

PERSEPSI *MEMBER* DAN PENGUNJUNG TENTANG OLAHRAGA BERKUDA DI KABUPATEN SLEMAN YOGYAKARTA

**Muhammad Mufti Hanif
14/362647/PT/06683**

INTISARI

Penelitian ini bertujuan untuk mengkaji persepsi masyarakat tentang olahraga berkuda di Kabupaten Sleman Yogyakarta. Penelitian dilakukan dengan metode survey. Metode pengambilan sampel menggunakan teknik *purposive sampling*. Materi yang digunakan dalam penelitian ini adalah *member* dan pengunjung sekolah berkuda yang berusia 17 tahun keatas (usia dewasa) sebanyak 45 responden. Pengumpulan data melalui wawancara langsung dengan reesponden dengan bantuan kuesioner yang telah di uji validitas dan reliabilitasnya. Analisis data yang digunakan adalah menggunakan skala Likert. Hasil penelitian menunjukkan bahwa persepsi masyarakat tentang olahraga berkuda di Kabupaten Sleman tinggi (baik). Persepsi yang tinggi (baik) membuktikan bahwa olahraga berkuda digemari oleh masyarakat karena memiliki berbagai macam manfaat.

Kata kunci : Persepsi masyarakat, Sekolah berkuda, Persepsi.

PERCEPTION OF MEMBERS AND VISITORS ABOUT EQUESTRIAN IN SLEMAN DISTRICT YOGYAKARTA

**Muhammad Mufti Hanif
14/362647/PT/06683**

ABSTRACT

The research was aimed to examine people's perceptions of equestrian sports in Sleman Regency of Yogyakarta. The research was conducted by survey method. The sampling method uses purposive sampling technique. The materials used in the reseach were members of riding schools and visitors riding schools aged 17 years and over (adults) as many as 45 respondents. Data collected through direct interviews with questionnaire distribution methods were guide by questionnaires that have been tested for validity and reliability. Linkert scale was used to analyzed the data. The results of the research showed that the public perception of riding in Sleman Regency was high (good). High perceptions (good) prove that horse riding is popular with the community because it has a variety of benefits.

Keyword : Public perception, riding school, perception.