pengelola Taman Margasatwa Ragunan. Analisis *chi square* digunakan untuk mengetahui hubungan antara struktur wisatawan dengan tingkat persepsi wisatawan. Aspek kepariwisataan dan data sekunder dianalisis secara uraian.

Struktur wisatawan meliputi umur (didominasi oleh usia remaja 53,75 %), tingkat pendidikan (didominasi SLTA 51 %) dan jenis pekerjaan (didominasi oleh pelajar 62,25 %). Persepsi wisatawan dikelompokkan menjadi 3 kategori yaitu : kategori rendah (15 %), kategori sedang (72 %) dan kategori tinggi (13 %). Terdapat hubungan antara struktur wisatawan dengan tingkat persepsi wisatawan. Daya tarik utama Taman Margasatwa Ragunan adalah koleksi satwa-tumbuhan. Wisatawan mengharapkan ada penambahan koleksi satwa-tumbuhan. Wisatawan berharap dalam pengembangan Taman Margasatwa Ragunan agar dijaga tetap dalam kondisi aslinya.

Kata kunci : persepsi, wisatawan, konservasi, ragunan

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**TOURISTS PERCEPTION ON BIOLOGICAL RESOURCE
CONSERVATION AND ITS ECOSYSTEM
IN RAGUNAN ZOOLOGICAL PARK
JAKARTA SELATAN, MUNICIPALITY**

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ABSTRACT

The degradation of biological resources has already happened (through the year). This situation needs a conservation effort. One of the conservation effort concerns information distribution to stimulate public perception. The tourists who visited Ragunan Zoological Park have this perception too. The tourists perception on biological resources and its ecosystem in the Ragunan Zoological Park isn't known yet. This needs a research. The research aimed : to know tourists structure, to find out the tourists perception on on biological resources and its ecosystem, to examine the correlation between the tourists structure and their perception, and to find out the tourist image and opinion about the Ragunan Zoological Park.

The data collected were primary and secondary data. The primary data were : tourists structure, the tourists perception as well as the tourists image and opinion about the Ragunan Zoological Park. This data was obtained from a questionnaire distribution. The secondary data concern research area description, the amount of visitors in last few years, and the data of flora-fauna potency. This data was obtained from the Ragunan Zoological Park's management. The chi-square test was used to analyze the corellation between the tourist structure and their perception. The secondary data and the tourism aspect were examined by the description method.

The tourists structure examined the tourists age (dominated by adolescent tourists 53,75 %), the education level (dominated by SLTA 51 %) and the occupation (was dominated by student 62,25 %). The tourist perception was divided into three categories: low (15 %), medium (72 %) and high (13 %). There was a correlation between the tourist structure and their perception. The tourists opinion was that the Ragunan Zoological Park was good. The main object of interest the Ragunan Zoological Park was the flora-fauna collection. The tourists asked for a larger collection og flora-fauna collection And the tourists hope the Ragunan Zoological Park development was still keep its natural condition.

Key words : perception, tourist, conservation, ragunan

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